

TITLE: Meet the B2B Originals

On-screen imagery: [Reuben Webb, Chief Creative Officer of Stein IAS, appears on screen with glyph graphics in the background. The Stein IAS B2B Originals logo spins into view.]

Reuben Webb: Hi, we're Stein IAS – the B2B Originals – and we have a culture of originality running through everything we do.

On-screen imagery: [Reuben Webb moves to the left of the frame, and a picture of the founding members of the agency appears to the right. 1973 appears over the picture when spoken.]

Reuben Webb: We were the Original specialist B2B agency in the UK in 1973.

On-screen imagery: [Numbers in 1973 scroll forward to 2021.]

Reuben Webb: And since then, we've done the new thing first, over and over again.

On-screen imagery: [Reuben moves to the right and a gold image of the Stein IAS 101 Clichés book appears behind him.]

Reuben Webb: We were the first to banish B2B clichés.

On-screen imagery: [Reuben moves to the left and gold-overlaid videos of the IAS-tival music festival appear behind him and to the right.]

Reuben Webb: The first to run a 2-day music festival...

On-screen imagery: [Reuben moves to the right and gold picture of Cal Jackson, Stein IAS' Chief of Human Resources, accepting the Princess Royal Training award.]

Reuben Webb: We were the first marketing agency to win a Princes Royal Training award...

On-screen imagery: [Reuben is center and six award logos populate around him: The Drum Agency Business Awards; B2 Awards; 2020 B2B Marketing Martech Awards; B2B Marketing Awards; B2B Marketing Elevation Awards USA 2021; 2021 B2B Marketing Martech Awards.]

Reuben Webb: And, the first to B2B agency to win 6 Agency of the Year awards in just 13 months...

On-screen imagery: [Reuben moves to the right and the Stein IAS Original Growth Model diagram, outlining the stages of the process, appears to his left.]

Reuben Webb: And now, we're the first to launch a growth model bespoke for B2B marketing that drives brand progression and revenue growth for our clients. So, what does it take to be a B2B Original today?

On-screen imagery: [A Stein IAS designer appears on the right of frame, with an image of the Trelleborg SafeTug interactive video appears to his left.]

Steve: Create an original B2B experience.

On-screen imagery: [A Stein IAS writer appears on the left of frame, with an image of the three B2B originals to the right: Jack Black, Ada Lovelace and Zhang Qian.]

Robynne: Build an original b2b social strategy.

On-screen imagery: [A Stein IAS operations manager appears to the right of frame, a video still of a 3D world appears to the left.]

Janice: Make an original B2B film.

On-screen imagery: [A Stein IAS art director appears to the left of the frame, a picture of a pea pod with the Earth as a pea appears to the right.]

Chase: Have an original B2B idea.

On-screen imagery: [A Stein IAS motion graphics artist appears to the right of the frame, a montage of stills from the Stein IAS' Paradox thought leadership piece.]

Daisy: Create original B2B thought leadership.

On-screen imagery: [The LFYL Festival of the Spirit appears to the left of designer on screen.]

Clare: Host an original B2B event.

On-screen imagery: [A Stein IAS designer appears to the right of the frame, with a picture of Stein IAS' CEO and Reuben to the left, holding the book, B2B Marketing for Dummies.]

Josh: Write an original B2B book.

On-screen imagery: [A Stein IAS experience designer appears to the left of the frame, with a picture of Stein IAS' team during a training session.]

Jenny: Create an original B2B training camp.

On-screen imagery: [A Stein IAS experience designer appears to the right of the frame, with a picture of Stein IAS' team holding awards at the Drum Marketing Award show.]

Ellie: Be an original B2B award winner.

On-screen imagery: [A Stein IAS information designer appears to the left of the frame, with a picture of an augmented human to the left with "Digital Transformation" emblazoned on its chest.]

Will: Be original with B2B martech.

On-screen imagery: [Reuben appears in the center of the frame.]

Reuben: Are you ready to be a B2B Original?

On-screen imagery: [Stein IAS B2B Originals logo appears on screen.]