



O₂ business

Account-Based Marketing and advocacy – a winning combination

Telefonica



Mark Larwood, Head of ABM, Advocacy and
Industry Marketing at O2 Business

AGENDA

O2 & our challenge

Account-Based Marketing

Advocacy

Success Attributes

OUR CHALLENGE

Our strong brand
means everyone
knows who we are . . .



O₂ business



O2 + Telefonica

- Dedicated B2B Arm
- ICT Specialist
- Global leader in cyber-security

Enter ABM...

**Account-based marketing is “treating
individual accounts as markets in their own
right.” ITSMA**

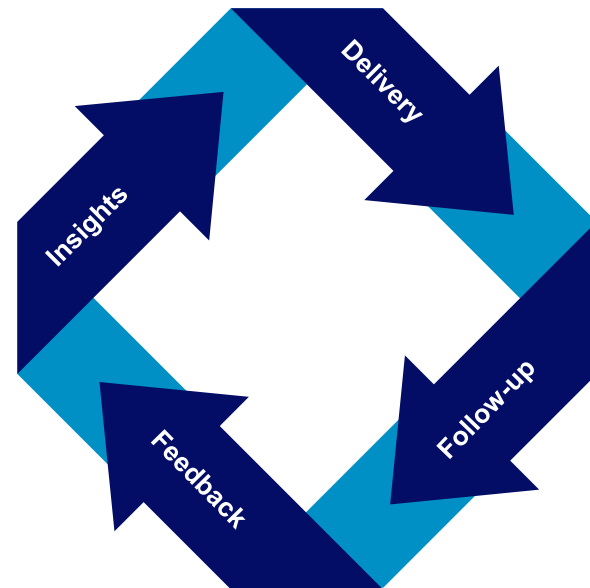
Choosing our Markets

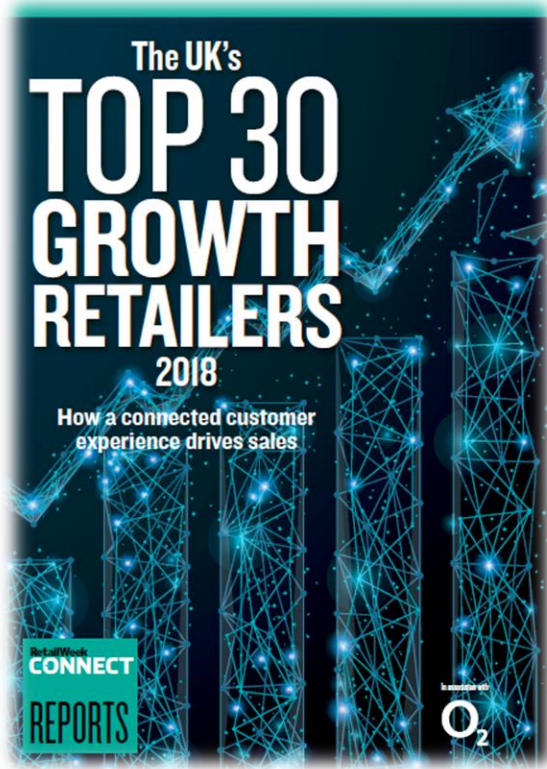


**We couldn't just
build relationships . . .
we had to challenge them.**



From pilot to programme





RetailWeek CONNECT | REPORTS

THE FIGURES
THE UK'S TOP 30 GROWTH RETAILERS 2018

RANK	RETAILER	2017	2018	2019	2020
1	Amazon	100	100	100	100
2	Next	100	100	100	100
3	Primark	100	100	100	100
4	ASDA	100	100	100	100
5	ASDA	100	100	100	100
6	ASDA	100	100	100	100
7	ASDA	100	100	100	100
8	ASDA	100	100	100	100
9	ASDA	100	100	100	100
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25	ASDA	100	100	100	100
26	ASDA	100	100	100	100
27	ASDA	100	100	100	100
28	ASDA	100	100	100	100
29	ASDA	100	100	100	100
30	ASDA	100	100	100	100

ACTION POINTS

1. **Customer experience**

2. **Customer experience**

3. **Customer experience**

4. **Customer experience**

5. **Customer experience**

6. **Customer experience**

7. **Customer experience**

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27. **Customer experience**

28. **Customer experience**

29. **Customer experience**

30. **Customer experience**

RetailWeek CONNECT | REPORTS

INTRODUCTION
PUTTING CUSTOMER EXPERIENCE FIRST

Each retailer in our ranking has demonstrated leadership through growth and effective adoption of technology. In achieving a single customer view across all channels, capturing the many touchpoints of customer experience, and being at the top of the top 30 growth retailers in the most recent financial year.

Customer view

Customer view is the ability to see the customer across all channels, from the website to the mobile app to the in-store experience. This is a key challenge for retailers, as they need to ensure that the customer experience is consistent across all channels. This is a key challenge for retailers, as they need to ensure that the customer experience is consistent across all channels.

Merchandise channels

Merchandise channels are the various ways in which a retailer can sell its products. This includes the website, the mobile app, the in-store experience, and the direct mail channel. Each channel has its own strengths and weaknesses, and retailers need to ensure that they are using all channels effectively.

Introduction to the top 10

The top 10 growth retailers in the most recent financial year are:

1. Amazon
2. Next
3. Primark
4. ASDA
5. ASDA
6. ASDA
7. ASDA
8. ASDA
9. ASDA
10. ASDA

Introduction to the top 10

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Cluster ABM Example

RetailWeek 

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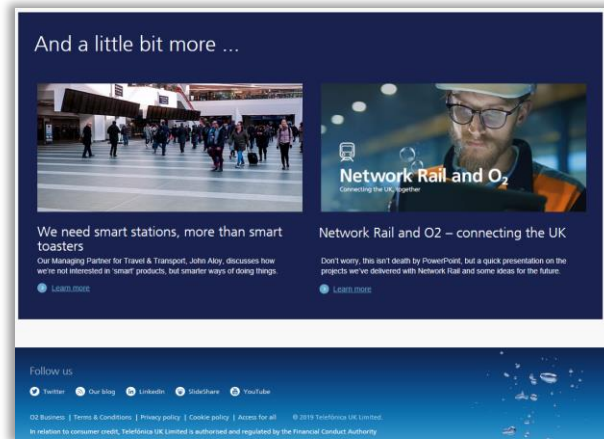


A willingness to stand out

Challenger marketing
isn't about making friends



We're also having fun



O₂ business

...ONTO ADVOCACY



Customer Engagement Programme

Customer Advisory Council



5G



A person is seen from behind, sitting on a snowy ledge and looking out at a vast, icy landscape under a dark sky with a faint aurora. The scene is dimly lit, with a small light source visible in the distance.

Annual Awards

Annual awards that celebrate business outcomes supported by O₂

A group of men are gathered around a large, white, 3D-printed model of a car's engine or chassis. They are in a dark room, and the model is illuminated by a spotlight. The men are dressed in business casual attire, and one man is pointing at the model while the others look on with interest.

Study Tours

Customer study tours that bring innovation to life

Customer Community

A wide-angle shot of a grand, classical building with many windows and a large glass-enclosed staircase. People are walking on the sidewalk in front of the building, and there are trees on either side. The scene is bright and sunny.

Annual Research Index

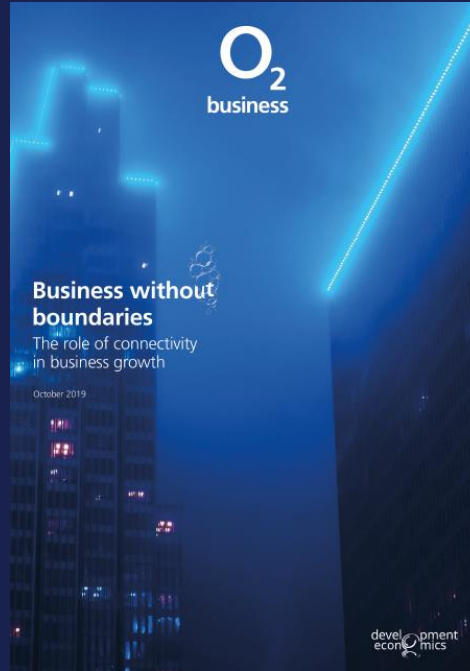
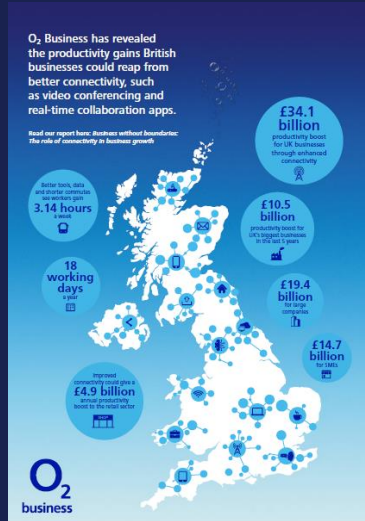
Annual index that provides insights from benchmarking business outcomes

A close-up shot of a person's hand reaching up, with fingers spread. The hand is wearing a watch. The background is blurred, showing other people and what appears to be a presentation or event setting.

Customer Events

Co-creation / workshop events that gives O₂ and customers the opportunity to work together to meet challenges

Business Productivity Research



Your people could find an extra month every year

Travel time that could be saved per person, per year

Average hours travel time per week that could be saved

3hrs

(N=504) Average hours per week estimated that could be saved with full access to information from any location

Total hours saved per year

144hrs

Average hours saved per week x48 working weeks in the year

NORTHUMBRIAN
WATER *living water*



NHS
Worcestershire
Health and Care
NHS Trust

O2 Business Awards



O₂ business

Driving success



Senior buy-in is critical



Alignment is Key - one team, one vision, one goal



Focus on building strong customer insight-led message



Try, try and try again. Succeed and fail. Repeat.



Measure the right things

A person stands on a grassy hill at night, looking out over a city illuminated by lights. The sky is dark and filled with stars, with a prominent view of the Milky Way galaxy. A cluster of glowing blue bubbles or droplets is visible in the sky above the person.

**ABM, Advocacy
and Customer-
Centric Marketing
is shaping our
future**



Thank you

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