

# The global uprising starts here



The old rules no longer apply. It's time for marketers to break free from convention, reshape industry standards and shatter the status quo.

Our extensive global reach, spanning 60 offices across 29 key markets worldwide, provides clients with an unparalleled network of experts and insights, empowering them to lead the charge in this B2B revolution.

Contact us today to discover how we can help you lead the way.



# DeJa Vu all over again

**ED DAVIS,**  
*International Client  
Relationships, BBN International*



**A recent survey showed that CFOs express greater confidence in marketing's revenue-generating potential compared to CMOs by a 30% margin. Are you as surprised by this as I am? You should be if you're not. In fact, I can't believe I am writing about this in 2024 because I wrote about this in 2005, 2009 and again in 2012. Frankly, if you are a marketing leader reading this and you don't believe in marketing's ability to generate revenue—I have questions.**

This growing gap highlights the urgency for marketing leaders to re-assert their influence on the organization. Yet, the breakdown is reflective of where marketing leaders find themselves due to a lack of courage in managing their leadership, their organizations, their agencies, their technology, and their destinies.

Don't get me wrong, the executive team has some growing up to do too. Far too many in the C-Suite look at marketing when there is a need to generate sales and shoulder them with the same expectations as they do the actual sales team. In far too many companies, marketing leaders are often considered super-sellers who can flip a switch and generate opportunities. This is a fallacy.

Marketing is meant to operate on a different timeline that is measured in years, while sales typically work on a quarterly or annual fiscal cycle. Therefore, senior management should not rely solely on senior marketers for immediate top-line results.

To secure a seat at the senior management table, marketing leaders must evolve into adept economists and strategists. Yeah, I know that is scary for a lot of us who went into marketing to get away from the logical, rational math part of our education - but we need to get over that.

We need to demonstrate to senior management that marketing serves as a strategic driver for revenue growth through the creative expression of the brand. Rather than using esoteric terms like "attributes" and "conversions", marketing leaders must converse in the language of business, offering investment-like analyses of our brand and advertising programs that the C-Suite will not only understand but unquestionably rally behind as a core growth driver of the business.

Providing insights and demonstrating the impact of marketing investments - while not always yielding a precise percentage - will command respect and influence within the management team. By speaking the language of business, forging alliances, and championing long-term strategies, marketing leaders can bridge the gap between CFOs' confidence in marketing's potential and the industry's current perception. It's time for marketing managers to embrace their role as revenue generators, confidently guiding their organizations toward sustainable success in a rapidly evolving marketplace.

# BBN International Ltd

## PHILOSOPHY

A different global agency model, BBN is unique. As independent business owners ourselves, we are opportunity-over-problem thinkers who choose to work together as part of the BBN partnership to apply this thinking and mindset to our clients' businesses. Yes, we have robust systems and some neat marketing tools, but our real strength is in the seamless integration of the humans that deliver them.

Like many B2B businesses in today's technology-driven world, agility is not just a theory for the owner-managed agencies that compose BBN. Instead, it's how we think, act and perform in practice – every day. We've survived and succeeded in this shifting environment by responding to change and embracing it, so we'll apply that same thinking to your marketing challenges.

We understand that you need complete alignment of your business to your marketing and sales strategy and the provision of seasoned strategic counsel forms a core part of our philosophy and no small part of our success. Because we have an extensive global talent pool and hundreds of discipline experts to draw from, we can deliver an end-to-end solution through a one-agency experience; you never feel like you are dealing with several disparate partners.

## AWARDS

Best Product Launch (Acora)	ANA B2 Awards, 2023, Gold
Award for most efficient & effective communication solution – Print Magazine (Warema)	Fox Awards, 2023, Gold
GEM Award (TEMPO)	ANA B2 Awards, 2023, Gold

## CLIENTS

- ▶ KPMG
- ▶ Zoetis
- ▶ Korn Ferry
- ▶ Acora
- ▶ HPE
- ▶ Expro

## SECTORS

-  Industrial, manufacturing and engineering
-  Pharmaceuticals and life sciences
-  Professional services
-  Technology and telecoms

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1987

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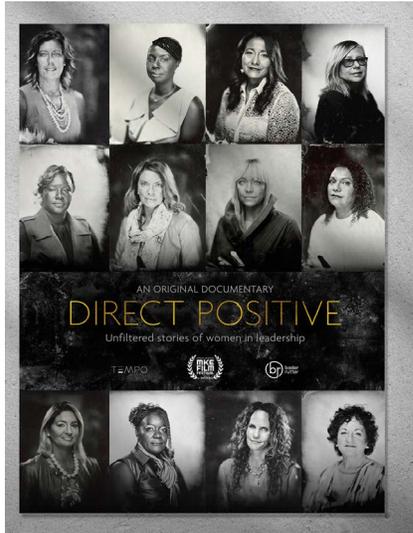
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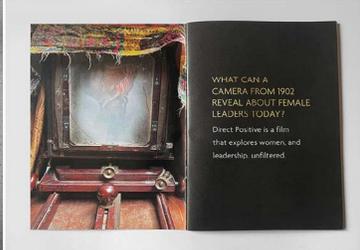
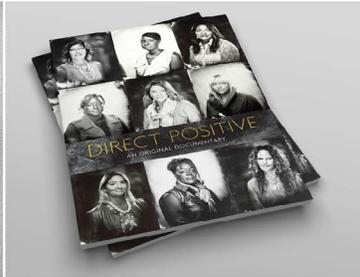
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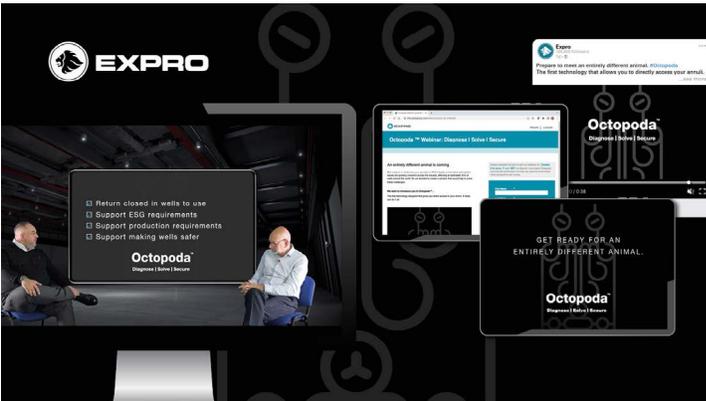
Magazine for WAREMA Renkhoff SE (wob - BBN Germany)



Award winning documentary "Direct Positive" for TEMPO (Bader Rutter - BBN USA)



Integrated campaign for KPMG Consumer Consulting (True - BBN London)



Content campaign on LinkedIn for Expro webinar series (Fifth Ring - BBN Scotland)



ABM-at-scale campaign for Korn Ferry (GreenHat - BBN Australia)