

Ready to do business

B2B Marketing Isn't Boring

4 Fascinating Examples from Brilliant B2B Marketers

Which stage of the evolution are you at right now?

We must embrace the idea that our B2B marketing should be intrinsically fascinating.

B2B marketing
is boring



B2B marketing
doesn't have
to be boring



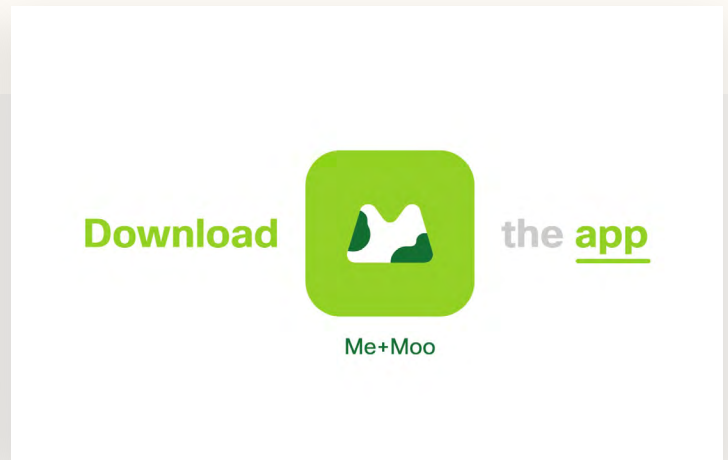
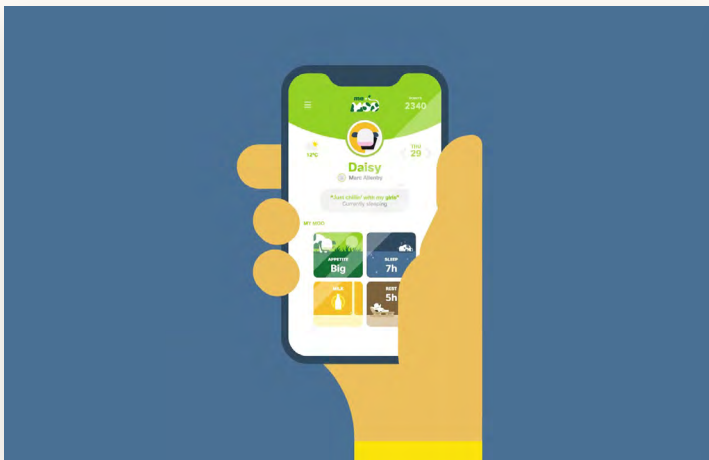
B2B marketing
can't afford
to be boring



B2B marketing
should be
fascinating



CISCO has a cow about 5G



[Watch the video ad →](#)

To demonstrate the power of 5G, the CISCO “Me+Moo” campaign invited users to download a mobile app to get connected with real-life dairy cows wearing sensors, and get live updates on the cows’ wellbeing.



Why this wasn't boring

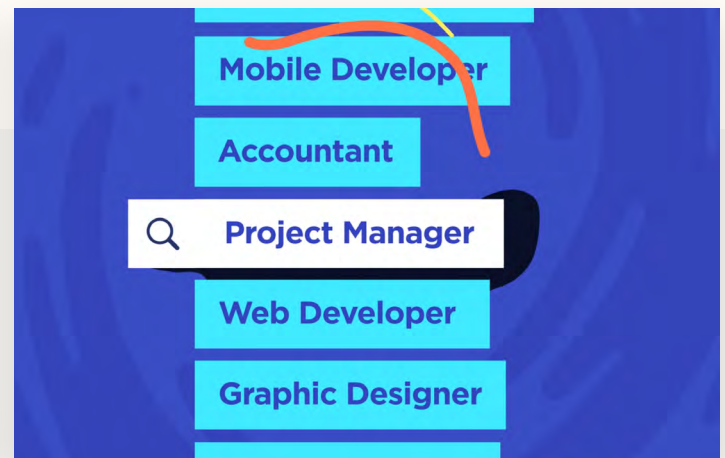
By gamifying a product with an interactive social experience, CISCO created a demonstrative and moo-ving campaign.



The result

The playful approach enticed media coverage and 11,000 new sign-ups in the first month.

Upwork wants you to say “Hey” to freelance workers



[Watch the video ad →](#)

With its “Hey World” campaign, Upwork called on Dwayne “The Rock” Johnson and Elon Musk to offer them the company’s freelancer-hiring services.

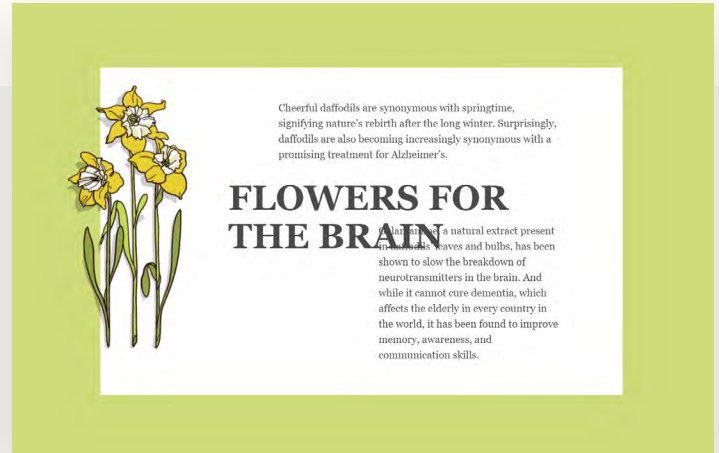
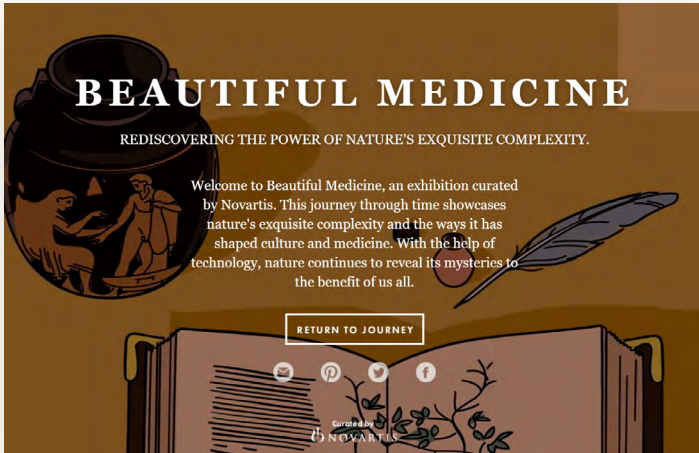
Why this wasn't boring

Using humor, great art direction, and concise copywriting, the 15-second ads were attention-grabbing, visually stunning, and laser-focused on spotlighting what Upwork can do for executives.

The result

The ads garnered an impressive 10% increase in Upwork usage by Fortune 500 companies.

Novartis brings beauty to medicinal history



[Go to website →](#)

The “Beautiful Medicine” microsite by Novartis takes visitors on a virtual, museum-like walkthrough of exquisite illustrations that tell fascinating tales about the brand’s connection to natural and traditional ingredients.



Why this wasn't boring

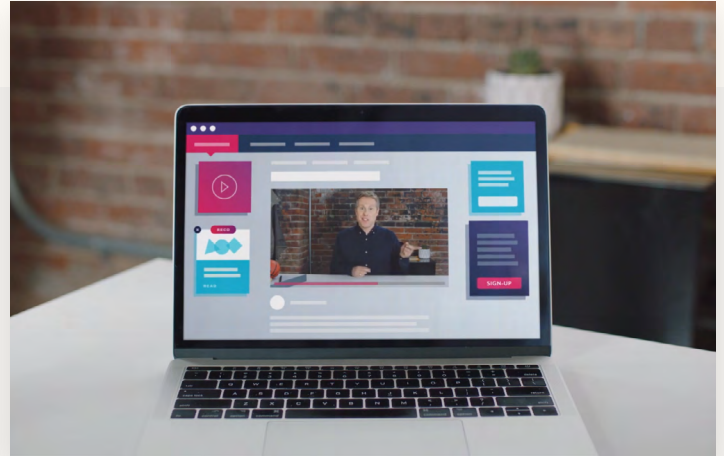
The copy is more of an eloquent voiceover in a nature documentary than a whitepaper: aspirational, lively, and full of wonder.



The result

By humanizing pharmaceutical production, and focusing on storytelling, Novartis proves that brilliant B2B marketing is the best medicine.

Uberflip changed explainer videos



[Watch the video ad →](#)

Uberflip saw the potential to upend explainer videos and flip the content category on its head — while getting across a wealth of information about its product in a unforgettable way.

Why this wasn't boring

“Explain it like I’m five years old.” — this set the irreverent tone as costume changes, elaborate backdrops, and a slightly risqué misunderstanding keep viewers smiling. Uberflip pitches its product no fewer than five different ways, ensuring resonance and recall.

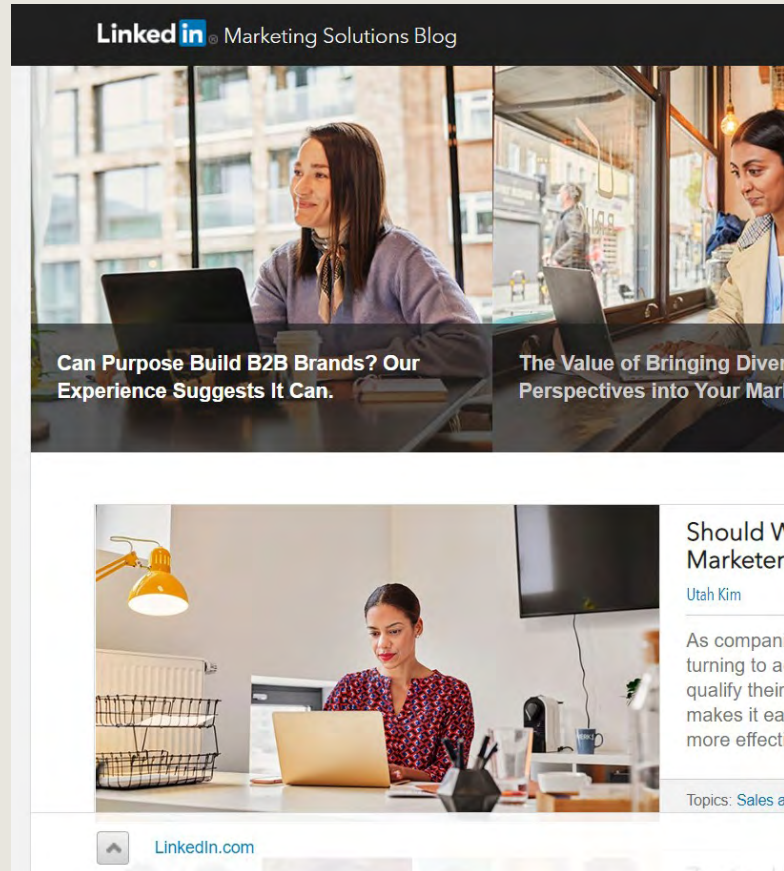
The result

This inventive video series proves that even the traditionally dry types of content can benefit from original thinking.

Ready to do business

Find the brilliant stories that only your brand can tell

B2B marketing doesn't have to be boring — nor should B2B marketers allow it to be — we must embrace the idea that our B2B marketing must be fascinating.



Do business where business is done

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Get started