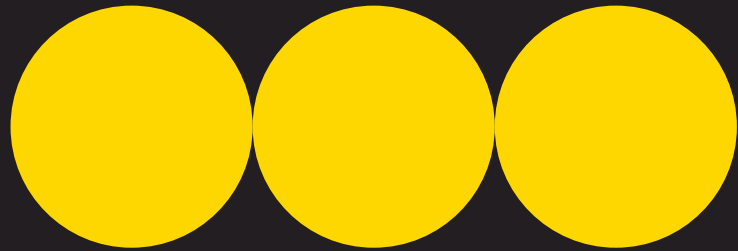


Creativity.



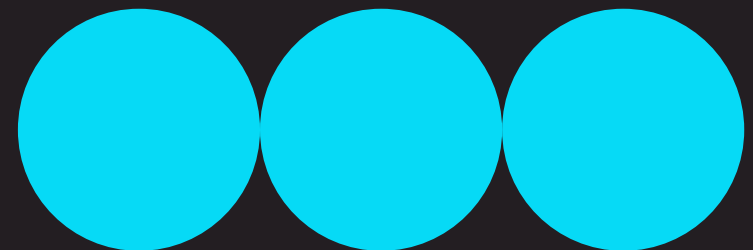
The Forgotten



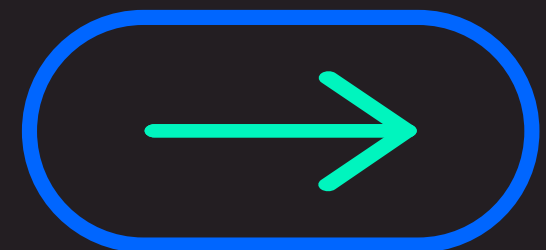
Advantage



in



B2B Marketing.



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e: info@hallam.co.uk





Preface

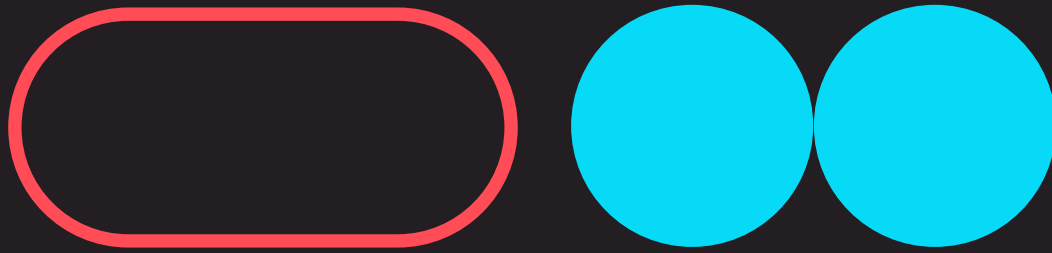


Jake Third, CEO @ Hallam

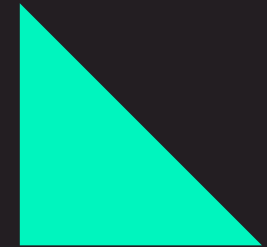
As the world transformed through industrialisation in the 18th and 19th centuries, logic and rationality took precedence over intuition. This shift, known as the disenchantment, accelerated technological progress, but human nature did not evolve at the same pace. At heart, we are emotional beings who like to believe we are driven by logic. But more often than not, decisions stem from gut instinct, with rationality applied after the fact to justify them.

Marketing has gone through its own disenchantment. In an economy increasingly dominated by private equity, the appeal of marketing that delivers immediate, measurable returns has led to a fixation on bottom-of-funnel performance. While this provides a nice sugar hit, it won't keep us full for long. Short-term gains do little to sustain long-term brand growth.

For marketing to have lasting impact, memorability must take precedence over clickability. We know that in B2B, only 5% of potential clients are actively in-market at any one time. So a more effective strategy is to optimise for brand recall, rather than immediate conversions. To achieve this, marketing must align with human psychology. And humans respond to emotion, storytelling and creativity. When sameness is the default, the brands that dare to be bold will be the ones that endure.



Executive summary





Executive summary

B2B marketing has traditionally prioritised logic, efficiency and measurability over creativity. However, our research demonstrates that creativity is not just an aesthetic choice but a business advantage. This report explores the measurable impact of creativity in B2B marketing, showing how it drives brand awareness, competitive advantage and long-term growth.

Key findings

- **Award-winning campaigns increase brand visibility.** In the year in which they won, 85% of creative award-winning B2B brands experienced a rise in share of search, with an average growth of 29%. Two-thirds of 2023 winners continued to grow in 2024, though at a slower rate.
- **Creative brands outperform competitors in growth.** Compared to their industry peers, award-winning companies were 50% more likely to achieve year-on-year growth above 15%. They were also twice as likely to see growth of over 35% and 26% more likely to experience positive growth overall.
- **Financial services brands benefit the most from creativity.** Among the industries analysed, financial services brands saw the highest uplift, with a 58% increase in share of search following a creative award win. Martech brands followed with an 18% increase, manufacturing brands with 12% and legal services brands with just 4%.



Conclusion

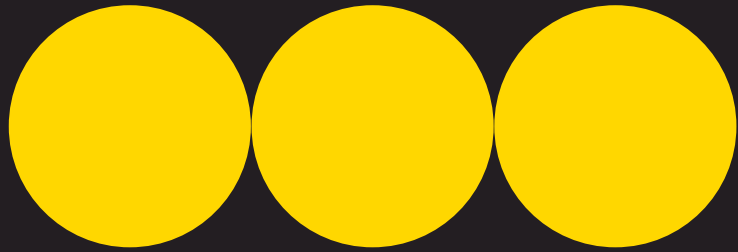
Creativity in B2B marketing directly impacts business performance. As the B2B buyer journey becomes increasingly complex, creative campaigns play a vital role in making brands memorable, increasing share of search and securing long-term market growth.

Recommendations

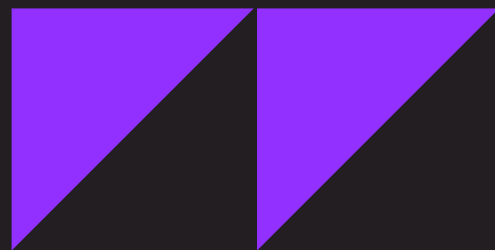
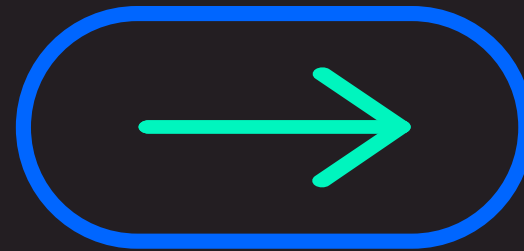
- **Prioritise brand building alongside performance marketing.** A strong creative strategy ensures brands remain top of mind, even when buyers are not actively in-market.
- **Use creativity to differentiate in competitive industries.** The brands that take creative risks and embrace storytelling, emotion and bold ideas gain a lasting edge.
- **Measure the impact of creativity.** Share of search provides a clear indicator of brand momentum, helping businesses track the long-term effects of creative campaigns.

This report provides data-driven insights into how creativity fuels business success in B2B marketing. The evidence is clear: brands that invest in creative, memorable campaigns are more likely to increase their visibility, outperform competitors and sustain long-term growth.

As buyer expectations evolve, creativity is a strategic necessity. Marketers who integrate bold, distinctive creative work into their strategies will not only capture attention but also drive measurable commercial impact.



Introduction



Introduction

**B2B marketing doesn't have to be boring.
But it does have to be bold.**

B2B marketing has often been seen as predictable and uninspired, functional, rational and, ultimately, forgettable. It's a sector where efficiency trumps emotion, and where creativity is often viewed as a 'nice to have' rather than something which will drive business.

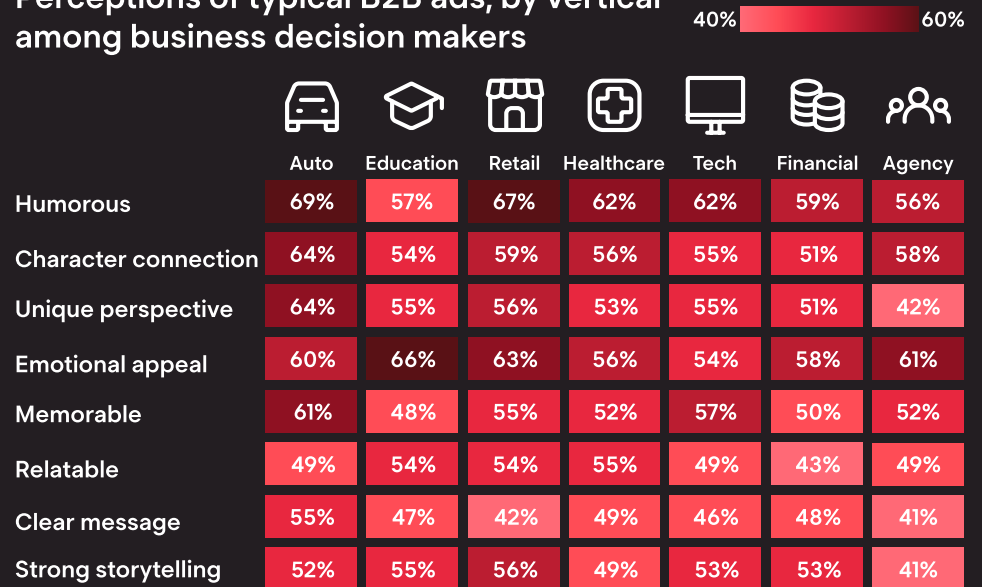
But here's the reality. Decision-makers are still human. And, just like anyone else, they respond to content that captivates, inspires and makes them feel something.

Research from MAGNA and LinkedIn shows that creativity in B2B advertising is indeed rare. This means that business buyers, across all industries, are inundated with a 'sea of sameness', technical jargon, product specifications and templated corporate messaging. Yet the brands that dare to be different, the ones that inject creativity into their marketing, are the ones that stand out, resonate and eventually, win.

The idea that B2B marketing has to be dry and uninspiring is outdated. As is much of the B2B advertising being produced. The brands that recognise this and harness the power of storytelling, emotion and even humour gain a competitive edge that just can't be replicated with features and facts alone. So, if you want to stand out and ensure the impact you make is a lasting one, it's time to get creative.

Creativity is often in short supply across all industry sectors. As you can see, business decision-makers rarely encounter truly creative B2B ads, no matter the vertical.

Perceptions of typical B2B ads, by vertical among business decision makers



Business Decision Makers n = 2,032
 Q: How often do you see ads for B2B (i.e. business specific) products/professional services that...
 Q: Which industry vertical do you currently work in? (select all that apply)

Source: <https://magnaglobal.com/wp-content/uploads/2024/08/Magna-LinkedIn-The-B2B-Renaissance-05.14.pdf>



Why creativity matters more than ever

Let's face it, the B2B buyer journey is anything but straightforward. It's a long, multi-touch process involving multiple stakeholders, risk assessments and extensive research. The [Harvard Business Review](#) reported that 80% of buyers have a vendor shortlist before they even start researching. And 93% ultimately buy from that day one list. So the real challenge is not convincing buyers that your product is great. It's ensuring you make the shortlist in the first place.

Creativity is what gets you there. It's what makes your brand memorable, giving buyers a reason to recall your name when they sit down to evaluate their options. Rational messaging may provide the justification, but it's emotion that drives recognition and loyalty. The most successful B2B brands understand that logic makes a case but emotion seals the deal.

The shift in B2B buyer expectations

Gone are the days when B2B buyers expected or tolerated dry, transactional interactions. Today's decision-makers are not just looking for solutions. They are looking for experiences. And if you think that's just a B2C phenomenon, think again.

A generational shift is underway. Millennials and Gen Z are increasingly stepping into key decision-making roles and they bring with them an entirely new set of expectations. These are digital natives who have grown up with engaging content, seamless user experiences and brands that communicate with personality. They don't want to sift through walls of text about efficiency gains. They want compelling narratives that show them how a solution will transform their business.

Add to that the rise of account-based marketing, personalised content strategies and immersive digital experiences, and it becomes clear. Creativity is no longer just a differentiator, it's the cost of entry. And brands that fail to evolve will most certainly be left behind.

In the sections that follow, you'll discover how data proves the link between creativity and B2B marketing success. You'll get practical strategies for making creativity a core part of your marketing approach. And you'll see how leading B2B brands have broken the mould and set new standards for engagement.



Sara Galbiati,
Head of Content
@ Hallam



Key findings





Key findings

Creativity is often seen as a nice-to-have in B2B marketing, but our research shows it plays a direct role in brand growth. By analysing award-winning campaigns and their share of search performance, we identified clear trends that link creativity to increased brand visibility and competitive advantage.

Our findings, based on a dataset of 20 award-winning campaigns and 80 competitors, reveal how creative marketing influences brand performance both in the short and long term. The insights below highlight the key patterns that emerged from our analysis.

[How we measured the impact of creativity](#) explains our methodology in more detail.

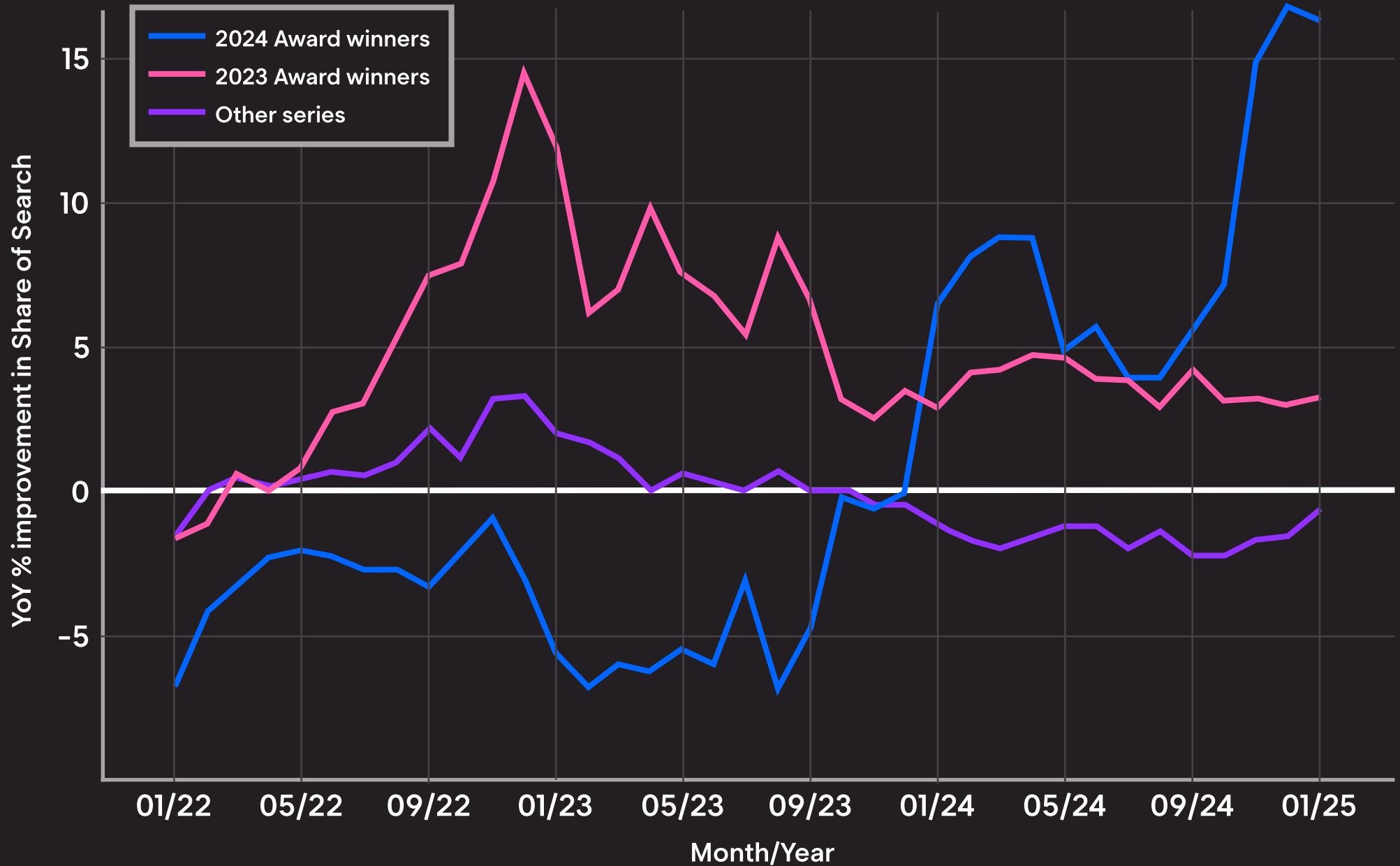
Award-winning campaigns drive measurable brand growth

Winning an award for creative campaign work correlates with a significant increase in brand visibility. In the year they won, 85% of award-winning B2B brands saw a rise in share of search, with an average growth of 29%.

The impact isn't just short-term. Two-thirds of the 2023 winners continued to grow in 2024, though their growth rate halved on average compared to their award-winning year.

Notably, a quarter of award winners achieved a share of search increase of more than 25%, highlighting the strong link between creativity and commercial success.

Award winners vs non-award winners



* 'Other series' is a competitor benchmark



“In a B2B world where marketers endlessly copy each other like the Spider-Man meme, creativity breaks the cycle of self-reference. Creative courage in B2B marketing drives tangible business growth. In today’s attention-fragmented environment, brands that commit to creativity don’t just capture attention – they command it, convert it, and cash it in. At LinkedIn Creative Labs, we’ve witnessed how bold creative choices can transform attention into memory, engagement into connection, and marketing spend into bottom-line growth.”

Wensy Antoli, Creative Strategy Lead @ LinkedIn



Award-winning creative campaigns give brands a competitive edge

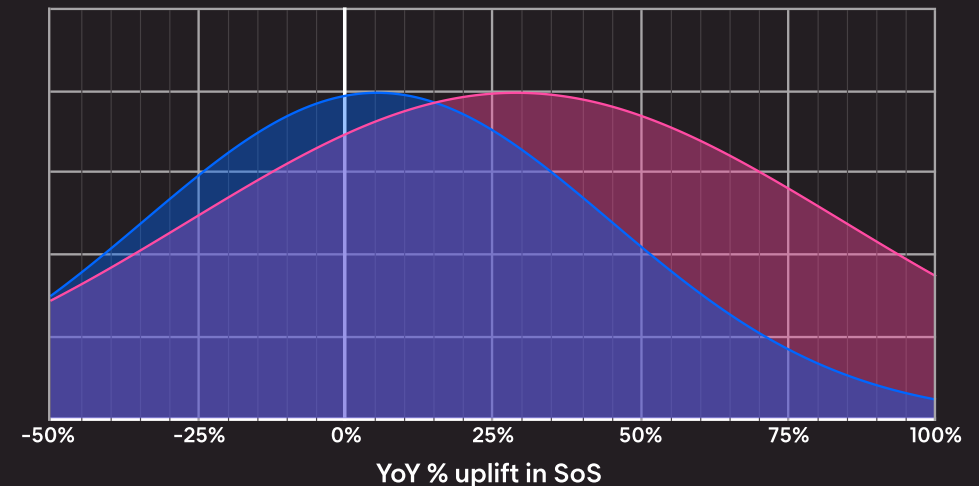
Creative campaigns don’t just generate short-term gains. They sustain increased visibility over time.

Compared to their direct competitors, award-winning companies are 50% more likely to achieve year-on-year growth above 15%. They are also twice as likely to see growth of more than 35%.

Even at a broader level, these brands are 26% more likely to experience positive growth overall, reinforcing the lasting impact of creativity in B2B marketing.

Normal distribution of uplift

● All companies ● Award winners



* 'All Companies' includes competitors

Creativity is a key growth driver in financial services

Financial brands that leverage creativity outperform their competitors by more than half, with a 58% advantage.

Our research, which analysed the impact of creativity in B2B across industries, found that financial services brands saw the highest uplift. In the year they won a creative B2B award, their share of search grew by 58%.

Brands such as Hiscox saw a 24% lift in share of search after their award win for The Drum Awards for B2B in the Rebrand or Relaunch category with their campaign titled The Most Disastrous Campaign Ever. Highlighting a clear example of the importance of being creative in finance B2B, the campaign humorously illustrated the everyday risks and challenges faced by small and medium-sized enterprises (SMEs) by intentionally showcasing marketing mishaps - showcasing

billboards wrapped in oversized, torn envelopes to dramatize data leaks or digital screens displaying coding errors. These playful mishaps highlighted the potential pitfalls businesses may face, reinforcing the critical need for comprehensive insurance coverage in a creative way for the brand.



By comparison, Martech brands saw an 18% increase, manufacturing brands 12%, and legal services brands just 4%. These findings highlight the outsized impact of creativity in financial services marketing.

“This research validates what we consistently observe through The Drum Awards – creative excellence in B2B delivers tangible business results. There is a clear correlation between award-winning work and picking up new business. In a market that feels almost impossible to stand out, recognition for awards most certainly gives you the competitive edge.”

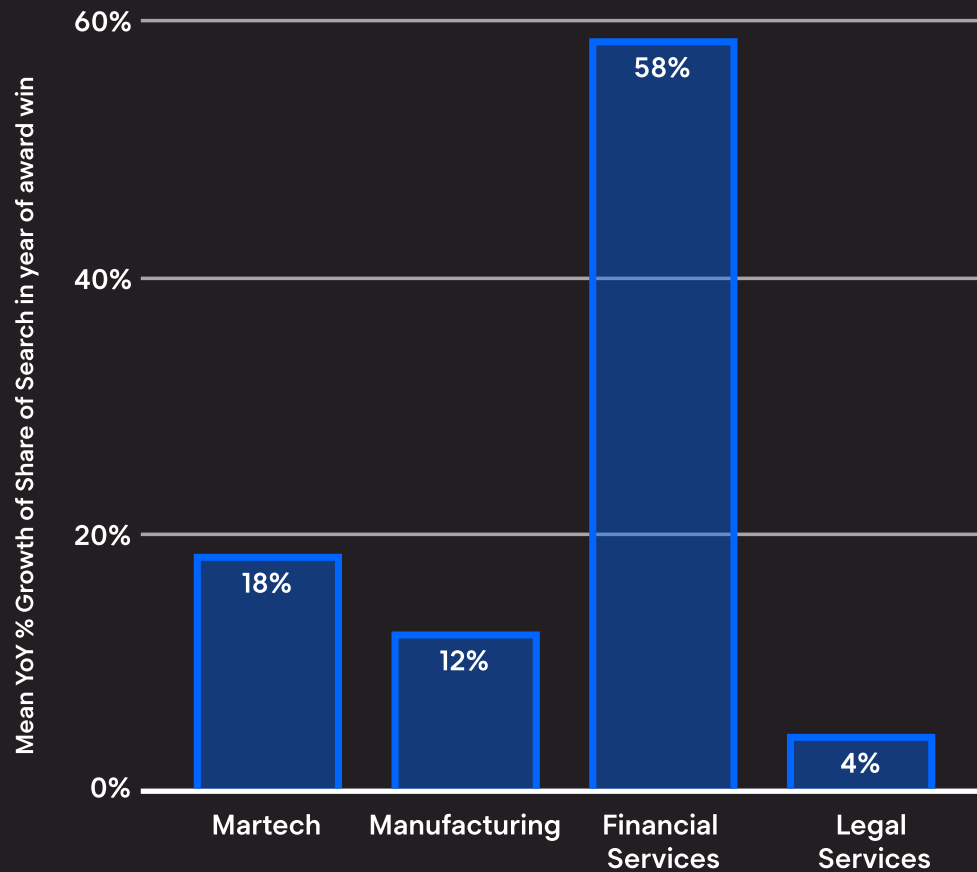
Lynn Lester, Senior Vice President,
Events & Marketing @ The Drum



Image source: <https://uncommon-creative-studio.medium.com/new-hiscox-brand-campaign-launches-with-the-most-disastrous-campaign-ever-e2c218f734cc>



Performance by category

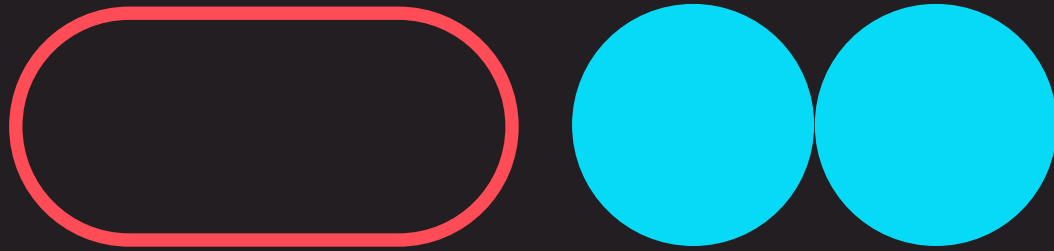


B2B marketing in traditionally 'boring' industries often falls into the trap of conformity - relying on safe, predictable creative that blends in rather than stands out. The belief that professionalism means playing it safe results in uninspiring ads that fail to capture attention, let alone build long-term brand equity.

Research shows that the most effective campaigns leverage the Von Restorff Effect, a psychological principle proving that distinctiveness is what makes a brand memorable. Yet, many B2B brands hesitate to step outside the expected, leading to what's commonly known as the 'sea of sameness' - where marketing efforts are not just forgettable but risk being misattributed to competitors.

From a share of search perspective, standing out isn't just about aesthetics; it's about owning a position in the mind of the audience. If your creative fails to differentiate, you're effectively losing mental availability - making it harder for your brand to be the one searched for when it matters. Share of search has been proven to correlate strongly with market share, meaning that brands that prioritise distinctiveness in their advertising are more likely to see long-term commercial success.

This is why bold creative choices in B2B marketing should be viewed not as risky but as a strategic investment in brand growth. Instead of mirroring category norms, brands in 'boring' industries should embrace emotion, contrast, and category-defying creative to cut through the noise and win both mindshare and market share.



How to build creative campaigns with high ROI





How to build creative campaigns with high ROI

Let's take a look at how B2B brands can turn creativity into a competitive advantage. These bold moves will help you build campaigns that not only capture attention but also drive real business impact.

Bold Move #1: Build a brand. Not just a funnel.

Capturing demand may drive short-term results, but long-term growth comes from brand building. B2B brands that are known for something bigger than their product features create lasting impact. A distinctive visual identity and clear messaging make your brand instantly recognisable and memorable. If you want to be top of mind when buyers are making decisions, you need more than just a lead generation funnel. You need a brand that stands for something.

Bold Move #2: Align creativity with business impact

Creativity isn't just about making things look good. It needs to tie directly to measurable business goals – whether that's increasing brand awareness, driving leads or improving customer retention.

Before launching any campaign, define what success looks like. Are you aiming for higher engagement, improved conversion rates or a shift in perception? Every creative decision should serve that strategic goal. Creativity for its own sake may look impressive, but if it doesn't move the needle, it's just noise.



Bold Move #3: Find your edge (and own it)

What does your brand believe that your competitors don't? B2B brands that stand out have a bold, ownable point of view and are not afraid to lean into it. Creativity isn't about being the loudest voice in the room. It's about being different in a way that matters. Identify what sets you apart and make that the centre of your storytelling.

Bold Move #4: Tell stories. Not just stats.

Facts inform, but stories persuade. In B2B, where buying decisions are complex and stakes high, storytelling bridges the trust gap. Real case studies, customer challenges and behind-the-scenes moments bring your brand's value to life.

The most effective brands use video, first-person narratives and interactive content to engage audiences on a deeper level. Instead of just presenting stats on how efficient a product is, show how a real team used that product to reclaim hours for strategic work. Stories make your message relatable, memorable and, most importantly, persuasive.

"From speaking with hundreds of B2B marketers over the years, the most successful ones focus on proving commercial impact. Brand-building can feel risky due to its less immediate ROI, but those who educate internal stakeholders on its long-term value and cut through the noise see the greatest success."



**Beth Sharma,
Client Services
Director
@ Hallam**



Bold Move #5: Make boring topics interesting

Not every B2B product is inherently exciting, but that doesn't mean your marketing has to be dull. Creativity can transform even the most technical subjects into compelling content. Use unexpected analogies, humour or cultural references to make your message engaging. Experiment with interactive content, games or visual explainers to bring your message to life. Challenge industry clichés and give your audience something they haven't seen before.

Bold Move #6: Treat B2B audiences like people

Decision-makers don't stop being human when they step into the office. They crave inspiration, entertainment and insight just as much as any B2C audience. Instead of leading with sales pitches, focus on building brand affinity. Engage your audience with thought-provoking content, original research and creative storytelling. When your brand is seen as a source of value rather than just another vendor, selling becomes much easier.

Bold Move #7: Experiment fearlessly

Perfect is the enemy of progress. Instead of waiting for a flawless campaign, start testing, tweaking and iterating. Try new content formats like podcasts, interactive tools or lo-fi videos.

Look at what's working in B2C and find ways to adapt it for B2B. Be willing to be the first in your industry to take a creative risk. The brands that innovate early are the ones that set the standard.

Bold Move #8: Double down on what works

Creative success isn't a one-off. It's a process. Track engagement data to identify patterns early. Which messages, formats or visuals resonate most? Use these insights to refine and scale your efforts.

But scaling doesn't mean copying and pasting. Instead, evolve your best ideas for different audiences, markets and channels. Make creativity an ongoing strategy rather than a single campaign, and you'll build a marketing engine that keeps delivering results.

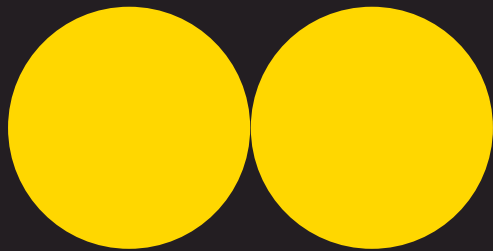
"Creativity is also a powerful tool for improving organic visibility - if applied strategically. From working with clients, we've seen that the best-performing content goes beyond keywords, offering unique insights and answering real customer questions in a way that stands out. Storytelling, engaging formats and bold messaging make content more shareable and link-worthy, driving long-term search success."



Radina Ivanova, Organic Search Lead @ Hallam



Case studies from Hallam





Case studies from Hallam

The best way to understand the power of creativity in B2B marketing is to see it in action. These case studies showcase how bold thinking, distinctive branding and strategic execution can drive measurable results. Whether it's breaking through in a competitive market or redefining industry norms, these brands prove that creativity can drive growth.

Workbooks CRM: Marketing Week's Campaign of the Year

The client

Workbooks is the 'no-bullsh*t CRM for midsize businesses', offering a transparent and efficient alternative to industry giants. Recognised as the number one CRM for midsize businesses by TechRadarPro in 2025, they wanted a bold campaign that would put them on buyers' radar from day one.

The challenge

Without the marketing budgets of larger competitors, Workbooks needed a campaign that would grab attention, engage decision-makers and challenge existing brand loyalties. However, previous agency pitches hadn't delivered the creativity they needed to stand out.





The solution

Inspired by Workbooks' straight-talking ethos, we developed the "No BS CRM" creative platform, an irreverent, tongue-in-cheek campaign spanning digital, out-of-home (OOH) and paid media. The centrepiece was a 30-second video ad, deployed across LinkedIn, Meta, YouTube and display networks, supported by tailored messaging at multiple touchpoints.

Our media strategy maximised UK reach through digital OOH placements in key railway stations, hyper-targeted LinkedIn ads for senior executives and predictive audience targeting on Meta and YouTube. In the US, we focused on high-business-density areas, ensuring every ad impression counted.

"Designing the 'No BS CRM' campaign for Workbooks was an incredible opportunity to break the mould in B2B marketing. Workbooks' bold, no-nonsense ethos inspired us to push boundaries and create something distinctive. Initially, we explored ideas around mascots and the 'underdog' narrative, but the breakthrough came when we embraced Workbooks' unapologetic personality. The result was an irreverent, attention-grabbing creative platform that resonated across every channel, stemming from the video ad we created with our video partners which was really fun to direct. It wasn't just a campaign, but a transformative brand moment."



Chris Bliss, Senior Creative Designer @ Hallam



The results

The campaign won Marketing Week's Campaign of the Year and generated high-intent conversations, proving the impact of bold creativity combined with strategic execution.

75M+ digital impressions (UK), reaching 2.6M unique users

1.8M+ impressions (US), reaching 424K unique users

143% increase in UK pipeline value during the campaign period

33% increase in organic traffic to workbooks.com

+3DR Improved share of search and domain authority

“We dug deep into where Workbooks' target audiences were spending time, and maximised our reach and frequency there; creating a mix of hyper-targeted media across Social platforms like LinkedIn, and broader, industry and business services relevant OOH placements in key London rail stations to maximise eyeballs. This isn't just something big players with huge budgets can do, challenger brands can steal share of voice with tactical strategy, and standout assets.”



Alex Jackson, Paid Media Lead
@ Hallam

An advertisement for Workbooks CRM. The top half shows a man with long dark hair and glasses, wearing a light blue shirt and tie, completely covered in mud. The text "Has your CRM hit the fan?" is overlaid in large white letters. Below this, on a dark green background, is the text "Think it's too disruptive to move? Switch in 28 days with Workbooks, the no-BS CRM." and a QR code. At the bottom, the Workbooks logo is on the left, and "#1 CRM software for midsize businesses" with a 5-star rating from TechRadarPro is on the right.

Has your CRM hit the fan?

Think it's too disruptive to move?
Switch in 28 days with Workbooks,
the no-BS CRM.

Workbooks

#1 CRM software for midsize businesses
★★★★★ TechRadarPro - 5/5

CovertSwarm: Redefining cybersecurity with a bold new identity

The client

CovertSwarm are revolutionising cybersecurity with a subscription-based model that delivers continuous, unlimited-scope attacks which simulate real-world threats to strengthen defences. Founded in 2020, they challenge the industry's reactive, periodic security checks with an offence-first approach.

The challenge

CovertSwarm needed to sharpen their brand positioning, messaging and identity to support a bold go-to-market strategy. Alongside this, they required a website that would reflect their unique approach and help them break through in a crowded, highly technical industry.





The solution

We repositioned CovertSwarm as the only cybersecurity provider that strengthens defences by relentlessly attacking them. Their new identity embraced bold, stripped-back visuals, hard-hitting messaging and a no-nonsense tone of voice, reinforcing their disruptive stance.

By crafting a distinct identity as an assertive, ethical force in cybersecurity, CovertSwarm now stands apart as the go-to partner for security-conscious organisations looking for proactive protection.

The results

- A refreshed brand strategy and identity that clearly differentiates CovertSwarm from competitors
- Doubled branded search volume, indicating a surge in awareness and demand
- Post-launch activity across PR, SEO, Paid Media and creative asset development reinforced their market presence

The impact was clear. A disruptive brand, a clear message and a strategy designed for long-term market leadership.

“In cybersecurity, trust and credibility are everything, yet many brands play it safe and blend into a sea of sameness. At CovertSwarm, we knew true engagement required challenging the status quo. With Hallam’s expertise, we built a bold brand identity that reflects our disruptive approach and sparks conversations.

Hallam helped us break through industry norms, fueling engagement and driving real momentum. Their expertise ensured we avoided the pitfalls of conventional thinking, staying ahead through innovation and creativity. In a constantly evolving industry, the right creative partner makes adaptation and meaningful connections possible.”

Santi Quintana, Head of Marketing @ CovertSwarm

BRAND GUIDELINES

v1.1

Typeface usage

Subheads must be dominant, and as such should always be used at a significantly larger size than any other piece of text on content or a given page.

If there becomes a visual conflict between the importance of one header set in B-sizes and another, set one in TT Norms and set a smaller size.

BULEVAR IS MEANT TO HAVE TIGHT LEADING / LINE-HEIGHT

TT Norms is set normally for secondary headers.

Body text should be set with a minimum of 120% line-height / leading to make sure of an open anatomy formed layout.

Setting the text at a simple, standard size helps the larger headers look more imposing on a stark set. That should be remembered at all times.

Primary typefaces

Our typeface systems made up of two fonts: Bulevar and TT Norms.

Bulevar is a strong, condensed sans serif. It is used especially for 'important' headers. There can be stacked arrangement that requires the most attention possible in a place, such as the headline of an advert, or the header of a key page on the website. It should be overlaid.

TT Norms is used for all other messaging, teamed by with Bulevar used for headers, and regular being used for body copy.

Bulevar

Small
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789@%&'*~!~!
 ~!~!~!~!~!~!~!~!~!~!~!~!

Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789@%&'*~!~!
 ~!~!~!~!~!~!~!~!~!~!~!~!

TT Norms

Small
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789@%&'*~!~!
 ~!~!~!~!~!~!~!~!~!~!~!~!

Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789@%&'*~!~!
 ~!~!~!~!~!~!~!~!~!~!~!~!

Photography Subjects

Photography plays an important role in communicating who we stand for.

Our images should be perfect, but sometimes they aren't.

- We are not **Instagram** subscribers to **Trickster**
- Avoid leading into the question marks in the background
- Avoid making people **ABSTRACTLY** nervous
- Subjects shouldn't be **obscure** or people **g**

Introduction

Our brand guidelines exist here for you to help you use the CovertSwarm brand, develop content & deliver and to bring a consistency that we just don't do.

Although they are guidelines, and not a mission, we do expect sticking to them, wherever possible.

If you have any questions about anything in these guidelines, please contact your CovertSwarm representative.




Photography: Locations

The location of business and/or objects should never be flat or straightforward.

Look for unique angles, framing, and abstract visuals. Imagery should reflect aspects of our content without going overboard.

- There should be a general familiarity to locations; places that could be anywhere.
- If such is the case, it should be left unlabelled.
- People in those locations should be observed or otherwise pushed deep into the background.



Configurations

Primary configuration
 Our primary logo should be used wherever possible, this is the most representation of our brand.

Secondary configuration
 This is only used for square portrait spaces.

Wordmark
 The wordmark can be used when the viewer has familiarity with the brand (e.g. internal docs, secondary pages of a presentation).

Icon
 Our icon can be used as a standalone graphic, but should be done sparingly when the primary logo is not applicable.




Vision & mission

CovertSwarm is a new approach to cyber security. We are the good actors - fixing minor abilities and new attack vectors by thinking and acting like a malicious attacker. The difference is the intent behind the action. Action that intent refers to the critical evaluation of attack than traditional penetration. We offer constant, unlimited scope, multi-discipline attacks via subscription - a truly unique proposition to the market.

By giving you a real actor's view of your organisation, constantly updated as the technology and social opportunities evolve, you'll know where and how to fortify your defences. In a world where the attacks don't play by the rules, CovertSwarm's attack skills are more effective than a static, periodic consultant engagement.

WE ARE THE INTELLIGENT HUMAN LAYER BETWEEN TECHNOLOGY AND RISK.

Accessibility

Legibility is incredibly important to getting our message across and our brand in people's minds.

That legibility can be achieved through consistent application of colour on our brand content.

TEXT ON WHITE

should always be in Covert Black.

This preserves the authenticity to the brand written presentation.

TEXT ON BLACK

is in both White Hat and Covert Orange.

Readers in orange, only in white.

TEXT ON ORANGE

should always be in Covert Black.

This preserves the visual legibility for the user written presentation.

With a mixture of two generations we have to replace the old with new messaging to remain relevant.

When presenting such content, we should do a balance of it in the page, then about.

This should never get lost when there is a mix of orange and white. The effect is to explain the effect and can still remain visually consistent.

Colour palette

Our primary colour palette is what identifies us and sets us apart.

We use these variables to indicate our overall offering. Consistent deployment of this colour palette will build visual identity within our target audience, allowing them to recognise it at a glance.

For web-based or digital design work, white background or #000 values should be used.

For print-based work, use of the Pantone ink specification should be prioritised, but if it is not feasible or viable then the CMYK values will provide the next best colour match.

Note our palette is deliberately restricted and strict. Do not use tints or shades, only 100% colours.

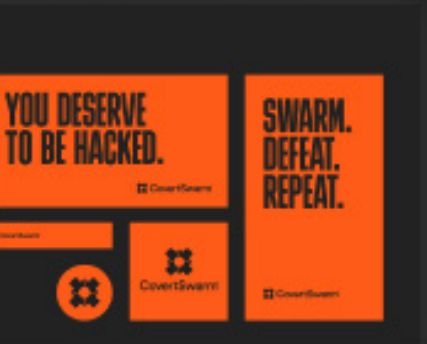
Covert Black	Swarm Orange	White Hat
# 333333	# f8a201	# f9f9f9
C 34	C 254	M 256
M 38	M 01	C 350
B 33	B 23	B 330
C 19	C 06	C 08
M 14	M 76	M 02
F 13	F 28	F 08
K 96	K 08	K 08
F Black 30	F Orange 620	F -

Logo size requirements

Maximum size
 Our logo doesn't have an upper size limit, but it should not dominate a layout or steal focus from important messaging. Use discretion when scaling the logo to large size.

Minimum size
 Our logo shouldn't appear in print any smaller than 20px. In web use, it should never be a width smaller than 40px.

Icon size
 For instances where our smallest full logo cannot be applied, you should instead use our icon. This icon scale down as small as 16px.

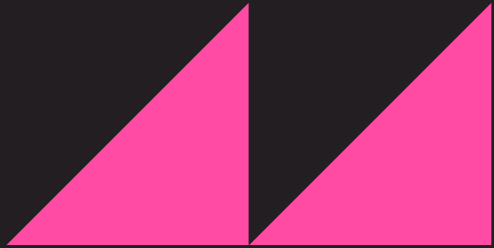




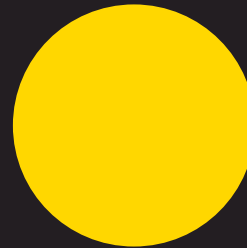
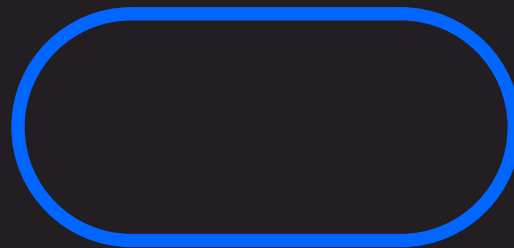
YOU DESERVE TO BE HACKED

Successful companies are constant targets for attackers. Those who take security seriously don't test their defenses once a year.

They subscribe to CovertSwarm.



Conclusion





Conclusion

The creative imperative in the age of AI

B2B marketing is shifting fast. AI now drives automation, optimisation and efficiency. And it does it at scale. But, as AI-generated content floods the space, one challenge remains. How do brands stay memorable?

The answer is creativity. Not as an afterthought, but as a defining advantage. AI can refine and optimise, but it lacks human intuition, originality and the ability to challenge norms. The brands that stand out will be those that invest in bold ideas, distinctive creative and a culture of experimentation.

What B2B marketers need to do now

Use AI as a tool, not a substitute

AI can enhance efficiency, but it shouldn't replace human insight. Machines can analyse data and optimise content, but they lack the instinct, creativity and emotional intelligence that make marketing resonate. Keep AI in your toolkit, but let humans lead the strategy and storytelling.

Make creative excellence a priority

As AI-generated content becomes more common, it's easier than ever for marketing to blur into the background. The brands that push creative boundaries with fresh ideas, bold storytelling and striking visuals will be the ones that leave a lasting impression. Stand out by being original, not just optimised.

Strengthen distinctive brand assets

AI can amplify what already exists, but it can't create originality from scratch. Your distinctive assets – logo, typography, tone of voice and visual identity – are what set you apart. So invest in high-quality, unique branding that AI can build upon, ensuring consistency and recognition across every channel.



Experiment relentlessly

The best marketing doesn't come from playing it safe. Test new formats, platforms and creative approaches, from interactive content to unconventional ad placements. Review engagement data, refine your approach and be prepared to pivot. Brands that embrace change and take calculated risks will be the ones shaping the future of B2B marketing.

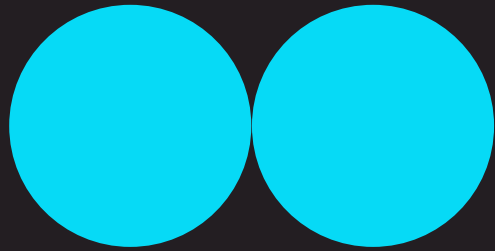


**Ben Wood, Performance
Marketing Director @ Hallam**

Shift from execution to strategic leadership

With AI handling the repetitive tasks, marketers have the opportunity to focus on the bigger picture. This means stepping into a more consultative role – guiding brand positioning, crafting compelling narratives and setting long-term creative strategies. Those who embrace this shift will drive not just marketing campaigns, but business growth.

The next era of B2B marketing will be defined by how well brands balance AI's capabilities with human ingenuity. Those who harness technology while pushing creative boundaries will set the standard for the industry.



Who we are





We are Hallam, Europe's Best Large Integrated Search Agency

B2B brands break out, win more deals and grow faster with Hallam





How we measured the impact of creativity





How we measured the impact of creativity

Gathering the data

Measuring the quality of creative work in marketing is subjective, so we used a practical proxy: industry awards. We analysed results from leading B2B marketing awards, including The Drum B2B Awards and The B2B Marketing Awards, selecting winners or highly commended campaigns in creative categories. If creativity was specifically cited in other categories, we included those as well.

This process gave us a dataset of 20 award-winning campaigns (14 from 2024 and 6 from 2023). To assess their impact, we conducted a share of search analysis on each.

Share of search

Share of Search (SoS) is a strong indicator of brand awareness and market share growth. Research suggests that when a brand's SoS increases by 5%, its market share typically follows suit within 6 to 12 months.

SoS measures the percentage of brand-related searches compared to competitors over a 12-month moving average. Because it is a zero-sum metric, a gain for one brand means a loss for another. A stable SoS indicates a brand is maintaining its market position. For this study, we examined year-on-year changes in SoS. If a company had an SoS of 35% in January 2025, up from 30% in January 2024, that represented a 5 percentage point increase, or a relative growth of 16%.

Meta-analysis

To understand how creativity influences brand growth, we analysed SoS data from 100 companies – 20 award winners and 80 competitors. We also grouped brands into broad B2B categories, such as financial services and legal services, to explore sector-specific trends. While sample sizes varied, financial services brands consistently outperformed other sectors, while legal services showed minimal impact from award-winning creative work.

This methodology provided a clear view of how creativity shapes brand visibility and competitive standing over time.