BBC STUDIOS

THE B2B web of influence

What we did

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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

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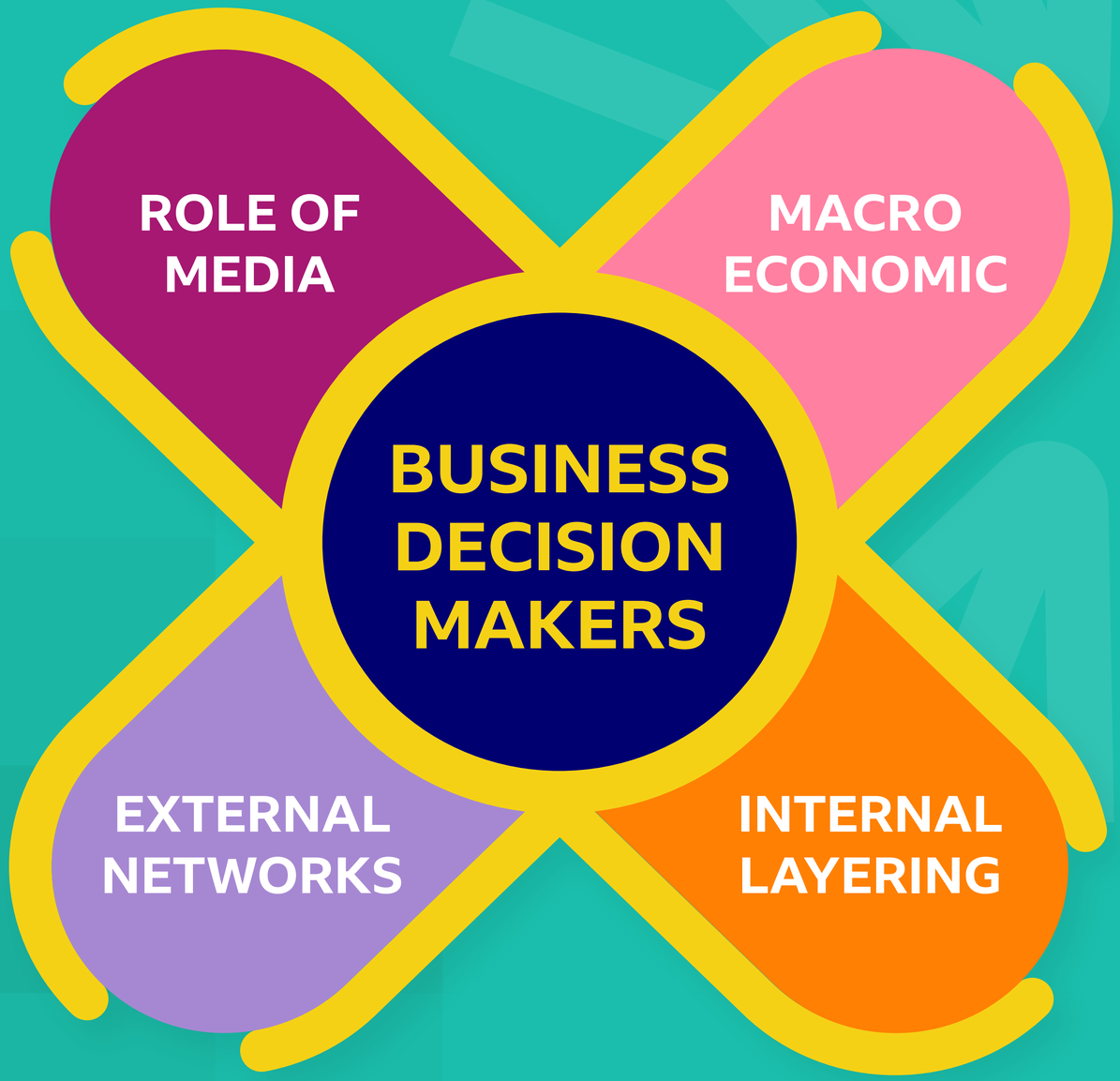
Core threads of Influence



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61% Customer expectations

60% Digital transformation

60% Talent

58% Data privacy

MACRO ECONOMIC

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INTERNAL LAYERING

Departmental Connectivity

96% Interactions

62% 3+ Interactions

Junior Employees

77% Involved regularly

67% Ideation

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Top Connections

52% Clients

48% Suppliers

42% Investors

EXTERNAL NETWORKS

% Growing influence

54% Clients

52% Investors

52% Media

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ROLE OF MEDIA

52% Growing influence

85% Valuable source

44% Informed a business decision

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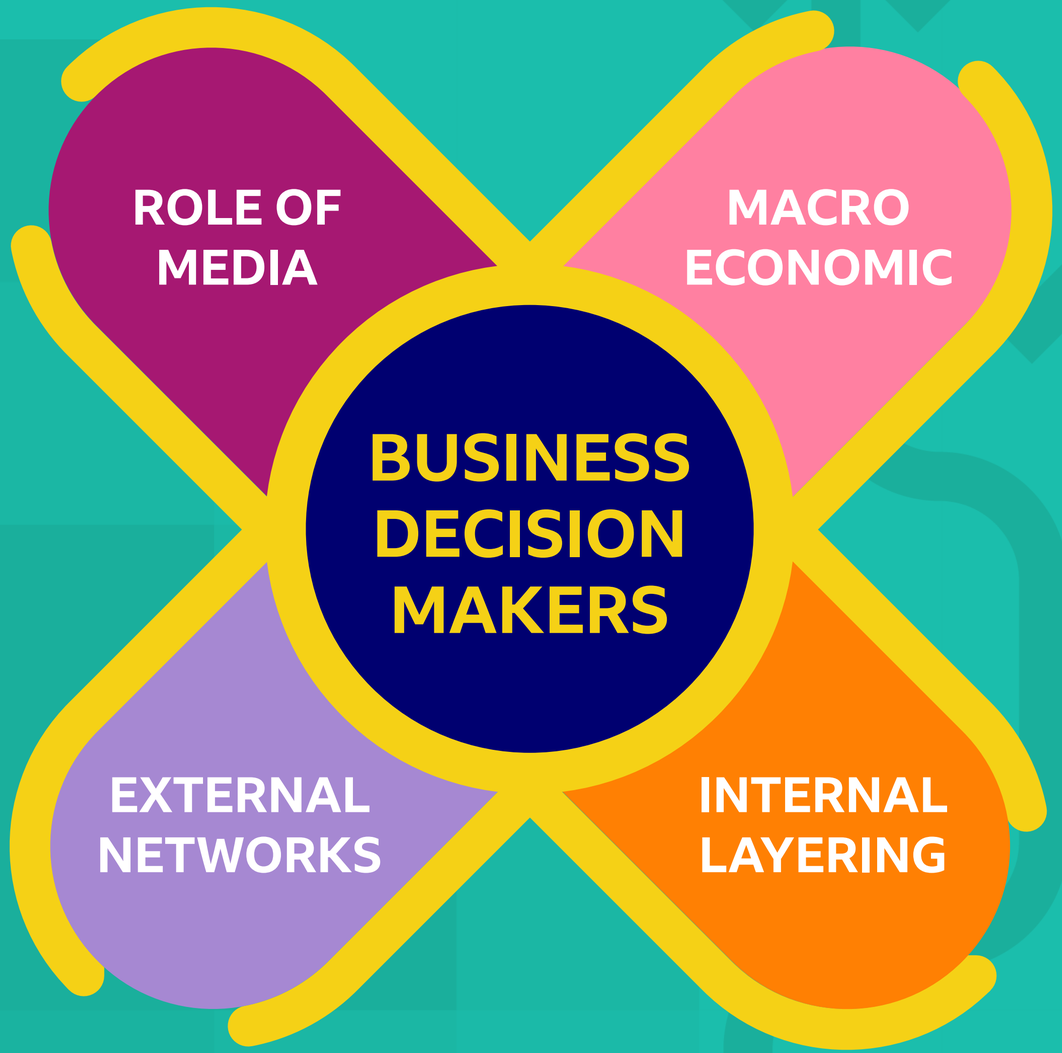
Web of Influence



- Valuable
- Growing
- Action

- Clients
- Digitalisation
- Talent
- Privacy

- Clients
- Suppliers
- Investors
- Regulation

- Departments
- New Talent
- Roles

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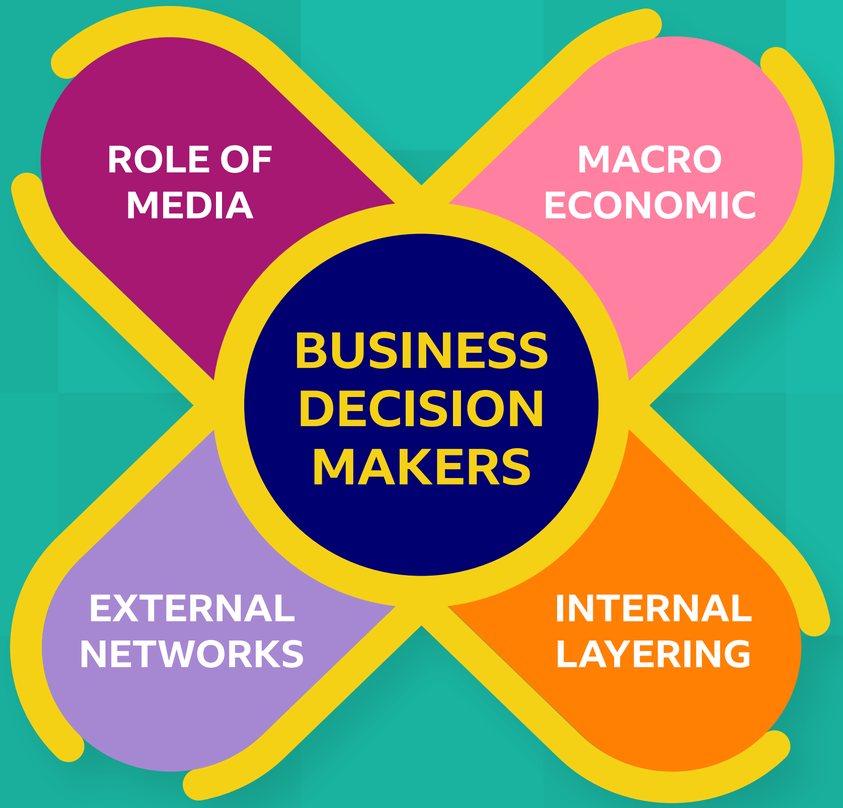
Behavioural Science

Three personas influence BDMs

Understanding BDMs as people improves media efficiency



Richer context

Efficiency & effectiveness

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