

10 “Keynote Inks” from #BMA16

The hottest talks visualized by
Quarry and Kelly Kingman

QUARRY

BMA

BUSINESS
MARKETING
ASSOCIATION

A division of the ANA

Proud to bring you “Keynote Inks”

There were a lot of great talks at this year’s BMA16: Masters of B2B Marketing conference, each with big ideas worth remembering. Quarry and Kelly Kingman were there, turning the hottest talks into Keynote Inks™ — fantastic visual summaries created in real-time as each presentation unfolded.

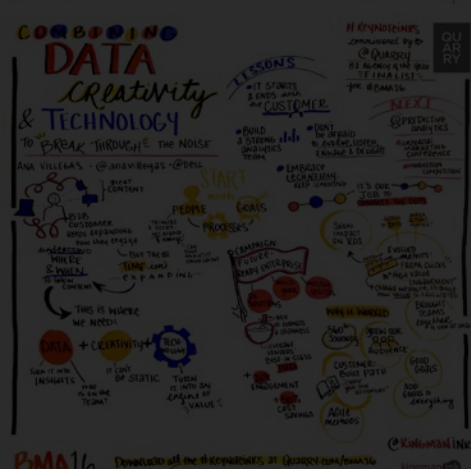
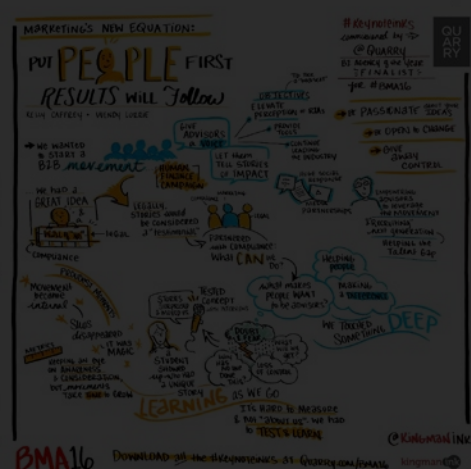
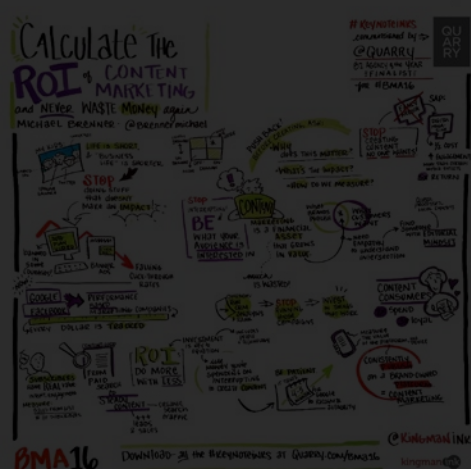
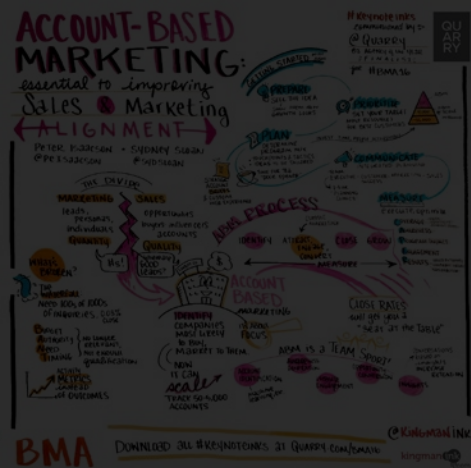
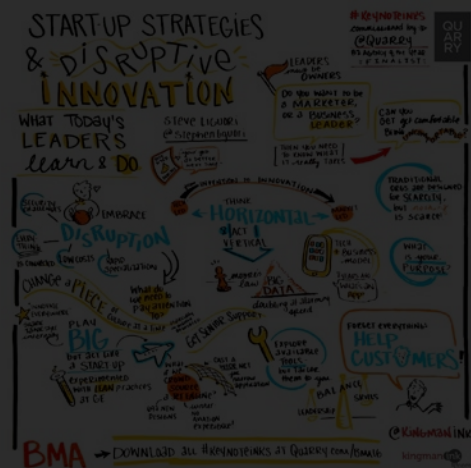
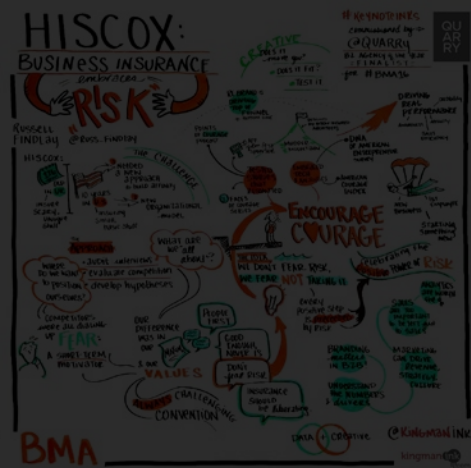
If you attended #BMA16, we trust that these 10 Keynote Inks are evocative reminders worth sharing with your team. And if you missed it, we hope they spark you to learn more about the inspiring thought leadership we heard in Chicago.

Happy modern marketing.



A handwritten signature in black ink that reads "Richard Hill".

Richard Hill
*Managing Director,
Demand Generation*



BMA16 Download all the blueprints at quarry.com/blueprints

BMA16 Download all the blueprints at quarry.com/blueprints

BMA16 Download all the blueprints at quarry.com/blueprints

BMA16 Download all the blueprints at quarry.com/blueprints



Linda Boff

Chief Marketing Officer,
GE Corporate



KEYNOTE
GE: Reinventing
storytelling for
Business-to-Business

GE: RE-INVENTING Storytelling for BUSINESS to BUSINESS

LINDA BOFF
@LINDABOFF



#KeynoteInks
Commissioned by →
@QUARRY
B2 AGENCY OF THE YEAR
FINALLIST
for #BMA16

QUARRY

@KINGMANINK
kingmanink.com



Russell Findlay

Chief Marketing Officer, Hiscox



HISCOX: BUSINESS INSURANCE

embraces **RISK**

Russell FINDLAY @Russ-Findlay

HISCOX:

- OLD IN UK
- INSURE SCARY, UNIQUE STUFF
- 10 YEARS IN US
- NEEDED A NEW APPROACH TO BUILD AFFINITY
- INSURING SMALL, BASIC STUFF
- NEW ORGANIZATIONAL MODEL

THE CHALLENGE

THE APPROACH:

- AUDIT: INTERVIEWS
- EVALUATE COMPETITION
- DEVELOP HYPOTHESES

WHERE DO WE WANT TO POSITION OURSELVES?

COMPETITORS WERE ALL DRIVING UP **FEAR**: A SHORT-TERM MOTIVATOR

OUR DIFFERENCE WAS IN OUR **VALUES** & OUR **VALUES**

PEOPLE FIRST

GOOD ENOUGH, NEVER IS

DON'T FEAR RISK

INSURANCE SHOULD BE LIBERATING.

ALWAYS CHALLENGING CONVENTION

BMA

CREATIVE

- DOES IT MOVE YOU?
- DOES IT FIT?
- TEST IT.

RE-BRAND IS DRIVING TOP OF FUNNEL TO BOTTOM LINE

DESIGNED BY HISCOX-INSURED ARCHITECTS

MUDDER MOUNTAIN

DNA OF AMERICAN ENTREPRENEUR SURVEY

EMBRACED TECH & ANALYTICS

AMERICAN COURAGE INDEX

TESTED STORIES THAT RESONATED

DIFF. FROM SPONSOR

POINTS OF COURAGE PODCAST

DRIVING REAL PERFORMANCE

- CREDIBILITY
- AWARENESS
- SALES EFFICIENCY
- AFFINITY

ENCOURAGE COURAGE

THE IDEA WE DON'T FEAR RISK, WE FEAR NOT TAKING IT.

every positive step is preceded by risk

celebrating the **POSITIVE POWER OF RISK**

ANALYTICS ARE WORTH THE \$

SALES ARE TOO IMPORTANT TO BE LEFT JUST TO SALES

BRANDING MATTERS IN B2B!

UNDERSTAND THE NUMBERS & DRIVERS

MARKETING CAN DRIVE REVENUE, STRATEGY, CULTURE

#KEYNOTEINKS

COMMISSIONED BY → @QUARRY

B2 AGENCY OF THE YEAR = FINALIST

FOR #BMA16



DATA + CREATIVE

@KINGMANINK

kingmanink.com

KEYNOTE

Hiscox: Business insurance embraces risk



Steve Liguori

Founder and CEO, Liguori Innovation



KEYNOTE

Startup strategies and disruptive innovation: What today's leaders learn and do

START-UP STRATEGIES & DISRUPTIVE INNOVATION

WHAT TODAY'S LEADERS learn & DO

STEVE LIGUORI @StephenLiguori

#KEYNOTEINKS
commissioned by → @QUARRY
B2 AGENCY of the Year
= FINALIST

QUARRY

LEADERS must be OWNERS

Do you want to be a **MARKETER**, or a **BUSINESS LEADER**?

THEN YOU NEED TO KNOW WHAT IT *really* TAKES

CAN YOU GET comfortable BEING *UNCOMFORTABLE*?

your job do better NEXT TIME



BMA → DOWNLOAD all #KEYNOTEINKS at Quarry.com/BMA16

@KINGMANINK

kingmanink.com



Peter Isaacson

Chief Marketing Officer,
Demandbase



Sydney Sloan

Chief Marketing Officer,
Alfresco



KEYNOTE

Account-based marketing: Essential to improving sales and marketing alignment

ACCOUNT-BASED MARKETING:

essential to improving Sales & Marketing Alignment

PETER ISAACSON • SYDNEY SLOAN
@PEISAACSON @SYDSLOAN



BMA

DOWNLOAD ALL #KEYNOTEINKS AT QUARRY.COM/BMA16

@KINGMANINK

kingmanink.com



Michael Brenner

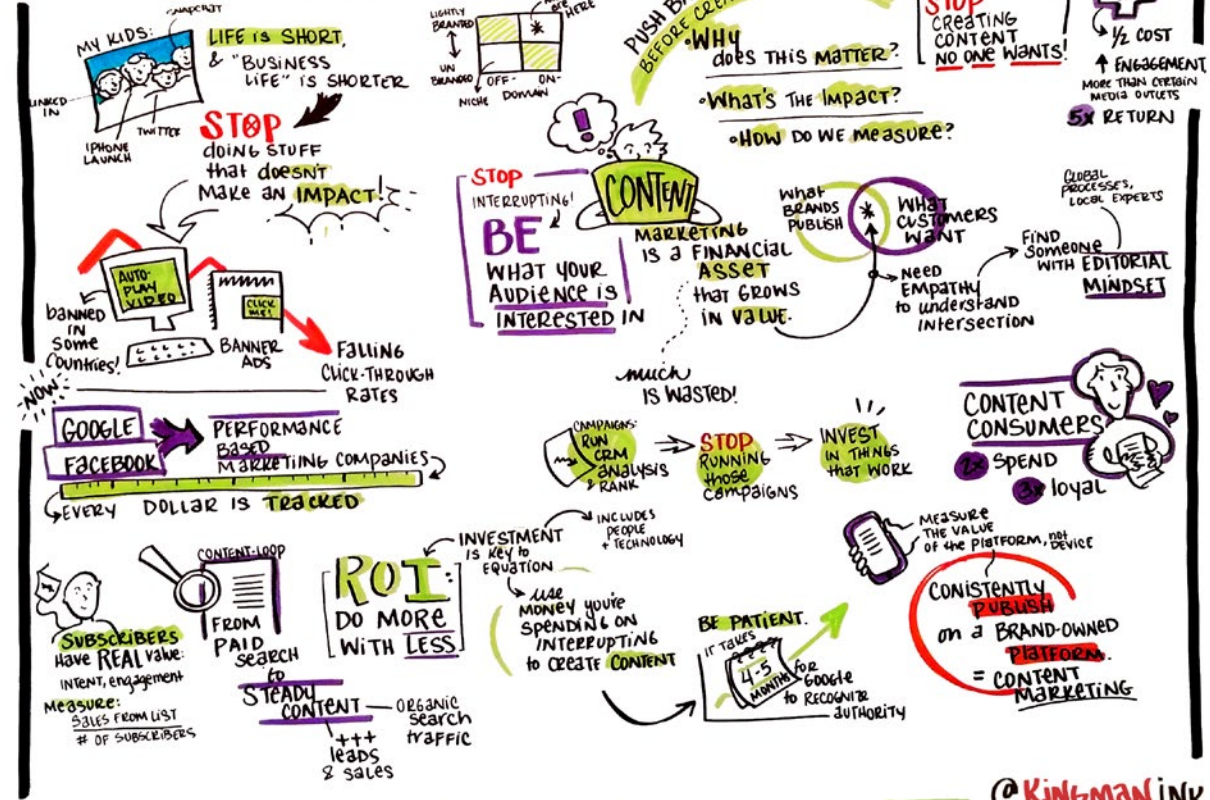
Author of
The Content Formula



KEYNOTE
Calculate the ROI
of content marketing
and never waste
money again

Calculate the ROI of CONTENT MARKETING and NEVER WASTE MONEY again

MICHAEL BRENNER · @BRENNERMICHAEL



BMA16

DOWNLOAD all the #keynoteinks at quarry.com/BMA16

@KINGMANINK

kingmanink.com



Jeffery Hayzlett

Primetime TV and Radio Host



PANEL:

Neal Campbell

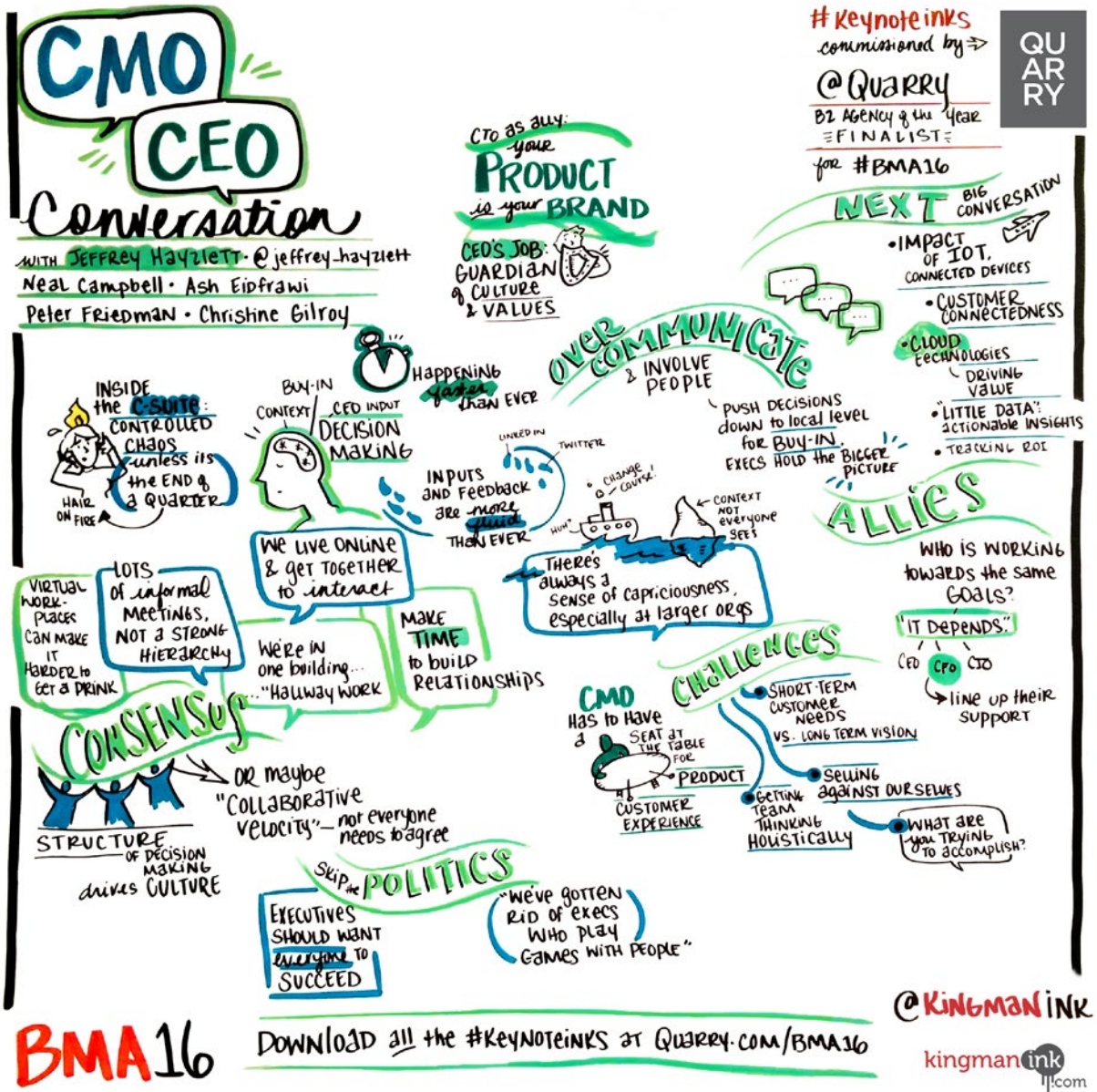
Ash ElDifrawi

Peter Freidman

Christine Gilroy

PANEL

CEO/CMO
Conversation



BMA16

DOWNLOAD all the #KeynoteInks at Quarry.com/BMA16

@KingmanInk

kingmanink.com



Karin Jager

Global Marketing Director,
Merck Animal Health



Reuben Webb

Executive Creative Director,
Stein IAS



KEYNOTE

From Global to local: Building a worldwide brand with scale

FROM GLOBAL & LOCAL:

Building a

WORLDWIDE BRAND WITH SCALE

Karin Jaeger • Reuben Webb

MARKETING with GUTS

We can't rely ON DATA to tell us if a creative idea is good, we need intuition



MILLIONS OF "BRAIN CELLS" IN OUR GUT = "BELLY BRAIN"

"HEAD BRAIN" is the BOSS,

but it TAPS the "experience Database" for HELP



WHOSE GUT CAN WE TRUST to JUDGE CREATIVE IDEAS?

CHECK THEIR DATABASE

- go to galleries?
- travel?
- try new things?

WE ARE MAKING a difference WITH B2B



I LOVE MY JOB! KARIN

MERCK ANIMAL HEALTH • LIVESTOCK • COMPANION ANIMALS

BEAVER TO 12-WEEK FLEA/TICK PROTECTION

GOAL: BE BEST-LOVED

FLEA/TICK PROTECTION globally

DISRUPT

- REGULATIONS
- LOCAL vs Global
- VETS ARE TECHNICAL
- NOT "COOL"
- INDIV. PRIORITIES

TRUST YOUR GUT, BUT RESULTS COUNT.

#KEYNOTEINKS

Commissioned by ⇒

@QUARRY

B2 AGENCY of the Year

≡ FINALIST ≡

for #BMA16



KEYS to G-LOCAL Success

1 CUSTOMER INSIGHT

CUSTOMER PROFILES, JOURNEY

2 EMOTION/EXPERIENCE

TELL STORIES of affectionate MOMENTS in an unexpected ways

LOOK for the SPARK

3 TECH-DRIVEN GO TO MARKET

4 SPEED

5 PEOPLE MANAGEMENT

HERD CATS: all LEVELS!

EXPECT THE EXTRAORDINARY

LAUNCHED just ASKED AFTER

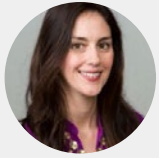
TOUCHED

ASSETS could be LOCALIZED

@KINGMANINK

DOWNLOAD all the #KEYNOTEINKS at QUARRY.COM/BMA16





Kelly
Caffrey

Marketing Director,
TD Ameritrade Institutional



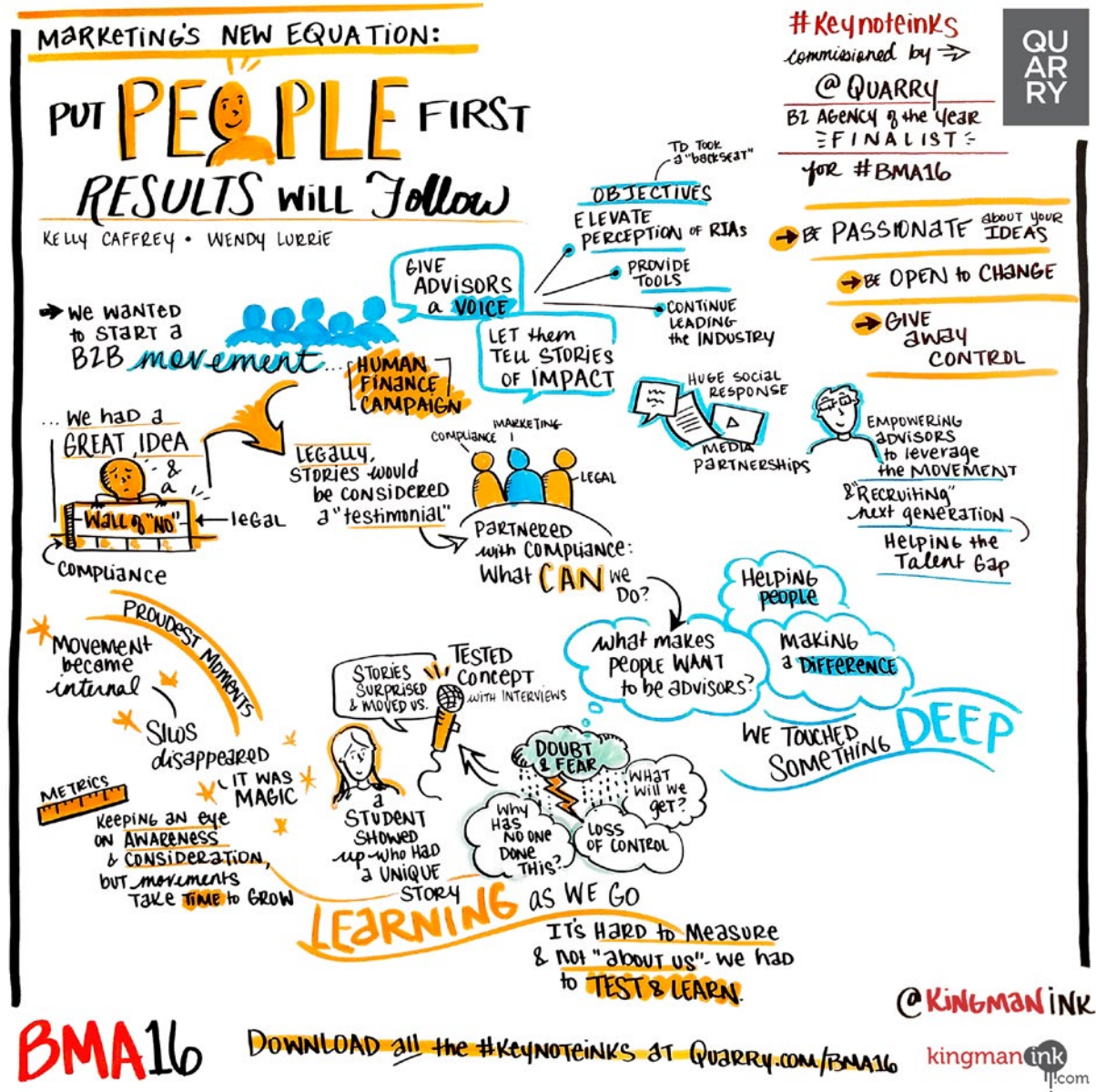
Wendy
Lurie

General Manager,
gyro New York



KEYNOTE

Marketing's new
equation: Put people
first, results will follow





Ana Villegas

Senior Marketing Leader,
Dell

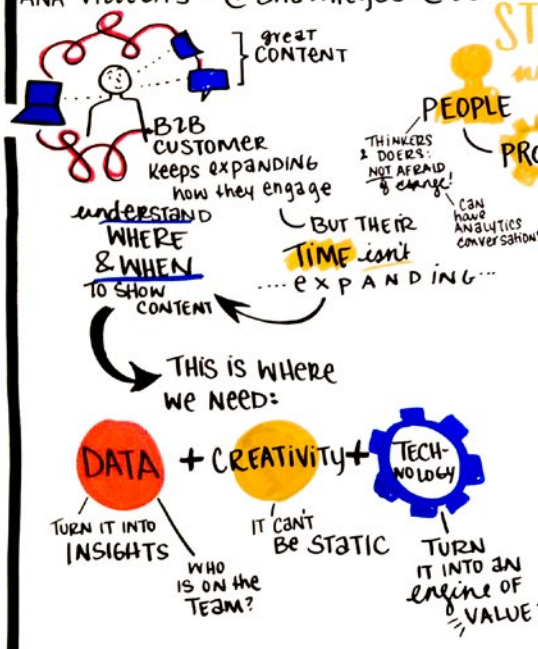


KEYNOTE
Combining data,
technology and
creativity to break
through the noise

COMBINING DATA

Creativity & TECHNOLOGY TO BREAK THROUGH THE NOISE

ANA VILLEGAS · @anavillegas · @DELL



LESSONS

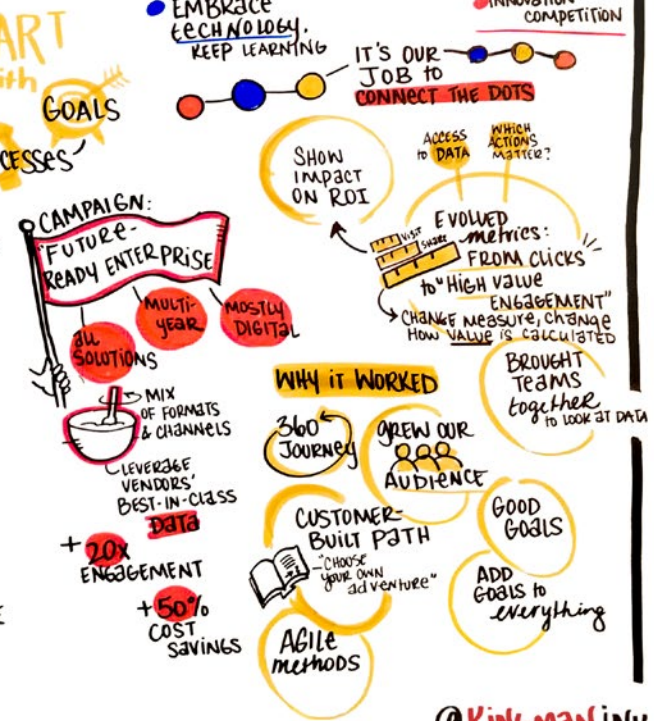
- IT STARTS & ENDS with the CUSTOMER
- BUILD a STRONG ANALYTICS TEAM
- DON'T be AFRAID to evolve, LISTEN, ENGAGE & DELIGHT
- EMBRACE TECHNOLOGY. KEEP LEARNING

#KEYNOTEINKS
commissioned by →
@QUARRY
B2 AGENCY of the year
≡ FINALIST ≡
for #BMA16



NEXT

- PREDICTIVE analytics
- INTERNAL MARKETING CONFERENCE
- INNOVATION COMPETITION



BMA16

DOWNLOAD all the #KEYNOTEINKS at QUARRY.COM/BMA16

@KINGMANINK





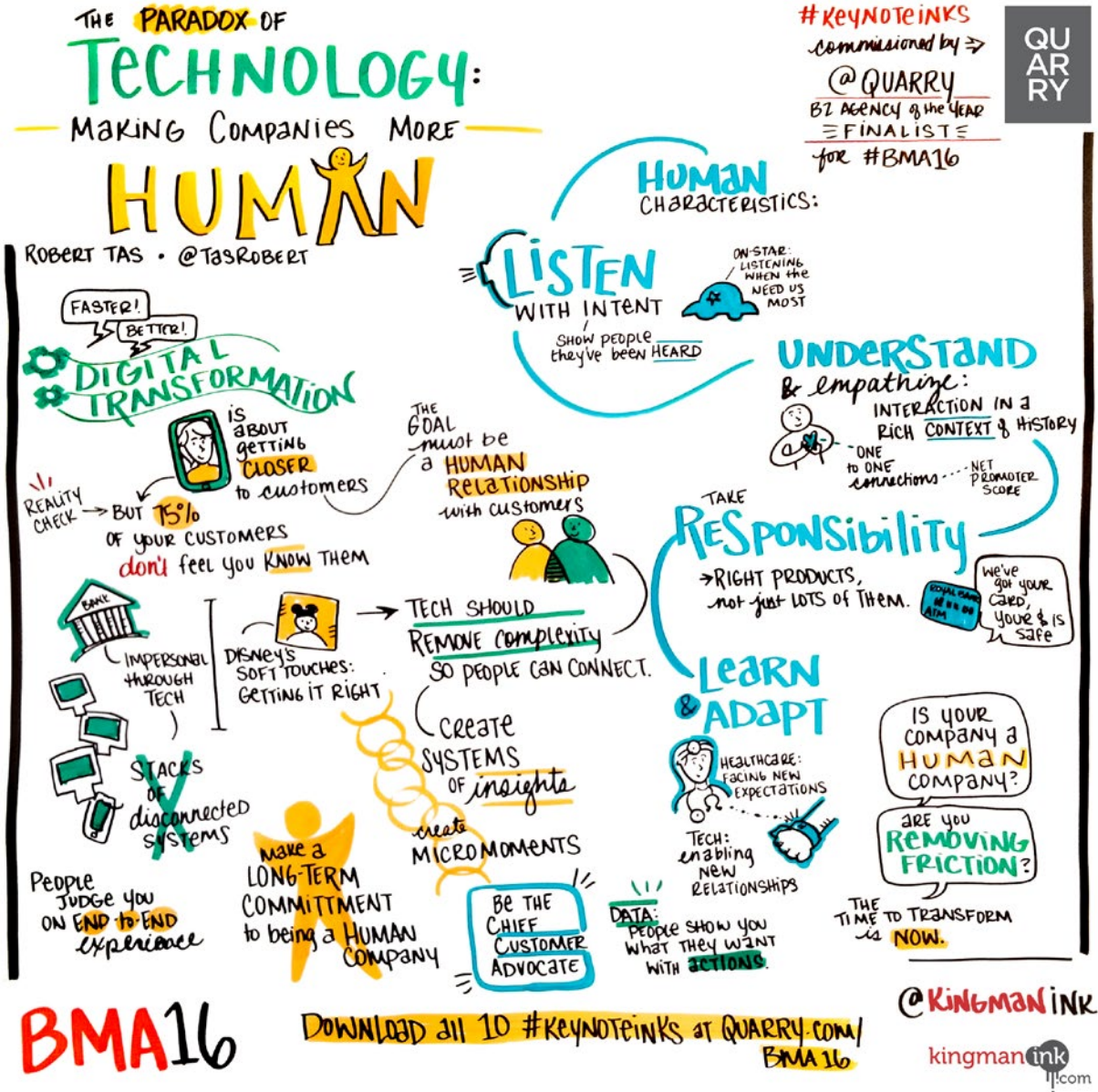
Robert Tas

Chief Marketing Officer,
Pegasystems, Inc



KEYNOTE

The paradox
of technology:
Making companies
more human





About Kelly Kingman

Kelly Kingman is a visual note taker and visual literacy expert. Her company, Kingman Ink, provides visual notetaking services for leading events in sales, marketing, leadership and technology. She has taught visual thinking skills to corporate teams as well as at the MIT Sloan School of Management's Innovation Period.

Visual notetaking (sometimes called graphic recording) captures key ideas in words and images, taps directly into the human mind's incredible ability to process visual information. This makes presentation content easier to recall and easier to use, providing an at-a-glance record of key takeaways.

Kingman Ink's clients include JP Morgan Chase, HubSpot, Marriott, Target, Salesforce, Wiley and ZenDesk. In this role she has captured the talks of great speakers such as Guy Kawasaki, Dan Pink, Seth Godin and many others.

You can learn more at Kingmanink.com

QUARRY.COM

QU
AR
RY

Meet Quarry

Quarry helps B2B leaders synchronize their modern marketing for unprecedented growth. A team of nearly 100, we offer a rare blend of strategic, creative and execution services to support the insight, innovation, brand reputation, demand creation, lead nurturing and sales enablement functions of marketing—all inspired by a deep understanding of your customers and their buying journeys.



Intrigued?
Let's chat.

Richard Hill | rhill@quarry.com
QUARRY.COM | @QUARRY
1-877-723-2999



— ANN HANDLEY, MARKETINGPROFS

INTRIGUED?
Let's CHAT.
@QUARRY
QUARRY.COM
RHILL@QUARRY.COM

BMA16





MARKETING'S NEW EQUATION:
PUT PEOPLE FIRST
RESULTS WILL FOLLOW

KELLY CAFFEY • WENDY LURRIE

ENCOURAGE COURAGE

KNOW YOUR DNA

DATA
 TURN IT INTO INSIGHTS
 WHO IS ON THE TEAM?



IDENTIFY COMPANIES MOST LIKELY TO BUY, MARKET TO THEM.

FACE'S OF COURAGE SERIES

THE IDEA WE DON'T WE FEAR NOT TAKING IT.

every positive step is preceded by risk

legally, stories would be considered a "testimonial"

BIG DATA
 doubling at alarming speed

GET SENIOR SUPPORT

GETTING STARTED

PREPARE
 SELL THE IDEA
 SHOW THEM HOW GROWTH LOOKS

PLAN

DETERMINE PROGRAM MIX
 WHICH POINTS & TACTICS NEED TO BE TAILORED

PROFIT
 SET YOUR TARGET MOST RESOURCES FOR BEST CUSTOMERS
 INVEST TIME, PEOPLE ACCORDINGLY

MEASURE

ABM PROCESS



BRAVE TO 12-WEEK FLEATICK PROTECTION



PEOPLE their pets & will do anything to keep them well

Goal: Be BEST-LOVED

FLEATICK PROTECTION globally

BARRIERS:

- REGULATIONS
- LOCAL VS. GLOBAL
- VETS ARE TECHNICAL
- NOT "COOL"
- INDIV. PRIORITIES

WHAT WE DID DISRUPT

LAUNCHED just ASKED AFTER

TOUCHED

ASSETS could be localized

QUARRY