

A QUICK GUIDE:

**ACHIEVING CREATIVE
EFFECTIVENESS
IN B2B WITH
THE BIG LONG IDEA.**



CREATIVE EFFECTIVENESS: B2B'S UNTAPPED COMPETITIVE ADVANTAGE.

The B2B Effectiveness Ladder, developed by WARC, LIONS and the B2B Institute @ LinkedIn, evaluates the effectiveness of B2B marketing campaigns and highlights achievable outcomes. It reveals a gap between B2B campaigns and optimal effectiveness, with only 5% of campaigns reaching Level 6 among the 435 case studies. Filling this gap is one of the biggest opportunities for B2B brands today.



**THE BIG LONG IDEA
AS A DRIVER
OF CREATIVE
EFFECTIVENESS.**



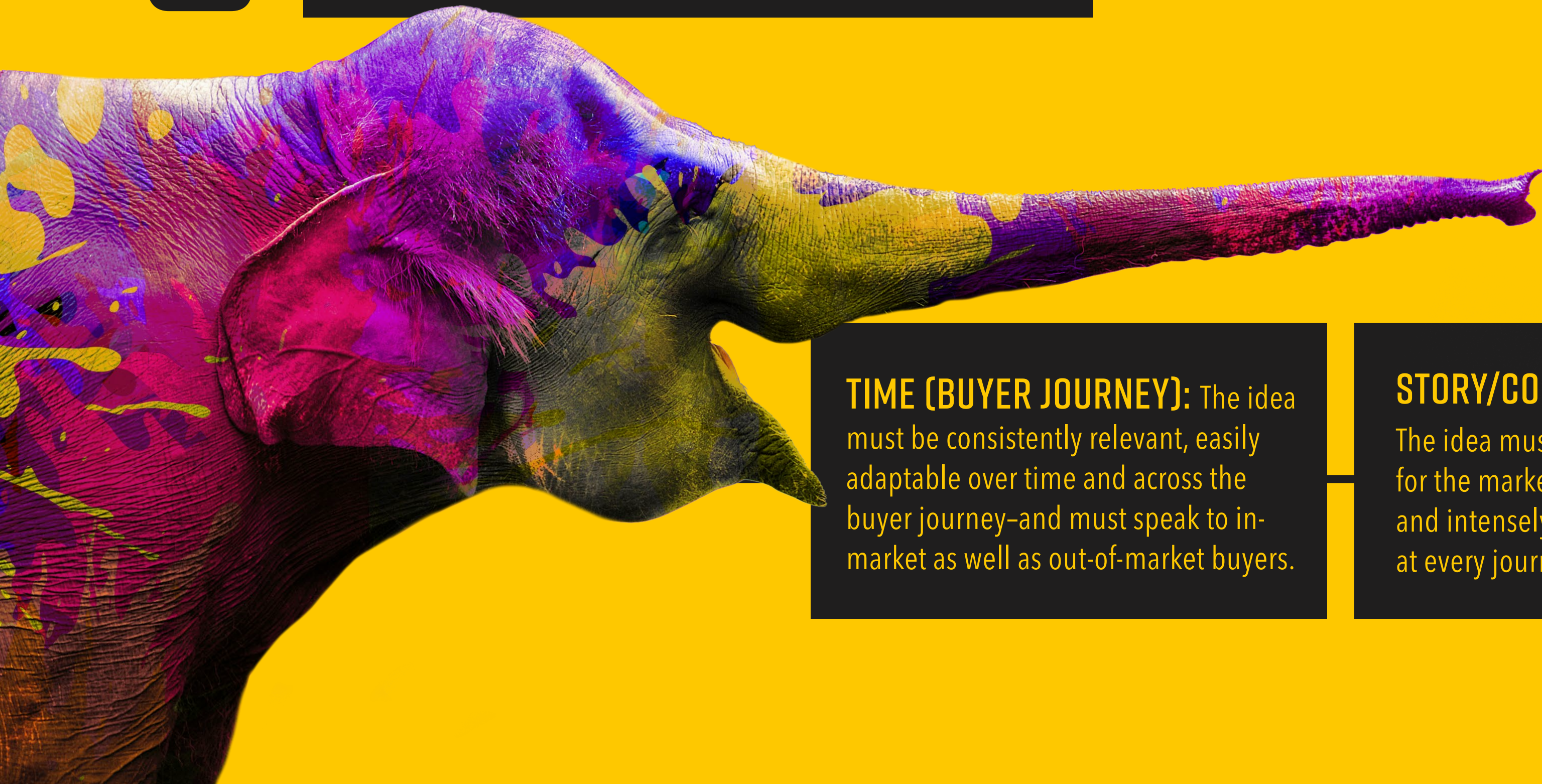
GOING BIG

OFFERING: The bigger the idea, the better the reach, making it more valuable and emotionally resonant to the audience.

AUDIENCE: The bigger the idea, the more persuasive it is to the widest audience.

ORIGINALITY: To take up a bigger space in the audience's mind, the big idea must be truly original and richly emotional.

The Big Long Idea (BLI) is a methodology for marketers to develop strategic ideas that climb the B2B Effectiveness Ladder. It is designed to improve creative effectiveness and is highly actionable for building a brand while also driving performance.



BUILDING LONG

TIME (BUYER JOURNEY): The idea must be consistently relevant, easily adaptable over time and across the buyer journey—and must speak to in-market as well as out-of-market buyers.

STORY/CONTENT/EXPERIENCE: The idea must be extremely useful for the marketing team internally and intensely relevant for buyers at every journey stage.

MULTI-CAMPAIGN-ABLE: The idea must encompass new offerings, competitive challenges and thought leadership to support every tactical opportunity.

THE BIG LONG IDEA: PRINCIPLES & METHODOLOGY.

The BLI approach is a call to action for forward thinking leaders to wake up to the golden age of B2B, fueled by a brand's ability to capitalize on creativity as a strategic asset. The only way to know you have a Big Long Idea is to determine if it achieves the winning behaviors and BLI principles.

PRINCIPLE 1: ORIGINALITY VALUE.

For an idea to become famous—to become a true strategic asset—it must be original. For the idea to become truly famous, it should transcend business and reflect popular culture.

To get to Level 4 (Brand Builder), Level 5 (Fame Builder) and Level 6 (Strategic Asset) on the B2B Effectiveness Ladder, B2B marketers need to test the idea's ability to inspire the world and capture imagination in a way that naturally compels people to share the idea with others.



ORIGINALITY VALUE CHECKLISTS

These checklists are designed to help brands evaluate an idea's level of originality and whether the idea is BIG enough to drive results at the top levels of the B2B Effectiveness Ladder.

HOW ORIGINAL IS THE IDEA IN A MARKETING CONTEXT?	YES	NO
1. Is the idea different to ideas the brand has used before?		
2. Is the idea different to ideas the competition has used before?		
3. Is the idea different to ideas the industry has used before?		
4. Is the idea different to ideas any B2B brand has used before?		
5. Is the idea different to ideas any brand has used before?		

HOW ORIGINAL IS THE IDEA IN A CULTURAL CONTEXT?	YES	NO
1. Is the idea connected to culture in an authentic way?		
2. Is the idea culturally relevant now and for the future?		
3. Is the idea artistically sophisticated?		
4. Is the idea emotionally expressive?		
5. Is the expression of the idea different to ideas any brand has used before?		

PRINCIPLE 2: INTERNAL & BUSINESS VALUE.

The idea must be valuable, both internally—to the marketing team and the organization overall—and externally to customers.

To develop internal value, consider making the Big Long Idea inherently, easily accessible and adaptable—simpler for sales people to explain and easier for marketing teams to deploy. To develop business value, consider making the big long idea inspiring, problem-solving and purposeful for customers.



INTERNAL AND BUSINESS VALUE CHECKLISTS

Use the checklists to evaluate the developed ideas as suitable to internal and business value generation:

BUSINESS VALUE CHECKLIST	HIGH	MEDIUM	LOW
1. Differentiated usefulness			
2. Real problem solving			
3. Empowering as an investment case			
INTERNAL VALUE CHECKLIST	HIGH	MEDIUM	LOW
1. Adaptability for each business area			
2. Natural for salespeople to explain			
3. Easy for marketing teams to deploy			
4. Authentic to day-to-day purpose			
5. Business brand and cultural fit			

PRINCIPLE 3: EMOTIONAL & RATIONAL VALUE.

All ideas at the top of the B2B Effectiveness Ladder have a balance of emotional and rational value, satisfying customer buying criteria as well as providing a business case for creative commitment.

The most effective ideas need to enliven and motivate people at the point of connection and sharing, as well as explain rationally why the brand or offering is worth buying.



EMOTIONAL AND RATIONAL VALUE CHECKLISTS




Use the checklists to evaluate the developed ideas as suitable to internal and business value generation:

EMOTIONAL VALUE CHECKLIST	HIGH	MEDIUM	LOW
1. Professional value: Does my brand speak to the emotional experience of our customer's profession?			
2. Universal value: Does my brand experience invoke a sense of humanity as well as speaking in a language that facilitates an emotional sensation in the individual?			
3. Current value: Does my brand give my audience a sense that we know what is happening NOW?			
RATIONAL VALUE CHECKLIST	HIGH	MEDIUM	LOW
1. Strategic relationships value: Does the idea increase the ability to build strategic customer relationships beyond transactional?			
2. Technical value: Does the idea work as a platform to support the technical features of an offering?			
3. Financial value: Does the idea work as a platform to support the financial case to invest in a brand and offering?			
4. Adoptability value: Does the idea work as a platform to support the case for ease of integration?			

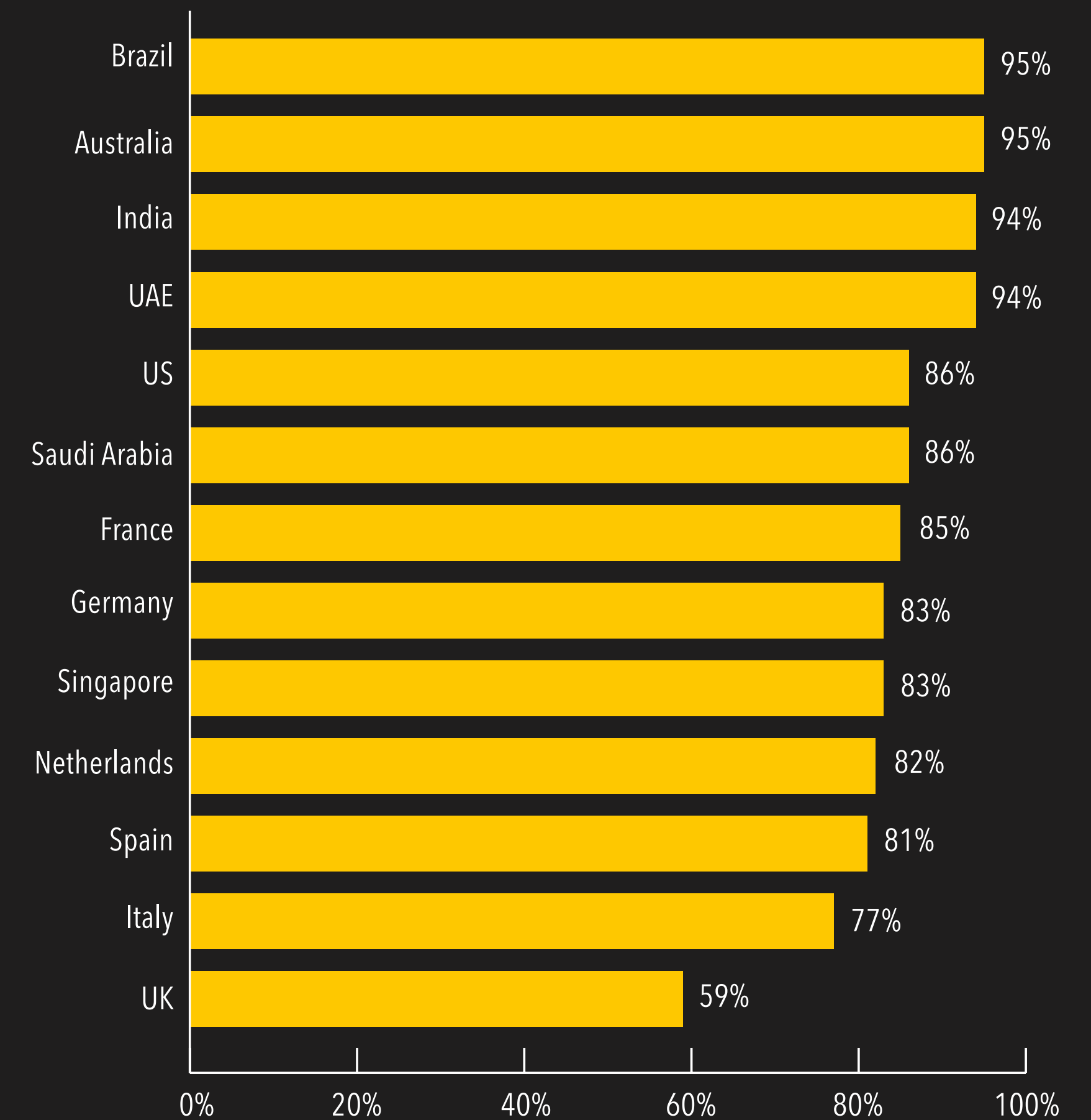
IS CREATIVE CULTURE A GROWTH DRIVER FOR YOU?

Use this Creative Strategy & Culture survey to find out how close your organization is to making B2B creativity a strategic business asset—the proven way for B2B brands to grow and to win the biggest prizes, like the Creative B2B Lions.

B2B MARKETING “CREATIVE CONFIDENCE” SOARING

-  **82%** of B2B marketing leaders globally say B2B “creative confidence” is growing
-  **81%** believe B2B brands are producing creative campaigns that rival consumer brands
-  **69%** agree that B2B purchasing decisions are just as emotionally driven as B2C

% of B2B marketers who think B2B companies have become more confident with producing creative campaigns



**USHERING
IN THE
GOLDEN
AGE OF B2B.**



A TRANSFORMATION IS UNDERWAY.

To thrive in the new age of B2B, it's essential for marketers to embrace and enhance creative development. Creative effectiveness is now recognized as a pivotal B2B growth driver. B2B marketers everywhere are delivering better business with more creative work.

It's time to raise the creative B2B bar with Big Long Ideas. Creative effectiveness can equip brands with a new competitive advantage by understanding the current transformational trends and applying the BLI principles.

Creating strategic assets at the top of the B2B Effectiveness Ladder happens by design, not by coincidence. Building a culture of creativity and creative effectiveness is key to ensuring the successful execution of any transformation project. Having a process and truly investing in its 'adoptability' is key to increasing the likelihood of success.

A Big Long Idea can take the B2B Effectiveness Code from theory to execution. To climb the rungs of the B2B Effectiveness Ladder, marketers need to follow a systematic approach to developing creative, effective ideas. The BLI principles provide a simple but structured process to "ladder up" to creative mastery.

OUR KEY BLI ADVICE FOR MARKETERS, AGENCIES & BRANDS:

-  Review the headline transformational trends and assess your organization's change readiness in relation to the trends.
-  Understand where your organization is on its transformational journey. Do a "culture of creativity" assessment by completing the one provided in this report.
-  Stress test the "bigness" and "longness" of the ideas you develop against the BLI principles checklists provided.
-  Identify opportunities to create safe creative spaces to engage and collaborate with peers. Create internal workshop opportunities to foster a culture of creativity, learning and development.
-  Repeat the exercises until you land consistently on Big Long Ideas.