

How to plan for marketing growth on LinkedIn

Customer success stories to
inspire your 2021 campaigns

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Introduction

If there's one thing that 2020 has taught marketers, it's the importance of agility. Faced with the many curveballs the global crisis has thrown, marketers have had to rethink strategies and even entire campaigns, all while navigating shifting priorities, reduced budgets and resourcing challenges.

However, pandemic or no pandemic, successful campaigns always start with great ideas and a clear vision of what can be achieved.

To inspire your 2021 planning, we've decided to share some of our customers' marketing success stories on LinkedIn. And what better place to start with than with a selection of the finalist and winning campaigns from the latest LinkedIn Marketing Awards.

These campaigns were recognised by an independent panel of industry leading B2B marketing and agency judges as being the best-in-class for brand awareness, lead generation, video and thought leadership.

Collectively, these examples showcase how to successfully leverage LinkedIn products and solutions to achieve both business and marketing goals.

Feeling inspired to take
your marketing campaigns
to the next level?

Read on to discover how
LinkedIn can help you
succeed in the year ahead.





Brand awareness

A strong brand is a powerful business asset. In good times, it contributes to greater market share and pricing powers; in difficult times, its resilience can help cushion the impact on the business.

Using LinkedIn to build your brand can help you connect with audiences at scale and drive meaningful engagements that yield results. In fact, audiences exposed to both brand and acquisition messages on the platform are six times more likely to convert and when compared to other social channels, 82% of B2B marketers realise their greatest success with LinkedIn*.

For more inspiration, discover how these award-winning campaigns used LinkedIn to build their brand and engage with decision-makers.

The challenge

Bradesco Asset Management (BRAM) wanted to raise awareness of its brand and its informative content that supplies the fund industry with scenarios, analysis and projections to guide investments.

The solution

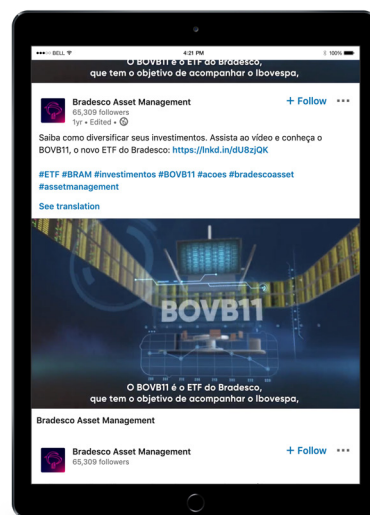
BRAM used LinkedIn to define its target audience and examine content consumption and behaviour of the platform's users in Brazil. In addition to weekly Sponsored Content, organic posts, videos, dark posts and follow ads were all used. Content shared included financial market information, economic analysis, and information on BRAM's investment funds.

LinkedIn products used

- Sponsored Content
- Dynamic ads
- Organic posts
- Video for sponsored content
- Organic video

Results

- 53,138 engagements
- 926,506 video views
- 2,858,873 unique users reached
- 22,277 new followers



The challenge

Following its acquisition by Fairfax Financial Holdings, Eurolife FFH needed to establish itself as a go-to insurance company in Greece. The company wanted to actively diversify from its main bancassurance distribution channel to accelerate its market share growth.

The solution

Using LinkedIn, Eurolife FFH raised awareness and engagement among CEOs, CFOs and HR managers using the message, 'Your employees are your real investment'. Four Sponsored Content posts were created using different variations of the same message, in addition to an infographic that had the highest click-through rate. In a Sponsored Messaging campaign, two variations of the same message were tested.

LinkedIn Products used

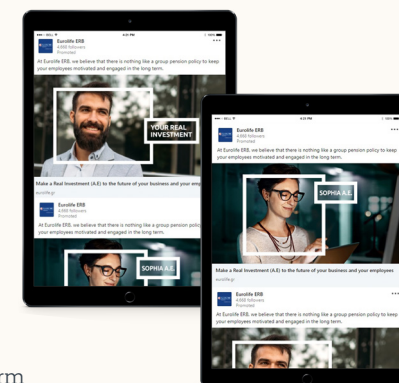
LinkedIn enabled Eurolife FFH to target a specific audience of CEOs, CFOs and HR managers of companies with more than 50 employees.

- Sponsored Content
- Sponsored Messaging

Results

Group insurance pension schemes sales at Eurolife FFH rose by 78% following the LinkedIn campaign, which delivered:

- **148,294** sponsored impressions from five updates
- **444** executive visits to landing page from Sponsored Messaging campaign
- **66** visitors to the 'book an appointment' form





The challenge

With heightened security and regulation, new marketing approaches have been needed within the financial sector over the last decade. Barclays Group corporate comms and social media teams faced the challenge of refining their audiences on LinkedIn, increasing relevance and minimising duplication of messaging.

The solution

Barclaycard's Monthly Spend Report was created to enhance Barclays Group's relationships with the FinTech industry.

The report supported both organic distribution and a higher degree of precision in paid targeting, ensuring the target audience had access to the latest Barclaycard consumer spend behaviour and driving quality traffic to Barclaycard's media centre.

OMD UK's Omni platform suite of insight products highlighted unique characteristics of Barclays' target audience, increasing the precision of LinkedIn targeting.

LinkedIn Products used

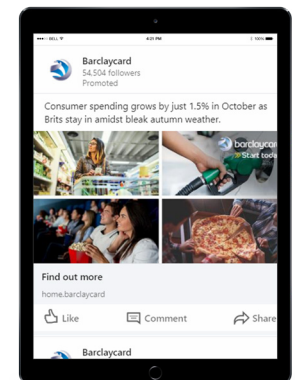
Using LinkedIn's audience segment tool, Barclays improved the quality and relevance of its core FinTech audience.

Barclays used:

- Sponsored Content
- Organic posts

Results

- CTRs saw 24.2% and 57.6% increases and exceeded all benchmarks
- Click volumes increased by 62%





Lead generation

There's no disputing the fact that lead generation activity turns customer demand into business revenue. Even in more challenging times when budget cuts are inevitable, a well-executed marketing campaign can help shore up existing relationships.

But with purchasing committees expanding, the road to closing a B2B sale is often a winding one. That's why driving leads on LinkedIn can help by connecting marketers with the right decision-makers at the right point in the buying journey. With brands experiencing a 33% increase in purchase intent resulting from ad exposure on LinkedIn, it's clear that relevant and timely marketing messaging can yield results*.

Explore these lead-generating campaigns to find out how to use LinkedIn to boost your qualified sales leads.



The challenge

Launched as a direct competitor to banks, Sonovate wanted to raise awareness of its brand and maximise return on investment in its marketing funnel. The key challenge was to introduce Sonovate to a new audience.

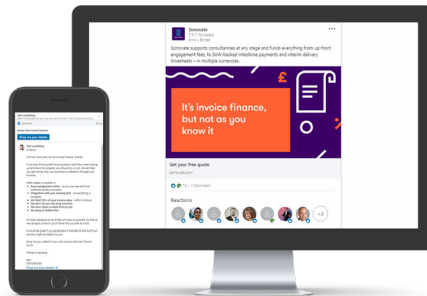
The solution

Sonovate researched an audience of hundreds of thousands of consultancies, chief executives, directors and business owners. A campaign was paired with a lead generation form, and then followed up with a sponsored content campaign.

LinkedIn products used

LinkedIn demographic reports enabled Sonovate to identify that the majority of those engaged by the ads were directors of small, London-based IT companies.

- Sponsored Content
- Sponsored Messaging
- Conversion tracking
- Lead Gen forms
- Campaign Manager
- Demographic report



Results

The ROI from the campaign was over 3,700%. Invoices raised from deals originated by ads reached £1.1 million. There was a 670% increase in sales qualified leads passed to the sales team and 17% of SQLs were converted into deals.



The challenge

Aggreko wanted to showcase how its hire offering overcame barriers of long term purchased solutions while addressing the immediate challenges of grid reliability and high utility costs.

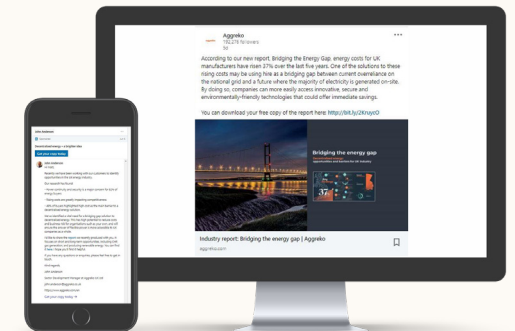
The solution

To make Aggreko's viewpoint on the wider energy debate heard, the Bridging the Energy Gap (BTEG) report was developed by WPR Agency and distributed to key contacts on LinkedIn. A BTEG landing page was also created to drive traffic. The research revealed businesses are trapped between plans to update infrastructure and restrictions on capital expenditure. This insight led to four LinkedIn adverts being created.

LinkedIn products used

LinkedIn adverts were targeted at a specific sector of the UK energy industry and linked back to the landing page.

- Sponsored Content
- Sponsored Messaging
- Organic posts
- Video for sponsored content
- Organic video
- Conversion tracking



Results

The campaign generated 116 leads from initial report downloads, 39 of which were 'warm' prospects.

- Average dwell time on Aggreko's equipment page rose by 72%.
- BTEG has made Aggreko an authority on decentralised energy and wider UK energy policy.



New HR conversation about the importance of sleep thrives on LinkedIn

Company Profile

Dayzz is an innovative corporate sleep solution app that provides personalised sleep training plans based on big-data analysis, customised to the needs and progress of its users.

The challenge: Boost sleep importance with HR

The importance of sleep and the issue of sleep deprivation is rarely considered an issue by HR. Dayzz, an innovative sleep training app, created a campaign mission to spark a new conversation about employee sleep, establishing Dayzz as the lead expert in this field along the way. This was a challenging goal as the B2B app was one of the first sleep training apps out there, meaning there was no topic awareness within the target market.

The solution: Rank the top sleep friendly companies

Dayzz discovered that employer brand was a vulnerable point with all HR managers. This helped form their strategy of making sleep a new workplace gold-standard and creating the first-ever corporate sleep ranking.

Using the 'best places to work for' format, Dayzz polled and ranked Fortune 100 companies based on their employees' sleeping habits. Video content and Sponsored Content ads teased LinkedIn users about the ranking, creating conversation and awareness on the subject.

Why LinkedIn?

Dayzz created a new conversation inside the HR community about the relationship between employee sleep and job satisfaction and performance by using a variety of techniques through LinkedIn. By using LinkedIn's precision targeting capabilities, Dayzz gained attention by posting engaging videos with an enticing landing page and Sponsored Content updates to maintain exposure. Finally, they used the Lead Gen solution alongside a strong call-to-action to make it easy for their audience to learn more.

LinkedIn products used:

- Sponsored Content
- Text ads
- Display ads
- Video for Sponsored Content
- Lead Gen forms
- Carousel ads

Results

The Dayzz campaign sparked brand new conversations among HR managers, encouraging them to educate themselves on how sleep impacts employees. The campaign also created opportunities for future partnerships with community thought leaders.



Video completion rate averaged **23%**



50% increase on Dayzz landing page session duration

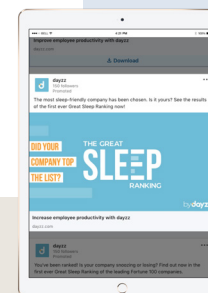
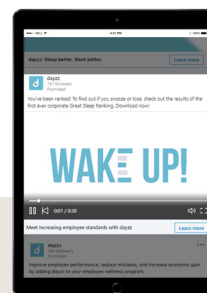


5,725 total engagements



"Performance was above all expectations, with numbers of leads exceeding our KPI. However, the main issue is how the campaign enhanced Dayzz as a brand in the HR world. The campaign established us as a thought-leader and owner of a whole new conversation in the HR, health and wellness arenas, providing a long-lasting brand strength that will keep on serving our future marketing and business efforts."

Gal Yankovitz, VP Marketing





AMERICAN EXPRESS

Groundbreaking American Express Business Platinum credit card campaign generates hundreds of new leads

The challenge: American Express was perceived as a consumer brand

One of the biggest marketing challenges American Express' Global Commercial Services team faced was the perception that American Express only offers consumer credit cards. The LinkedIn campaign needed to: educate the market about the Business Platinum card, and attract the right customers, at the right time. However, the ultimate goal was to generate as many leads as possible for the business.

The solution: New digital campaign brings together sales and marketing for success

LinkedIn's Lead Gen form solution gave American Express the opportunity to create a campaign that put the customer first, allowing them to choose how they wished to interact with the business. An advertising funnel with three distinct phases and ad-hoc sequential targeting was created, running for a number of weeks.

Sales Navigator was used to save key targets, and a lookalike audience was created and served via the ad funnel. A 'moment of purchase' form passed leads directly back to sales. The digital campaign was the first campaign of its type run by American Express.

Why LinkedIn?

LinkedIn's Marketing and Sales Solutions allowed American Express to use insights to identify the target audience. American Express created a ringfenced team of business development managers using Sales Navigator, who found 400 prospects that were prime targets for the Business Platinum card.

LinkedIn products used included:

- Sponsored Content
- Lead Gen forms
- Carousel ads
- Sales Navigator

Results

American Express's partnership with LinkedIn led to a highly successful campaign that shows no sign of slowing down. Campaign results to date included:



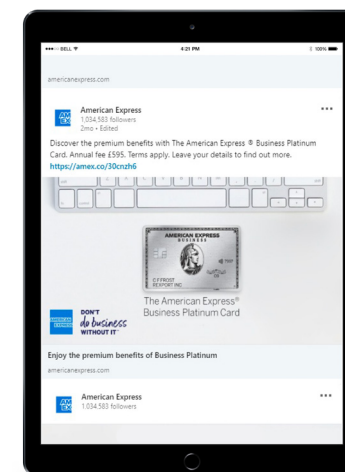
550 leads



700 opportunities



13 wins



Company Profile

American Express is a US multinational financial services corporation headquartered in New York City. The company was founded in 1850 and is one of 30 components of the Dow Jones Industrial Average.





Department for
International Trade

Dream-weaving campaign attracts millions in foreign investment

The challenge: Boost investment in the UK

The Department for International Trade (DIT) wanted to promote Britain as a natural choice for overseas inward investment and generate qualified investment leads, all the while dispelling the uncertainty and investor doubt surrounding Brexit.

The solution: An inspiring, emotional marketing campaign

The impact of Brexit meant a creative approach was needed. The global Always On Campaign, named Invest in GREAT Britain and Northern Ireland (liGB), encouraged investors to 'fantasise' about their perfect UK location and demonstrate how DIT could make this dream a reality.

The approach meant revamping sponsored content to include iconic images of British cities; tongue-in-cheek messaging; and text-based ads to cut through the 'noise' on LinkedIn.

Generating leads for the UK's investment pipeline thanks to the campaign has created jobs and bolstered the economy during uncertain times.

Why use LinkedIn?

By analysing LinkedIn behaviour and holding a thorough investigation of UK inward investment trends, DIT were able to then utilise LinkedIn's ABM targeting capabilities and Lead Gen products.

As an example, DIT could identify LinkedIn members who have recently been recruited or moved to an overseas location (suggesting the company is in expansion mode) and then deliver Sponsored Content and Sponsored Messaging highlighting the UK's attractiveness as a business destination. Once the audience had been defined, DIT could then

personalise its messaging, such as location specific companies who are rumoured to be investing and companies who had just opened their first international office.

- ABM targeting
- Sponsored Content
- Sponsored Messaging
- Lead Gen

Results: A promising investment pipeline



7268 enquiries in 2019-2020
(against a target of 5000)

57% more qualified leads
than estimated by DIT

The sponsored content achieved one of the highest CTRs on LinkedIn, November 2019.

Overall, the LinkedIn campaign freed up the DIT global team to do what they do best: nurture and convert qualified leads into real investment projects for the UK.



Company Profile

The UK's Department for International Trade (DIT) has overall responsibility for promoting UK trade across the world and attracting foreign investment to the UK economy. They are a specialised government body with responsibility for negotiating international trade policy, supporting business, as well as delivering an outward-looking trade diplomacy strategy.





Visual AI provider Syte gets 400% ROI following creative campaign on LinkedIn

The challenge: Generating lots of sales leads with a small budget

Syte set a target of generating 30 enterprise leads a week. They also had to meet some ambitious revenue targets each quarter, all while ensuring cost efficiency.

The solution: Creative content and testing, testing, testing

Syte's lead generation campaign advertised whitepapers and eBooks using Sponsored Content and LinkedIn's Lead Gen forms, providing relevant and valuable content to their target audience. Ads were A/B-tested and the marketing team split into three groups, each with one copywriter and one designer.

After a month, Syte checked which two creatives attracted the highest number of leads and stood the others down. Each member from the winning team got \$50 for the combination of banner and copy attracting the highest number of leads.

Different teams competing against each other to get the best results was a unique approach that led to a much stronger overall business impact.

Why use LinkedIn?

Syte views LinkedIn as one of the most "efficient and consistent" sources of high-quality leads. By using LinkedIn, Syte was able to create a full, holistic lead generation approach whilst entering their hyper-growth phase.

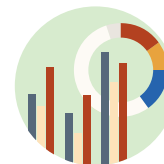
LinkedIn products used :

- Sponsored Content
- Text ads
- Display ads

- Organic posts
- Video for Sponsored Content
- Organic video
- Lead Gen

Results: Leads exceed targets as opportunity knocks

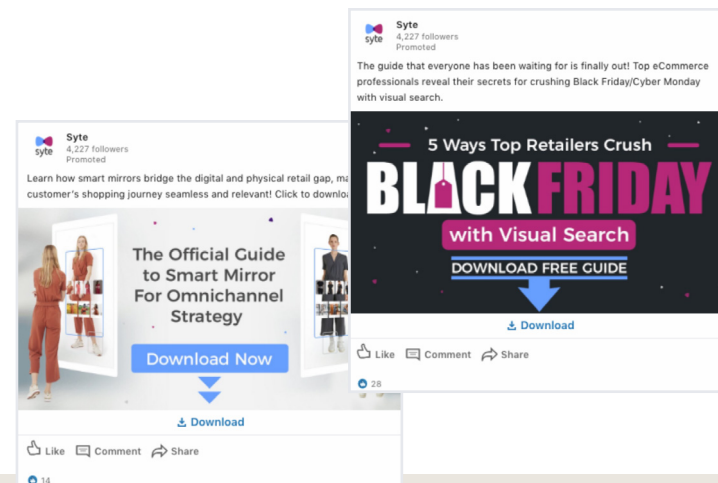
Results: A promising investment pipeline



In four months of continuous fine tuning of content and targeting, average leads reached **36.8** per week, beating the goal. So far, Syte has amassed over **800** leads on LinkedIn.



As a result of the campaign, Syte achieved a return on investment of **400%**.



Company Profile

Syte is the world's first product discovery platform, powered by visual AI.





Video

According to Forbes, three-quarters of today's B2B executives watch work-related videos every week, with 59% preferring to watch a video on a topic rather than reading about it.

Clearly, video has huge potential when it comes to gaining customers' attention and communicating solutions to their most pressing issues. Without accurate targeting however, there are no guarantees your videos will be seen by the right people, which is why LinkedIn allows you to filter by location, sector, demographics, experience and even interests, to help ensure your video lands in front of the audience you want to reach.

Find out how these campaigns used video to its full potential to build brand awareness, drive qualified traffic and target high-value leads.

The challenge

How do you make a network monitoring system stand out from the crowd and attract the attention of IT professionals in a memorable, playful way? That's the question B2B software business Paessler faced when looking for a way to spark interest in its monitoring solution PRTG Network Monitor.

The solution

Armed with 600 yards of Carrera track, 300 LED lights and Internet of Things sensors, Paessler transformed its office into a giant slot car track and captured the finished product in a marketing campaign video that showcases the versatile capabilities of PRTG.

LinkedIn products used

- Sponsored Content
- Video for Sponsored Content

Results

- 870,000 reached
- Positive feedback from customers, prospects and marketers
- Cementing a reputation as a light-hearted, tech-loving company



The challenge

Typical campaigns on business education tend to be based on ranking and the success stories of alumni. IESE wanted to create a campaign through a social experiment that would focus on people, evoking an emotional response rather than a rational one.

The solution

IESE created a video asking employees several questions, including the name of a boss who had a major positive impact on them. The employees were unaware that their named bosses were on the other side of a divider listening. IESE wanted to talk about the impact of its brand without using obvious branding.

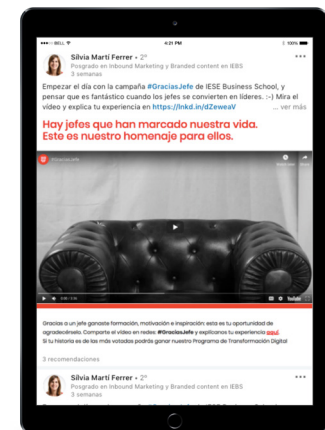
LinkedIn Products used

IESE used LinkedIn to target senior profiles in Spain with more than 10 years of experience.

- Sponsored Content
- Organic posts
- Video for Sponsored Content
- Organic video

Results

- Over 160,000 impressions
- Positive engagement and video feedback
- Over 4,000 clicks





The challenge

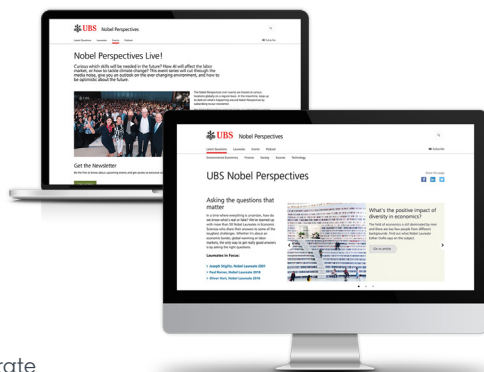
The core of UBS's business is shaping and driving positive financial and economic change. One way the company achieves this is through research to educate and strengthen people's understanding of making better financial decisions, but there is a challenge to communicate this to the public.

The solution

The ongoing UBS Nobel Perspectives campaign was created to raise awareness of the importance of economics, directly from the voices of respected Nobel Laureates in Economic Sciences. The campaign comprises of the Nobel Perspectives website and the Nobel Perspectives Live! events. The content is strategically distributed towards students, professionals and high-net-worth individuals.

LinkedIn products used

- LinkedIn products
- Sponsored Content
- Dynamic ads
- Organic posts and video
- Video for Sponsored Content
- Carousel ads



Results

- So far, a 75% video completion rate
- The campaign has the largest collection of Nobel Laureate interviews of its kind.





Targeted campaign to boost Bavaria's tech culture profile

The challenge: Put Bavaria on the map as a top tech destination

To boost awareness and engagement about Bavaria's offering away from the stereotypes, Invest in Bavaria wanted to present the region as an ideal destination to a very narrow target group of business professionals looking to fulfil all their ICT and technology needs.

The solution: Spreading the word with success stories

After conducting qualitative research, the analytical creative agency Hello München understood that they had to use the target audience's current belief about Bavaria in order to open their minds to a new perspective.

With the use of humour and irony, Hello Munchen created a campaign video of clichéd Bavarian businesses, which increased engagement on an emotional level and lead audiences to the campaign's website which showcased success stories.

Why LinkedIn?

The agency chose to promote the video on LinkedIn so that they could connect with young ICT companies from overseas.

LinkedIn products used include:

- Sponsored Content
- Organic Posts
- Video for Sponsored Content
- Organic video
- Conversion tracking

Results

The campaign was a huge success, significantly boosting awareness and engagement within the narrow target group. The campaign totalled over 28 million impressions during its 15-week duration, with a video view rate of 44% – surpassing its 30% target.



225,000 visits to the campaign landing page



44% video view rate compared to a target of 30%



Beat KPI target for time spent on landing page



“We believe this campaign proves that LinkedIn is a great environment for truly creative work that drives brand engagement on an emotional level, even in a very narrow target group.”

Alexandra Schmidhuber, Invest in Bavaria



Company Profile

Invest in Bavaria is a business promotion agency that assists companies from abroad to set up business operation in the German state. The company also works to attract foreign direct investment, most notably in key future technologies.





Campaign aimed at female entrepreneurs and small business owners helps to treble digital's share of sales at High Street bank

The challenge: Be seen as the bank of small business

NatWest wanted to position itself as the bank of choice for people starting up or running a small business and show that it is committed to reducing the gender gap.

The campaign needed to showcase inspirational companies and demonstrate how NatWest supports entrepreneurship. The bank wanted to convey it was on a mission: to help ideas bloom, small companies grow, and people realise the potential of their business. Since firms rarely switch business bank accounts, it was imperative for NatWest to attract consumers at the early stage of their business journey.

The solution: Target content at audiences of entrepreneurs

The campaign showcased how NatWest is accelerating entrepreneurship across the UK by telling the stories of inspirational small businesses. Content was created for audiences rather than the vertical businesses they work in (or want to work in).

Targets included aspiring entrepreneurs, female entrepreneurs, small business owners and business decision-makers in mid-sized companies, all of whom have different business bank requirements. NatWest demonstrated that no matter the business size, it could help overcome barriers to growth.

To deliver, NatWest and its agency VaynerMedia created a robust always-on content 'ecosystem' for numerous audience segments and communications needs that could be tested and optimised as the campaign evolved.

Why LinkedIn?

LinkedIn was used because of its unique trusted platform for B2B professionals, ability to target niche audiences, ability to target each audience, and storytelling flexibility. With

80+ pieces of unique content created, NatWest needed a platform that could support all aspects of its campaign.

LinkedIn products used:

- Sponsored Content
- Video for Sponsored Content
- Carousel ads

Results: Female-friendly entrepreneurship campaign makes a big impression

The campaign saw an 18+ uplift in favourability and a 16+ uplift in consideration for decision-makers on LinkedIn. Overall, digital's contribution to NatWest's total sales trebled year-on-year as more customers bought products online. Campaign results on LinkedIn included:



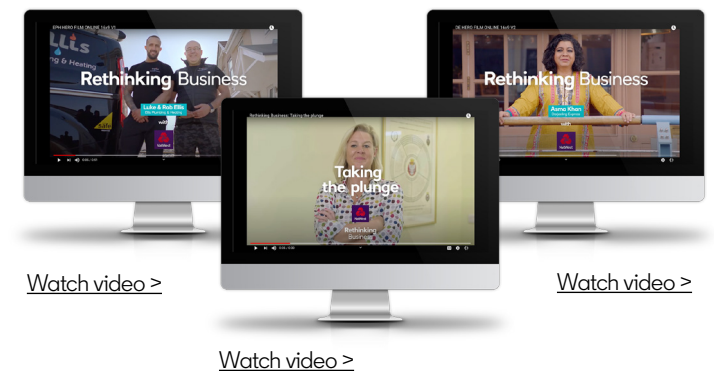
7.8 million impressions



33,000 clicks



1.8 million video views



Company Profile

NatWest is a major retail and commercial bank established in 1968 by the merger of National Provincial Bank and Westminster Bank. Since 2000, it has been part of The Royal Bank of Scotland Group and recently rebranded to the NatWest Group from the RBS Group.





Thought leadership

It's easy to take the brand-building elements of thought leaderships for granted, but this type of content can be a B2B marketer's biggest asset. When used effectively, it's capable of building brands people aren't just aware of but think about instinctively whenever they ponder a given topic.

According to research by Edelman and LinkedIn, B2B marketers' most important audiences are eager consumers of thought leadership – with 48% of decision-makers spending at least an hour every week consuming it. In fact, 89% say that it enhances their respect, trust and perception of the capabilities of an organisation, so it pays to position your brand as a thought-leader.

Learn how these award-winning campaigns leveraged thought-leadership content to deliver long-lasting brand impact.

The challenge

Intuo by Unit4 wanted to support account-based sales efforts and generate leads from businesses struggling with company culture. They also wanted to help managers prematurely detect employee burnout.

The solution

Intuo by Unit4 created a bottom-up campaign surrounding its Company Culture Test; a five-question tool that asked employees about how supported they feel in different aspects of their role. The short questionnaire helped Intuo by Unit4 highlight the areas in which a company's organisational culture could be improved.

By using precision targeting, Intuo by Unit 4 were able to target their highly sharable campaign at those working in HR and at organisations with over 200 employees.

LinkedIn products used

- Sponsored Content
- Organic posts
- Conversion tracking

Results

- Campaign went viral globally
- 572 leads from paid LinkedIn ads
- 142 organically generated leads
- Over 2,500 B2B leads in 97 countries.



The challenge

Binna Kandola, senior partner and co-founder at Pearn Kandola, published a book about tackling racism at work. The consultancy wanted to extend the book's contents by creating behaviour change through increased awareness of biases, increasing reach and engagement on LinkedIn, and driving high quality traffic to the Pearn Kandola website.

The solution

Pearn Kandola created a series of LinkedIn assets with three different purposes: conversation-driver, news hook and campaign-promoter. These included graphics, SlideShares, and a diversity and inclusion content hub hosted on the company website. The hub hosted supporting articles and a six-episode podcast series.

LinkedIn Products used

- Sponsored Content
- Text ads
- Organic posts

Results

The campaign generated engagement with companies like Pfizer, BT, Vodafone and Network Rail.

- Over 6,000 new users directed to the Pearn Kandola website
- Campaign reached 207,000 users
- Binna Kandola was one of top 5% LinkedIn profiles within the business psychology industry
- Podcast was accessed in 38 countries





PHILIPS

How a global health technology company streamlined executive thought leadership and boosted engagement

View campaign here: [1](#) / [2](#)

The challenge: Maximising the potential of thought-leadership

Philips, the global health technology leader, knew that its LinkedIn thought leadership activities could have a greater impact if they were more strategic and coordinated across the 20+ thought leaders contributing blogs on disparate subjects.

Wider communications opportunities were being missed, with topics either under or over-represented.

The solution: 'Executive Opinions' makes a splash

Philips created a new centralized Executive Opinions program to streamline the topics, content creation and publishing alignment of their key company executive thought leaders. The program centralizes resources, orchestrates content planning and creation, and reviews measurement. It also drives ongoing improvement and maintains best practice.

It also informs the strategy for each executive and dovetails with the integrated companywide communications approach.

Why use LinkedIn?

Philips used LinkedIn to target a highly selective audience of hospital and healthcare executives. Use of LinkedIn metrics and insights also enabled the Philips communications team to manage costs more effectively.

LinkedIn products used include:

- Sponsored Content
- Organic posts
- Organic video



Results: Improved content ROI and increased engagement

The Executive Opinions program has been highly successful. Executives published more content, more frequently, to a growing audience. Jeroen Tas, Head of Innovation & Strategy at Philips, now has more than 150,000 followers and his video content reaches up to 75,000 people.

Content from Jeroen was also part of a paid campaign that reached more than 200,000 hospital and healthcare executives globally.

The program became part of a wider thought leadership approach that also included keynote speaker engagements for executives and publishing of blogs on Philips' News Center to generate engagement. Engagement rates with content were high. Nine months after the program started, the average engagement rate across the program was 6.4%. This was significantly above the target of 4.3%.

“Through the program I have been able to become an influencer on LinkedIn, growing my followers hugely and gaining high engagement rates on most of my posts. Crucially, this program is helping Philips be better recognized as a health technology leader.”

Jeroen Tas,
Head of Innovation & Strategy, Philips

















Company Profile

Philips is a leading health technology company focused on improving people's health and enabling better healthcare outcomes.



LinkedIn Marketing Awards 2019

Winners and Finalists

| | | | | | |
|--|---|--|---|---|--|
|  <p>Agency: Leo Burnett Tailor Made Campaign: BRAM 2019 Category: Best High Value Customer Campaign</p> <p>Finalist</p> |  <p>Agency: OMD UK Campaign: Barclaycard Consumer Spend Report - Audience Refinement with Omni Category: Best 'In It Together' B2B Marketing Team</p> <p>Finalist</p> |  <p>Agency: N/A Campaign: To Bosses that Become Leaders Category: Best High Value Consumer Campaign</p> <p>Finalist</p> |  <p>Agency: WPR Campaign: Bridging the Energy Gap Category: Best B2B Thought Leadership Content</p> <p>Finalist</p> |  <p>Agency: Zoo Agency Berlin Campaign: UBS Nobel Perspectives Category: Best B2B Video</p> <p>Finalist</p> |  <p>Agency: N/A Campaign: Company Culture Test Category: Best B2B Brand Campaign SMB</p> <p>Finalist</p> |
|  <p>Agency: Tribe Campaign: Eurolife FFH Group Pension Policy Category: Best B2B Brand Campaign</p> <p>Finalist</p> |  <p>Agency: Bottle Campaign: Racism at Work: The Danger of Indifference Category: Best B2B Thought Leadership Content</p> <p>Finalist</p> |  <p>Agency: N/A Campaign: A record +3,700% ROI on a LinkedIn campaign Category: Best Lead Generation (Less than 200 Employees)</p> <p>Finalist</p> |  <p>Agency: N/A Campaign: CyberArk 2019 Category: Best Lead Generation (More than 200 employees)</p> <p>Finalist</p> |  <p>Agency: McCann Tech Campaign: Corporate Sleep- Ranking Category: Best Lead Generation (Less than 200 Employees)</p> <p>Winner</p> |  <p>Agency: VaynerMedia Campaign: NatWest 2019 Business Campaign Category: Best B2B Brand Campaign</p> <p>Winner</p> |
|  <p>Agency: Hello Munchen Campaign: Don't believe everything about Bavaria. Just believe the facts. Category: Best B2B Video</p> <p>Winner</p> |  <p>Agency: Hello Munchen Campaign: Don't believe everything about Bavaria. Just believe the facts. Category: Best B2B Brand Campaign SMB</p> <p>Winner</p> |  <p>Agency: OMD International Campaign: Invest in Great Britain and Northern Ireland Category: Best B2B Lead Generation</p> <p>Winner</p> |  <p>Agency: N/A Campaign: Philips Executive Opinions Thought Leadership Category: Best B2B Thought Leadership Content</p> <p>Winner</p> |  <p>Agencies: Eulogy & Sprinkl Campaign: Business Platinum Campaign: Bringing Together Marketing and Sales Category: Best 'In It Together' B2B Marketing Team</p> <p>Winner</p> |  <p>Agency: N/A Campaign: Teamwork for Powerful Category: Best 'In It Together' Marketing Team</p> <p>Winner</p> |

Do Business Where Business is Done – on LinkedIn

Doing business today is remarkably different than we could have imagined. And while marketing in this climate can be challenging, there's never been a better time to revisit how (and where) your brand shows up.

If you're looking for further inspiration for your next marketing campaign, read more of our customers' success stories [here](#).