

BBN ranked number two International B2B Marcomms Agency

Rupelmonde, 28 February 2019 – For the first time, BBN has ranked number two in the B2B Marketing top 10 international B2B Marcomms Agencies League Table. This is a significant milestone for BBN and its international partners, who, by inclusion in this year's report have been recognised as major players in the global B2B marketing industry. ARK BBN is the exclusive Belgian BBN partner and shareholder.

In the 14th edition of B2B Agencies Benchmarking Report, B2B Marketing reveals the definitive rankings of the UK's top 95 B2B marcomms agencies, as well as the sector's top global agencies, its fastest-growing agencies and leading PR agencies.

Depth of experience in every industry sector

With more than 1,000 B2B specialists across 29 countries BBN secured \$135 million of global billings last year. This supported the agency's inclusion in this year's report which is based on gross income.

"It's great to see BBN come in at number two internationally. They say size matters and whilst it is important to our clients to know we have the international reach to support their businesses, what is more important is the depth of our experience in virtually every industry sector, underpinned by the strategic, creative and technical expertise to deliver results." shares BBN's Chairman Clif Collier.

Top class strategy, creative and communications

Ben Verleysen, CEO at ARK BBN Belgium, states: "This is a tremendous achievement for BBN. Our growth over the past two years has been incredible and our position in the B2B league table is yet another feather in our collective cap. Our unified agency has been providing top class strategy, creative and communications to companies and organisations around the globe, helping them achieve and exceed their growth objectives. This milestone is a testament to their faith and belief in BBN and our world-leading methodologies."

Globally relevant human ideas

"As B2B brands go across borders and around the world, there's a need for an agency with a seamless global capability, and our position in B2B Marketing's International league table recognises this fact," says BBN London's Managing Director, Richard Parsons. "We've built a global business on the back of a very simple idea—that business brands should put the human first. And human ideas need to be globally relevant. That's what guides everything we create at BBN and allows us to connect global brands to global audiences."

Karen Powell from BBN Australia shares: "We are very proud to be the marcomms partner of global and regional businesses in every corner of the world to support brave marketers."

About ARK BBN – Belgium

ARK BBN is a strategic B2B marketing agency and the exclusive Belgian partner of BBN International – *the world's B2B agency*. With 43 BBN agencies and more than 1,100 professionals in 29 countries, we're the biggest group of B2B experts in the world. You can count on ARK BBN for all your communication needs, both on a national and international level: from strategic marketing consultancy, concept and design to digital integration, (social) content and public relations. More information on www.arkbbn.be.

About BBN

BBN is a collaborative agency-owned organisation, with every agency-partner an equity shareholder – all sharing the same genuine passion for B2B. Working together, our combined advantage means we significantly influence what can be achieved when a business talks to another business. We're proud to stand for full service capability; spanning strategy, creativity, technology and implementation. Today, you'll find BBN partners in more than 29 countries around the world, who successfully implement international client projects across multiple territories. To ensure the success of new international client projects we'll enter more key locations to gain more scope and integrate more agencies and clients. To learn more, go to bbn-international.com or follow us [@BBN_B2B](https://twitter.com/BBN_B2B).

PRESS CONTACT

ARK BBN

Ann-Sophie Cardoen
Project Manager
T +32 3 780 96 96
ann-sophie@arkbbn.be
www.arkbbn.be