

MOI ^{B2B} NXT

The Human Touch

PUTTING CREATIVITY IN THE SPOTLIGHT

**7 TIPS TO UNLEASH YOUR
CREATIVITY IN B2B MARKETING**

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LET'S TALK ABOUT CREATIVITY

“Creativity isn’t a phenomenon, as most definitions would have you believe. That just imbeds the idea that creativity is like pixie dust, that you’re either born with it or you’re not.”

Tim Reid, co-creator of Peter Kay’s Car Share

It takes a lot to turn heads in a saturated market, so creativity needs to work its way into everything you do, from design and data to digital activation. Even in a world of data insights, creativity remains at the heart of any successful B2B marketing campaign. Creativity is no longer something reserved only for the creatives – it’s the responsibility of us all.

So, at B2BNXT in London, we invited Tim Reid, co-creator and co-writer of Peter Kay’s Car Share; Kate Baker, Senior Marketing Manager, Netskope; and Brian Macreadie, Head of Marketing, Addleshaw Goddard, to provide their top insights into creativity.

Here are seven tips from B2BNXT to unleash your creativity in B2B marketing. >>

YOU'RE ALREADY A CREATIVE PERSON

Tim Reid has a bugbear: most agencies still have a 'creative department'.

The creative department is a place where everyone within it was born creative. It's a place where everyone can wear whatever they want, even if that's 'Led Zeppelin t-shirts and flip-flops'. But they certainly mustn't talk to the clients. Ever.

It's a creative space for creative people to do creative things.

But that's bollocks (Tim's words).

Creativity is something you do not something you are. Yet too many organisations still believe the myth that somebody is either a 'creative person' or a 'non-creative person'.



“Creativity is the process of having original ideas that have value.”

Sir Ken Robinson, author and international speaker

BE PLAYFUL

*“The best ideas come as jokes.
Make your thinking as funny as possible.”*

David Ogilvy

We’re at our most creative when we’re children. As we get older, however, we start to self-censor and suppress ideas that we think people might laugh at. As adults, we tend to be too quick to kill off ideas that feel absurd.

But during any kind of creative brainstorming session, Tim Reid has noticed that there’s usually a certain moment when the magic starts. It’s when someone says something that makes people laugh.



As any comedian instinctively knows, there are two things people laugh at:

1. The truth being mirrored back at us
2. The moment of surprise

When used in combination, these are the same two qualities that get the attention of audiences in marketing.



Albert Einstein said, “If at first, the idea is not absurd, then there is no hope for it.” Absurd ideas open the imagination and expand your thinking. If you think people will laugh at an idea, that’s a reason to say it.

Be brave enough to have fun and see the extremes to which you can take an idea. Make playfulness part of the creative process.



“All good creative ideas sessions have a ‘shape’ to them. Three quarters of the time you’re together, you need to be expansive, allowing ideas to live and breathe and see where they go. You also need the bit at the end, when you kill off the nonsense ideas.”

Tim Reid, co-creator of Peter Kay’s Car Share

B

DREAM

G

“I was rubbish at drawing in art class at school. I was told I wasn’t creative because I couldn’t draw, but then I discovered other ways to be creative. For me, it means producing content I can relate to.”

Kate Baker, Senior Marketing Manager, Netskope



If creativity is a process rather than something you’re born with, it makes sense that you shouldn’t let other people pigeonhole you.

Creativity is a personal thing. You’ll hit barriers, and have people telling you something can’t be done. Don’t think too much about boundaries yet, just find the tenacity to keep pushing and joining the dots. Find a way to make it happen and don’t be afraid to dream big.

TIP
4

...BUT LEARN TO SCALE BACK



“Hug a Hacker was a really interesting campaign to work on. We used a speedometer of creativity, from ‘safe’ on one side to ‘batshit crazy’ on the other. I was taken out of my comfort zone from the beginning.”

Kate Baker, Senior Marketing Manager, Netskope

There will be compromises on any marketing campaign you work on. Take ‘Hug a Hacker’, for example. The campaign, which MOI created for F5 Networks, took an unconventional approach to hackers and cybercrime.

We dreamt big... But it was decided that our original idea, to create a honeypot for hackers, might open the company to too many risks.

So, we scaled it back a bit while keeping the same overall theme. And the campaign still generated a \$1.6m pipeline and 76,540 unique website impressions, across regions that had just 1% market awareness.

KATE BAKER'S TOP TIPS

- 1 Know your target audience
- 2 Tell emotionally engaging stories
- 3 Dream big but be prepared to adapt
- 4 Never fear failure and keep moving forwards

BE
UN-

“What works in marketing is the same as what works in war...the unexpected.”

Al Ries and Jack Trout



Brian Macreadie is on a mission. As the head of marketing at corporate law firm Addleshaw Goddard, he wants to change how one of the most risk averse industries markets itself.

What's his secret weapon?

Surprise!

No, really, that's it: to surprise the audience with unexpected things.

It's simple psychology, really. Unexpected things stand out because our brains are constantly on the lookout for danger. Ordinary, boring things aren't as memorable.

EXPECTED

“We're hard-wired to look at things that are surprising. It's like crack cocaine to the subconscious, lizard brain.”

Brian Macreadie, Head of Marketing, Addleshaw Goddard

Your audience is busy, and they don't need us. So, if you want to get their attention, doing something unexpected is the way.

Brian has won multiple awards for creating surprising marketing campaigns, and if you can do it in legal sector marketing, you can do it anywhere.



COLLABORATE MORE

Audience members at B2BNXT gave us the feeling that marketers have had enough of talking to an agency about an idea, only to have to wait for a big reveal at a pitch to see it come to fruition.

They want an agency to take them on the creative journey, collaborating more and working closely together on ideas.

Greater collaboration also means an agency is more likely to get ideas approved by stakeholders and get hold of the audience insights that are so crucial to the success of any marketing campaign.

But you need to find the right level of back and forth. Too much of it, and you'll cause delays – not ideal when speed is of the essence.

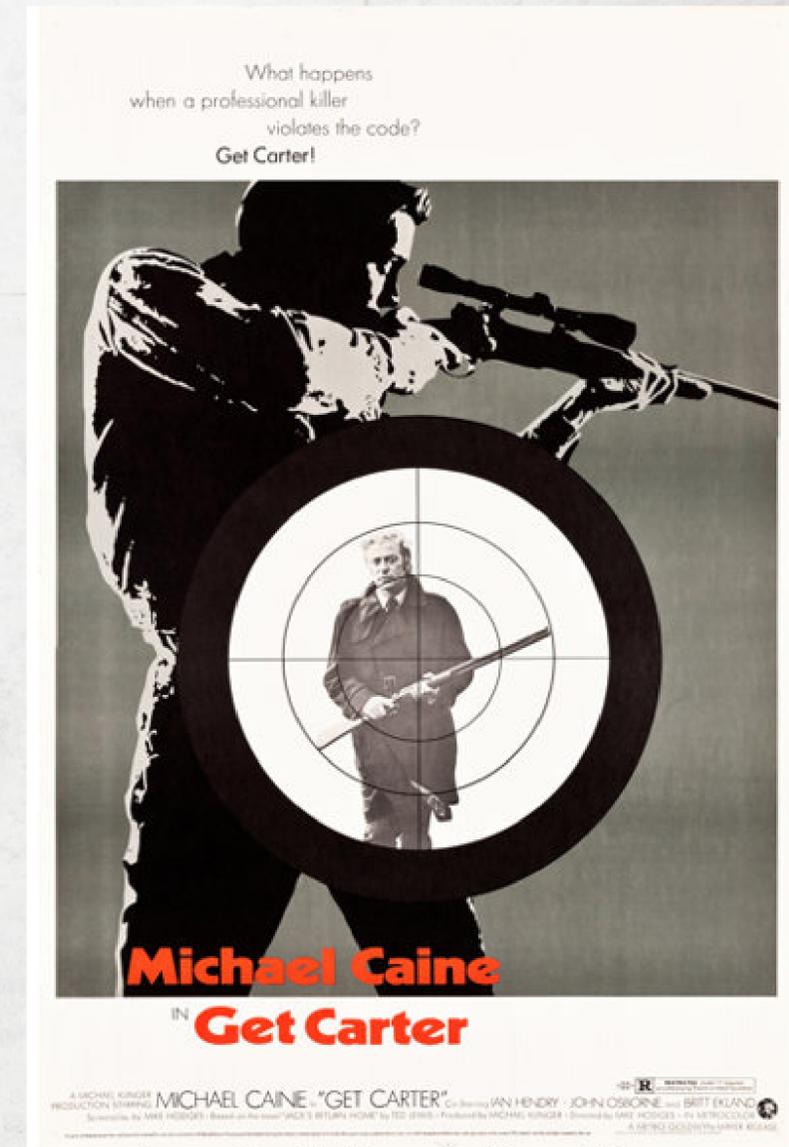


GET PERSONAL

At B2BNXT, Brian Macreadie told us the story of how he himself had been targeted in a creative way. Finding out that he was a fan of movies, a company that wanted to sell its services sent him a framed Michael Caine film poster, along with a personalised note to introduce themselves.

And did it succeed in getting his attention? Well, the fact that he's still talking about it to this day says all you need to know. It's proof that creativity must be applied at all stages of a marketing campaign.

With the rise of account-based marketing (ABM) we can now achieve this kind of personalisation at a scale that was previously impossible. Research into each of your target accounts will form a key part of your ABM strategy, so let us know if you want to know more about our five-step framework for successful ABM – it's already been used in award-winning marketing campaigns.



Prove how valuable your creativity is

What's the ROI of creativity? Thanks to modern data analytics, we can now measure how well a campaign is performing and then keep modifying and optimising it, even after it has gone live. Just make sure you know when to stop playing around with it.

BUILD YOUR VERY OWN CREATIVE PROCESS

Creativity isn't just for the 'creatives'

You're already a creative person. We all are. And hopefully you now understand why creativity should run through everything we do in marketing, from design and data to digital activation.

It's time to put the tips from B2BNXT into action. So let's take a look at some of the techniques you can build into your own creative process and get those juices flowing.

Technique 1

ACT IT OUT

Take your challenge and act it out. Bring it to life in a totally different way which makes your brain think in a totally different pattern.



Technique 4

FIND THE LINE



How far can you take an idea? Obviously, you don't want your marketing campaign to cross a line, but first you need to find where that line is. When you're coming up with ideas, push each one as far as it'll go before you decide whether to keep it or throw it away.

Technique 2

REMEMBER THAT "GOOD ARTISTS BORROW, GREAT ARTISTS STEAL"

The above quote comes from Pablo Picasso. Try to remember it the next time you think it's bad to adapt old ideas to new situations. There's nothing wrong with it, so when you're in need of inspiration, look for existing ideas that can be applied to your own marketing.



"Ricky Gervais is a massive Laurel and Hardy fan. When he thought, 'I wonder what it would be like if Oliver Hardy ran a paper company in Slough in the year 2000?' The Office was born."

Tim Reid, co-creator of Peter Kay's Car Share

Technique 3

JOIN THE DOTS

Some people define creativity as linking two separate ideas. It's not the best definition, but it provides a useful technique, which is to force a link between your challenge and something completely random. Even if it doesn't give you a direct solution, it'll give your imagination a workout.



Technique 5

GET INSPIRED

What inspires you? Whatever it is, it'll probably inspire others too, so look for ways in which it applies to your current marketing challenge. It should make it easier to appeal to people as individuals rather than buyers.

And you're all set. It's time to go out there and apply creativity to everything you do. But if you need a helping hand, or any further advice, just give us a shout.

MOI B2B **NXT**
UPCOMING EVENT

The Human Touch

BRIDGING THE GAP BETWEEN B2B AND B2C

**REGISTER
NOW**

Marketing Leader's Dinner

19th September 2019, 18:30-21:00, Covent Garden Hotel, London

ABOUT MOI

TURNING THE HEADS THAT COUNT IN B2B

In today's always-on world where your buyers can research, reject or shortlist your brand without even talking to you, we'll get you into the conversation.

MOI Global is a B2B creative agency connecting you with a new breed of buyer, re-engineering your marketing ecosystem to target the places they hang out and the people they listen to. In today's always-on world where your buyers can research, reject or shortlist your brand without even talking to you, we'll get you into the conversation.

With offices in London, San Francisco, Singapore and Sydney, we help our clients deliver head-turning campaigns that target international and local markets, covering all aspects of a buyer's omni-channel world, including digital, social media, events, direct mail and video. Clients include Oracle, Genesys, DXC, Software AG, Vodafone, TomTom, Red Hat, F5, Sopra Steria, Konica Minolta, Ciena and CenturyLink.

To find out more about how MOI Global can help you, email Caroline Lotinga, Business Director for EMEA: caroline.lotinga@moi-global.com

*More information about B2BNXT can be found at moi-global.com/b2bnxt
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WHAT'S COMING NEXT IN B2B >