

Superloop names B2B specialists Green Hat as full-service agency – ‘B2B and B2C are not the same’: CMO Ben Colman

By Sam Buckingham-Jones - Deputy Editor



"Superloop exists in a very cluttered telecommunications space, so there's a critical need for ideas that can cut-through," Stuart Jaffray, Managing Director at Green Hat, said.

B2B agency Green Hat has been appointed as the full-service agency for telco Superloop, beating out others in what it described as a "hotly contested pitch". In announcing the winning agency, CMO Ben Colman emphasised the point that there's a difference between B2B and B2C marketing. "They're worlds apart," he said.

What you need to know:

- Green Hat has been appointed as the fullservice agency for Superloop.
- Their B2Bfocused pitch resonated with CMO Ben Colman, who noted – in a frank press release – that "B2B and B2C are not the same... they're worlds apart".

ASX-listed challenger brand telco Superloop has appointed B2B marketing shop Green Hat as its full-service agency after a pitch run by TrinityP3.

Green Hat said it proposed a strategy combining insights, data and creative that directly targeted the B2B market – which Superloop's Chief Marketing Officer, Ben Colman, said had impressed.

"What Green Hat pitched to Superloop was a full, holistic solution," Colman said.

"It impressed us because it was a very sound strategy that came from real, data-led insight that they were then able to execute creatively. We were very clear that we wanted big ideas, and Green Hat delivered that in a way that made us sit up and take notice."

B2B marketing and thinking has been more prominent in the past few months, especially as, for the first time, it had its own LinkedIn-sponsored Creative B2B Lions award at Cannes Lions 2022 this year.

"B2B and B2C are not the same," Colman added. "This isn't a nuanced argument – they're worlds apart and the simplest evidence of that is the average B2C transaction is five minutes versus five months for B2B. Bearing that in mind, we wanted an agency that had a breadth of marketing expertise but really knew the B2B market."

Stuart Jaffray, the Managing Director at Green Hat: "Superloop exists in a very cluttered telecommunications space, so there's a critical need for ideas that can cut-through... We're handling all Superloop's channels – from brand to demand generation to content to media – and the funnel could extend anywhere from three months to 12 months. It's a long journey to consider."

Jaffray said the agency had recently hired three new senior account directors and two digital specialists to handle recent growth.



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