

The background is a grayscale photograph of a business meeting. In the foreground, a man with a beard and a woman are shaking hands. In the background, another man with glasses is visible. The image is semi-transparent, allowing the text to be overlaid.

It's a big world. Make it yours

BBN **BRIEF** FOR VIRTUAL ACADEMY 2021

APRIL 2021



GROUP PROJECT

THE BRIEF

To create a campaign and a Big Long Idea to convince CMOs that BBN can help them solve their key marketing issues and support them in achieving their goals.

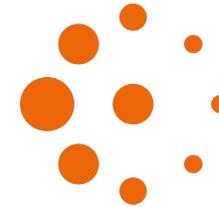


Background & context

In the last couple of years BBN has increased its marketing presence across different regions with limited budgets and resource, using a variety of methods to varying degrees of success. Although this has increased our overall visibility and has brought new RFPs and invitations to pitch it has not generated the amount of new business across all regions that we feel is achievable. We can definitely do better.

So, we now wish to address what we believe can have the biggest impact across all regions – the mindset of a B2B marketer. We want to launch a global campaign using messaging that will speak not to a particular industry expertise, but rather to a common insight about B2B marketers and what matters most to them.

We want a big long idea that partners can also adopt (and adapt) in their own country and region to promote the benefits of working with them and their BBN partners.



B2B Marketing

#1 International B2B
marcomms agency 2020



The challenges

- How do we convince we can offer CMOs something different and better than other agencies or groups?
- How do we demonstrate that we can help CMOs solve their specific issues while supporting and enhancing their role as a c-suite leader?
- How do we reach the highest number of CMOs across multiple regions, in different languages, using a combination of central and partner resources?
- What are going to be the most effective media channels and tactics to drive interest that results in a discussion, an invitation to pitch or to submit a proposal.
- How do we address the number of relationships in the marketing ecosystem that tend to be fractured? These include:
 - Sales & Marketing
 - C-Suite & Marketing
 - Agency & client relationship
 - Art Vs Science – (refer to article by Ed Davis in support pack)



The communication objective

To differentiate BBN in the minds of the C-Suite as the global experts capable of developing and implementing all-encompassing, business transformational marketing Strategies. BBN's team driven methodology and results anchored approach, delivers quantifiable increased market share, exceptional return on investment and enduring brand value.



What does 'differentiate' mean?

We know that medium and enterprise businesses, don't always consider smaller independent agencies to handle their local and global campaigns because they perceive them not to have the expanse of expertise, skills and resources to meet all their needs.

Differentiating BBN is about convincing CMO's that we are a different and interesting option to be considered as their marketing partner.





Business objective

An increase in Awareness/visibility is a primary business objective with Lead generation being the secondary objective.



Target audience

- B2B marketers at mid-sized and enterprise?? companies across the globe, who are in expansion mode and need a joined-up agency to develop new markets with them
- These are companies that are expected to be 500+ employees and are within the range of \$100 million - \$5 billion in revenues. They are will have a marketing team or teams and likely have one or two agencies already supporting them but are not locked into any one agency. They are looking to get ROI from their limited marketing budgets.
- Titles of target audience is not limited to CMO, as titles can differ across companies, so should also include Marketing Manager, Marketing Director, Brand Manager, Product Manager, Digital Manager
- Marketing leads are frustrated. Their expertise is often not appreciated. Everyone in the organization seems to have an opinion on marketing, from the CEO to the Sales Team – who often weigh in and interfere with the process and passion.



***Note:** please also refer to audience personas shared later*



GROUP PROJECT BRIEF

Targeted proposition

BBN

To clients and prospects who want to build measurable and successful human connections with their audiences to achieve sales goals, BBN delivers results through broad, strategic experience with proven methodologies and the latest technologies with the essential ingredient of creative magic.



Key message

The demand to demonstrate successful B2B marketing and sales outcomes has never been so intense. Fortunately, a different approach exists. BBN delivers results through broad, strategic experience with proven methodologies and the latest technologies with a dash of creative magic. With over 1,000 practitioners around the world, this flexible and agile agency meets all marketing needs to deliver on sales goals.



Reason to believe / substantiation

- Here is just one excerpt from a Fournaise Group research study: *“Senior executives don’t believe the marketing function within their organisation demonstrates objective commercial thinking, with 73% of CEOs stating, “marketers lack business credibility and the ability to generate sufficient growth”. 80% of CEOs simply don’t trust marketers at all, while 91% do trust CIOs and CFOs.”* **They need our help!**
- The majority of our partners have built their businesses from scratch and know the importance of being able to respond quickly to market and industry change. Using our matrix model, we structure bespoke teams to respond to each client’s particular requirements. This agile, matrixed structure enables us to be nimbler, as this approach emphasises interdisciplinary functionality and enables colleagues to move from team to team as project needs demand.



Reason to believe / substantiation

- Accounts are led by business owners, entrepreneurs who are passionate about the success of your business. As business leaders, they understand your dilemmas, from a holistic perspective. They feel your pain. They have the experience and knowledge, from being active b-2-b marketing practitioners, all their working lives. And CMOs can buy into that. You get access to so much more than just one agency's senior team – our senior team consists of over 40 individuals.
- Regretfully, in many companies due to legacy issues, tensions still exist between sales and marketing and actually, hard data in itself is not always helpful in advancing the cause of greater unity. The advancements in technology and its ability to identify, nurture and measure the prospects has advanced dramatically and that will dramatically accelerate. The reality is the majority of B2B companies have not properly invested in and embedded the available technology. That position is no longer tenable. BBN can enable total digital transformation.



Reason to believe / substantiation



- Every agency, has a process ... so why is ours different? Well, BBN Navigator probably isn't that different to many toolkits that are out there. Fundamentally, they are all designed to do similar things.

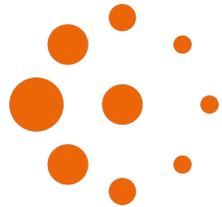
What is different and significant, is that we have honed ours in practice, worldwide for 20 years. It is constantly evolving to meet customer needs and it is proven. Follow the process, insert the inputs and you will get the outputs and outcomes that are required.

But no process is worth anything without qualified practitioners, and that's where BBN excels. By every possible means, including our own fabled Academy, we continue to share knowledge and improve the implementation skills of our people.

And finally, what really sets us apart is that any combination of any of our 20+ agencies can get together at any time any where in the world on any brief, and immediately tailor, apply and implement Navigator in an effective way.



Reason to believe / substantiation



B2B Marketing

#1 International B2B
marcomms agency 2020



1. Over 160 top industry award wins across every discipline
2. In 2019/20, 75% of all our work was from existing clients, which tells us that they couldn't find better elsewhere
3. 60% of our leaders are keynote speakers at top industry events and are active contributors to leading industry publications



What do we want our audience to think/feel/do?

Think – I need to rethink my perceptions and bias towards a fixed idea of what an agency should look like

Feel – After what I've heard, I feel confident that BBN could potentially deliver what I need and support me in reaching my business objectives

Do – Visits website, fills out contact form or sends an enquiry email.



GROUP PROJECT BRIEF

Tone of voice

BBN

Human/spirited/collaborative/entrepreneurial

Confident/expert



Send us an email: campaign-name@bbn-international.com to schedule a chat to explore ways BBN can help you transform your business



Important Considerations

BBN Americas have already independently developed and launched an ad campaign targeting American marketing leaders that addresses the communication objectives stated in this brief, this is their concept:

Big or small, internal or external, trivial or not, business comes with baggage. From stubborn bosses, weak sales leads to competition that cuts edge every time, with the right resources at your disposal, no business problem is too stubborn, niche or complex.

The best people to help tackle your challenges are the ones who take the time to understand all of them beyond cliché. BBN Americas does things with their clients, not just for them.

We'll encourage marketers to show doubters what they're capable of with BBN Americas by their side.



Important Considerations



In a before and after approach, BBN Americas show common challenges that appear on the job and expose a better outcome. Using the BBN brand orange to signify the change that's taking place, BBN Americas is positioned as an all-encompassing solution.





Important Considerations



**CMOs
are
highly
frustrated
by CEOs.**

Over 50 international offices and 1,000 B2B experts that know your battles and are ready to help you smash down internal barriers and shatter misguided expectations of anyone who foolishly questions you or your marketing capabilities.

Start making that difference. Partner with the right resources.
Visit www.bbn-international.com/americas.

BBN THE WORLD'S B2B AGENCY

**Other
departments
boost you
for your
marketing
leads.**

Over 50 international offices and 1,000 B2B experts that know your battles and are ready to help you smash down internal barriers and shatter misguided expectations of anyone who foolishly questions you or your marketing capabilities.

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BBN THE WORLD'S B2B AGENCY

**Jane
from Sales
thinks all
marketers
are an
asset.**

Over 50 international offices and 1,000 B2B experts that know your battles and are ready to help you smash down internal barriers and shatter misguided expectations of anyone who foolishly questions you or your marketing capabilities.

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BBN THE WORLD'S B2B AGENCY



Important Considerations

A Major Global BBN Online Client event – planning in progress

Partners are currently planning a B2B event to be staged online in the Autumn this year, targeting CMOs.

This event is considered key in dramatically raising BBN's profile and credibility. It will also serve to provide a source of in-depth insights as to what really goes on in the CEOs and CMOs mind.

Your final outcome should take this into consideration as a tactic for your campaign and include promotional material for this.

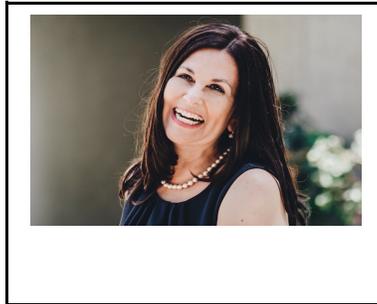


Desired Outcome

- Create a compelling integrated campaign utilising online and offline techniques.
- Demonstrate “fresh thinking”, referring to the Americas campaign as a great example. You may even decide this campaign is so brilliant it would be difficult to top and therefore consider ways to creatively expand and develop this idea further. This approach will not be thought less of than a totally new idea, if the team can demonstrate and provide supporting evidence that this approach meets all the desired objectives.
- Something that looks at ‘providing marketing agency services’ completely differently and that will drive a total reappraisal of what an agency should look like by this audience.



Audience profile example



Title	Chief Marketing Officer (CMO)		
Functional Role	Responsible for company's global marketing strategy, has a team of regional marketing managers / directors who ensure successful regional roll out		
Challenges	<ul style="list-style-type: none"> • Support and provide sales leads • Demonstrate ROI • Gain greater percentage of market share • Confidently demonstrate why my brand is better than the competition • Wants to be a hero in the board room. 	What will BBN deliver for this audience	<ul style="list-style-type: none"> • Regional expertise, backed by global know-how • B2B expertise • Industry expertise • Best people, best processes, successful case studies (ROI based) and a real international network • Processes applied to their business, specific people, thoughts/ideas that they didn't consider • Sound strategic council, • Proven routes to market • Creativity

DEMOGRAPHICS

Age	40-50
Gender	60% female
Marital Status	85% married
Income	

FIRMOGRAPHICS

Industry	B2B
Revenue	20+million
Geography	Global
# of Employees	500

NEEDS

Goals	What do they need to achieve goals?	Information sources: people	Information sources: media/places/orgs
<ol style="list-style-type: none"> 1. Need a new agency with necessary international footprint who understands my industry sector 2. Can deliver in multiple disciplines 3. Has a solid ROI model 4. Can reinforce my own marketing team 5. Can fill the MarTech gaps I have in my team 	<ul style="list-style-type: none"> • An agency who can demonstrate their B2B credentials • Evidence that there is a deep understanding of their business/sector • To see results and metrics from real case studies that proves ROI • Demonstrate ideas and creativity • Show me skills/resources I do not already have • I need Chemistry with my new partner 	<ul style="list-style-type: none"> • Peers / referrals • Regional directors / mangement team • Board or leadership team • Clients • Associations 	

BUYER ROLE

Leader	A decision maker
Influencer	If I say yes, others will too

CUSTOMER STATUS

(Unaware) Prospect	Unaware of BBN
(Aware) Prospect	
Lapsed	
Customer	
Loyal	

BEHAVIORS

Current behaviour / Mindset	Desired behavior - buying process	Where does this decision fall in person's priority list?	General interests
<p>Internal / external drivers are forcing me to re-look at my current agency.</p> <p>Change is risky, so I need to be absolutely sure I'm making right decision.</p> <p>I'm looking for an agency that can provide something different and be flexible</p> <p>I'm a little risk averse, so trust and confidence is high on my list.</p>	<p>Looking for a new global agency, but doesn't have to be one of the big groups</p> <p>Looking for a better alternative, I'm open to consider something different.</p> <p>Find BBN in their initial research and are intrigued, make contact through BBN website.</p> <p>Feel comfortable that BBN could be the ideal agency for their needs. Keen to build a relationship.</p> <p>Invite to next project or account pitch</p>	<p>Working with the right partners is a high priority and can have a significant impact on her goals and can help her solve some of her challenges.</p> <p>Depending on the specific requirement, can influence it's priority.</p>	

OUTSIDE OF PURCHASE DECISION

Last Updated: 17/9/17

SOURCES	Sources: (1) BAM Workshop October 2016 (2) BAM workshop August 2012
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BBN brand information



Find these in the briefing room:



01

BBN Brand PlayBook

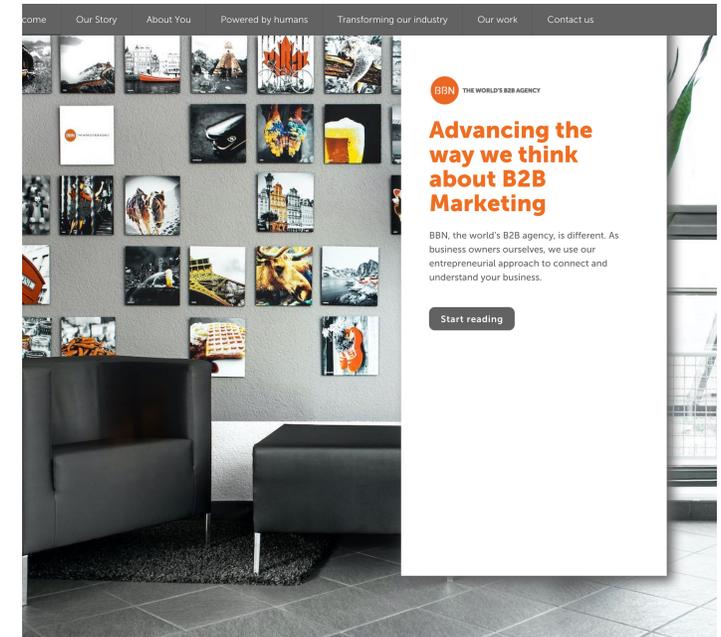
This provides key information about our brand strategy and brand assets from logos to key messages.



02

BBN Annual Report

This highlights BBN's performance and approach to delivering for clients



03

Advancing B2B Thinking

Useful as an introduction to BBN, explains who we are and what we can do for our clients.



Team recommendations



- Think of your groups as a BBN pitch team preparing for a global client presentation
- View the various team member time zones as an opportunity to gain advantage and be more productive
- The fun networking sessions are just as important as the learning sessions in the agenda, please make every effort to attend them.
- The Hive is available for communication, planning and project management, saving & sharing material and documentation
- Use the tools and templates provided, along with any others your team feel would be useful.



Brand Identity Map (BIM)





BBN Future Identity





BBN Position Statement



BBN is the world's B2B agency that advances B2B thinking with its entrepreneurial approach and proven end-to-end methodology because its diverse range of inter-connected agile teams maximises brand value through creative and data-driven solutions with global relevance and local impact.

#1 INTERNATIONAL B2B
MARCOMMS AGENCY 2020

GLOBAL



With extended reach through partners and affiliates, BBN has few geographical boundaries

9%

YEAR-ON-YEAR
GROWTH BASED
ON ANNUAL SALES



160

wins across
every discipline
in top industry
awards

1150+

B2B marketing specialists



35 Languages



25% expansion
growth

500

clients in 23 different B2B
sectors across the globe



32 countries

7%

YEAR-ON-YEAR
GROWTH BASED
ON ANNUAL GROSS
AGENCY INCOME



\$187 million

global billings

61

office locations on
nearly every continent



THE WORLD'S B2B AGENCY



Thank you