



# Man Bites Dog **Consulting Campaigns**



As business technology shifts from on-premise to on-tap models, technology buyers are morphing from technical specialists to business leaders.

The battle for today's and tomorrow's clients won't be won on technical specs, but by those that can articulate the best ideas about the future of their prospect's businesses.

In short, technology brands need to stop talking like PC World and start talking like true business consultants.

Shifting from selling tangible products to intangible business services is hard, but that's where we come in.

We've spent a decade helping the world's smartest consultants turn their services into ideas and campaigns that build brands and grow businesses.

Never has this expertise been more relevant to technology businesses.

Below is a selection of campaign case studies that demonstrate how powerful ideas, creative content and exceptional execution, can deliver real business results for consulting brands.

If you want to discuss how powerful ideas can drive your firm forwards just [get in touch](#).

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### Arcadis: Sustainable Cities Index

**The big idea:** Arcadis challenged Man Bites Dog to bring its Sustainable Cities Index (SCI) to life. We developed a new and bold position on a well covered topic. Using the SCI data we uncovered that cities across the world are failing to sufficiently address the needs of their people in the difficult balancing act of true sustainability. The compelling global and regional narratives were supported by a fully integrated, global campaign.

**Impact:** The SCI has proven a game-changing campaign. It has positioned the business as a global authority on sustainable environments and has adding €52 million to the sales pipeline of Arcadis' urban planning team, and delivered €20.8 million in direct revenue to date.

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### ?What If!: Eyes Wide Shut

**The big idea:** ?What If! tasked Man Bites Dog to reposition the consultancy away from its FMCG roots to the heart of business, aligning its brand with the truly transformational work it does for large organisations. We created a new strategic proposition to engage the C-suite, repositioning ?What If! from the CMO's ideas agency to the CEO's strategic innovation consultancy. We cemented this with our Eyes Wide Shut thought leadership campaign on the commercial impact of the UK's innovation vacuum.

**Impact:** Eyes Wide Shut changed the way ?What If! engaged with senior business leaders. The successful campaign launch event attracted MPs, national journalists and over 40 CEOs. ?What If! has used campaign content to generate conversations with over 700 contacts across the life of the campaign and has converted a number of large new client wins resulting from the campaign.

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### KPMG: The Cost Boomerang

**The big idea:** KPMG turned to Man Bites Dog to help drive awareness and differentiation of its nascent consulting capabilities, particularly in the area of cost optimisation. We created a call to action, by identifying, quantifying, and branding two business critical cost-based threats that would resonate with business leaders. The 'Price Lag' and 'Cost Boomerang' uncovered the effects of panicked recession discounting and the risk that costs cut during this period would 'boomerang' back to organisations' bottom lines. The campaign was launched through a six month programme of influencer relations, integrated content and marketing activity.

**Impact:** The campaign significantly enhanced KPMG's profile, taking the firm from fourth to first for share of voice amongst Big Four competitors for the duration of the campaign. It also directly delivered five new clients for the firm, helped start numerous other new business conversations and won five prestigious campaign awards.

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### Want to find out more?

We help B2B technology marketers unlock the knowledge and IP in their businesses and use it to deliver serious ROI through integrated content, public relations, marketing and business development.

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