What we did

In-depth interviews
- Global Decision Makers
- Fortune 500
- 8 markets

Quantitative Survey
- Business Decision Makers
- In market purchasers
  - IT / Finance / Govt.
  - Conglomerates
- 1,000 Interviews
- 10 markets

Behavioural Science
Consultation with honorary fellow of the IPA and an associate of the Moller Institute at Cambridge University
Core threads of Influence

- Role of Media
- Macro Economic
- External Networks
- Internal Layering
61% Customer expectations
60% Digital transformation
60% Talent
58% Data privacy
Departmental Connectivity

- 96% Interactions
- 62% 3+ Interactions

Junior Employees

- 77% Involved regularly
- 67% Ideation

INTERNAL LAYERING
ROLE OF MEDIA

- **52%** Growing influence
- **85%** Valuable source
- **44%** Informed a business decision
Web of Influence

Valuable
Growing
Action

Role of Media

Macroeconomic

External Networks

Internal Layering

Business Decision Makers

Clients
Digitalisation
Talent
Privacy

Departments
New Talent
Roles

Clients
Suppliers
Investors
Regulation
Behavioural Science

Three personas influence BDMs

EXPERTS

CONNECTORS

PERSUADERS
Understanding BDMs as people improves media efficiency

Richer context
Efficiency & effectiveness
BBC STUDIOS

THE B2B web of influence