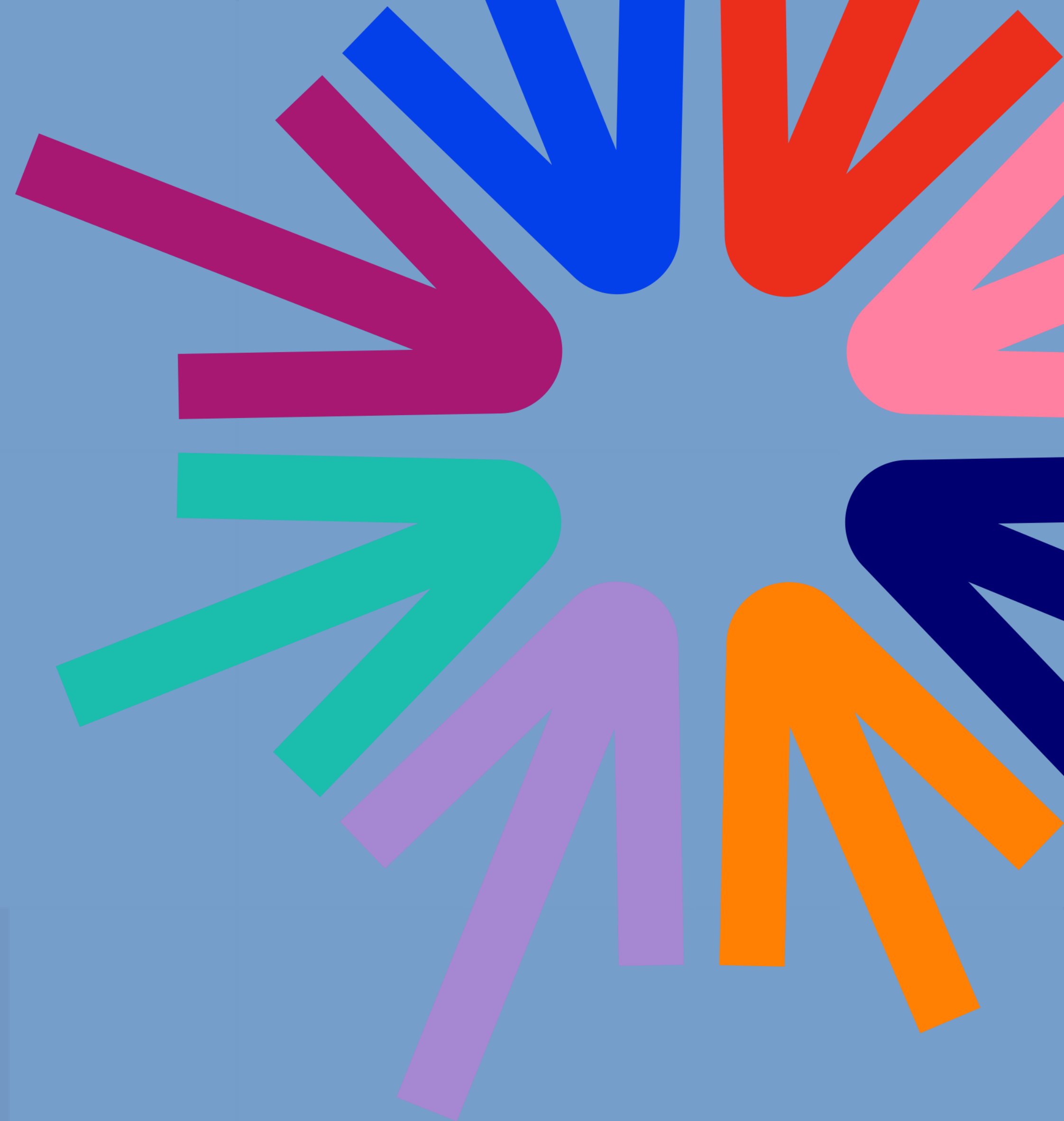




THE
B2B web
of influence



B B C STUDIOS

What we did



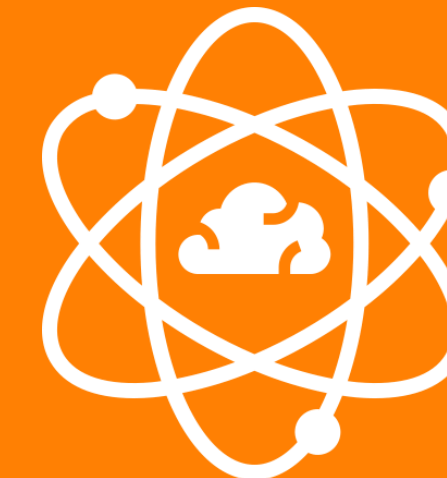
In-depth interviews

- Global Decision Makers
- Fortune 500
- 8 markets



Quantitative Survey

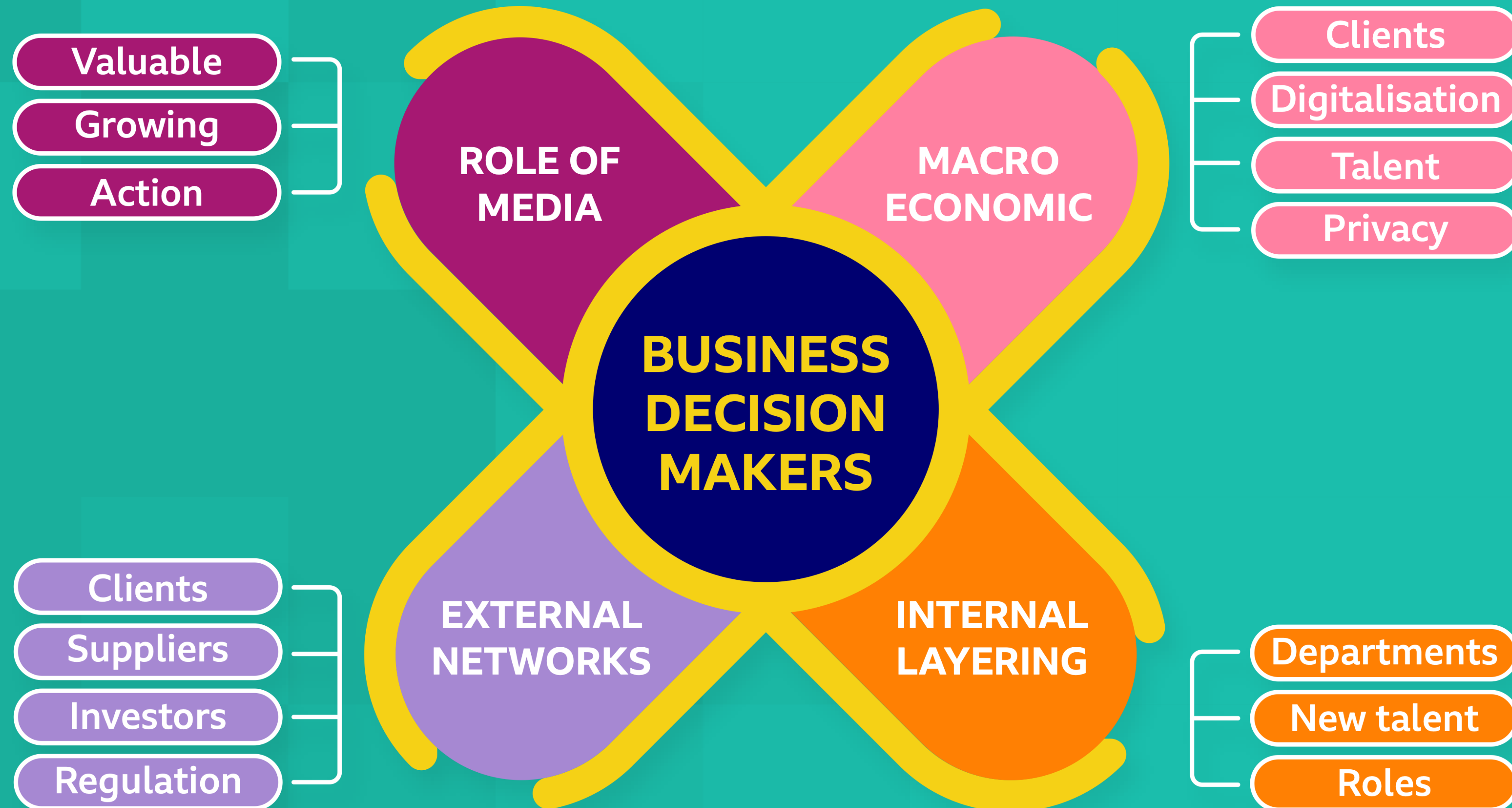
- Business Decision Makers
- In market purchasers
 - IT / Finance / Govt.
 - Conglomerates
- 1,000 Interviews
- 10 markets



Behavioural Science

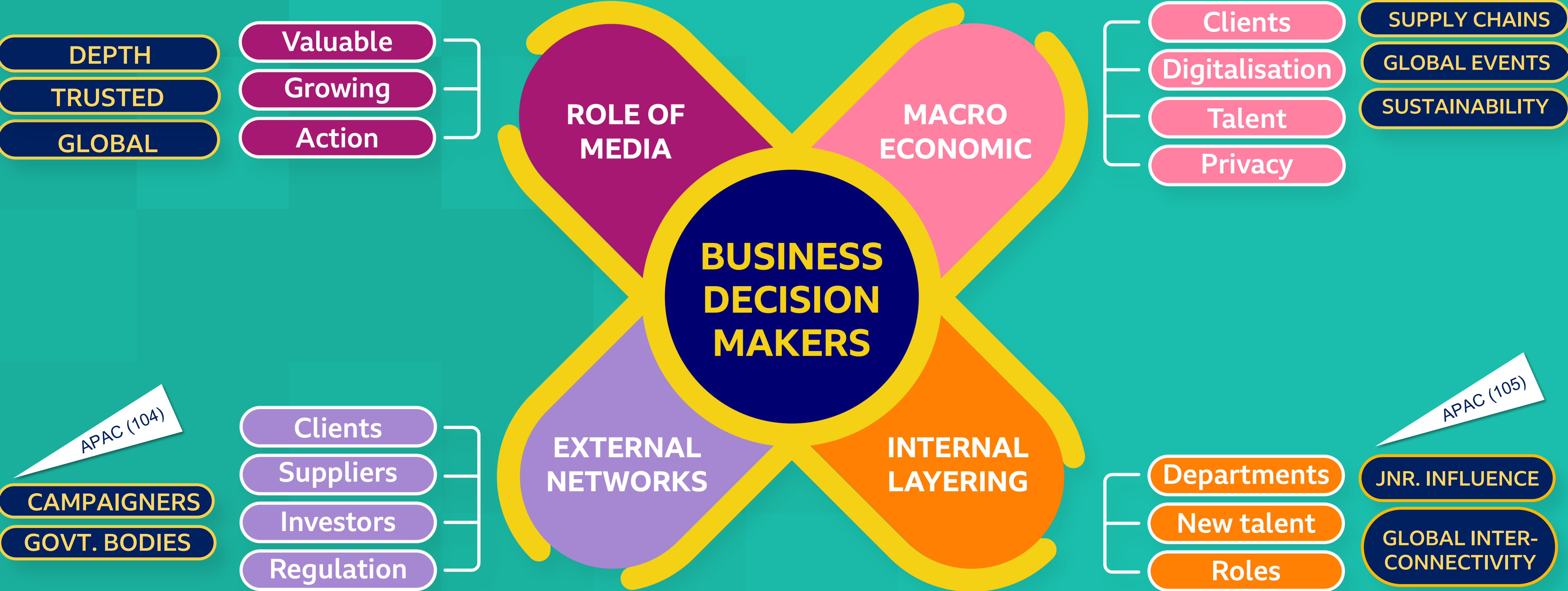
Consultation with
honorary fellow of the
IPA and an associate of
the Moller Institute at
Cambridge University

What's influencing the BDMs is the WEB OF INFLUENCE



What's influencing the BDMs is the WEB OF INFLUENCE

↑ *% Growing influence*



The 3 personas BDMs respond to

Using behavioral science, these three personas were identified as personas that Business Decision Makers respond well to.

Adopting these three personas in your communication creates more impact on BDMs



EXPERTS

Speaking like an EXPERT means to have a really deep understanding of their field or specialized business area



29%

Inspiration

34%

Authenticity

34%

Creativity

63%

Empowering middle management

73%

N. Am

72%

Finance



“

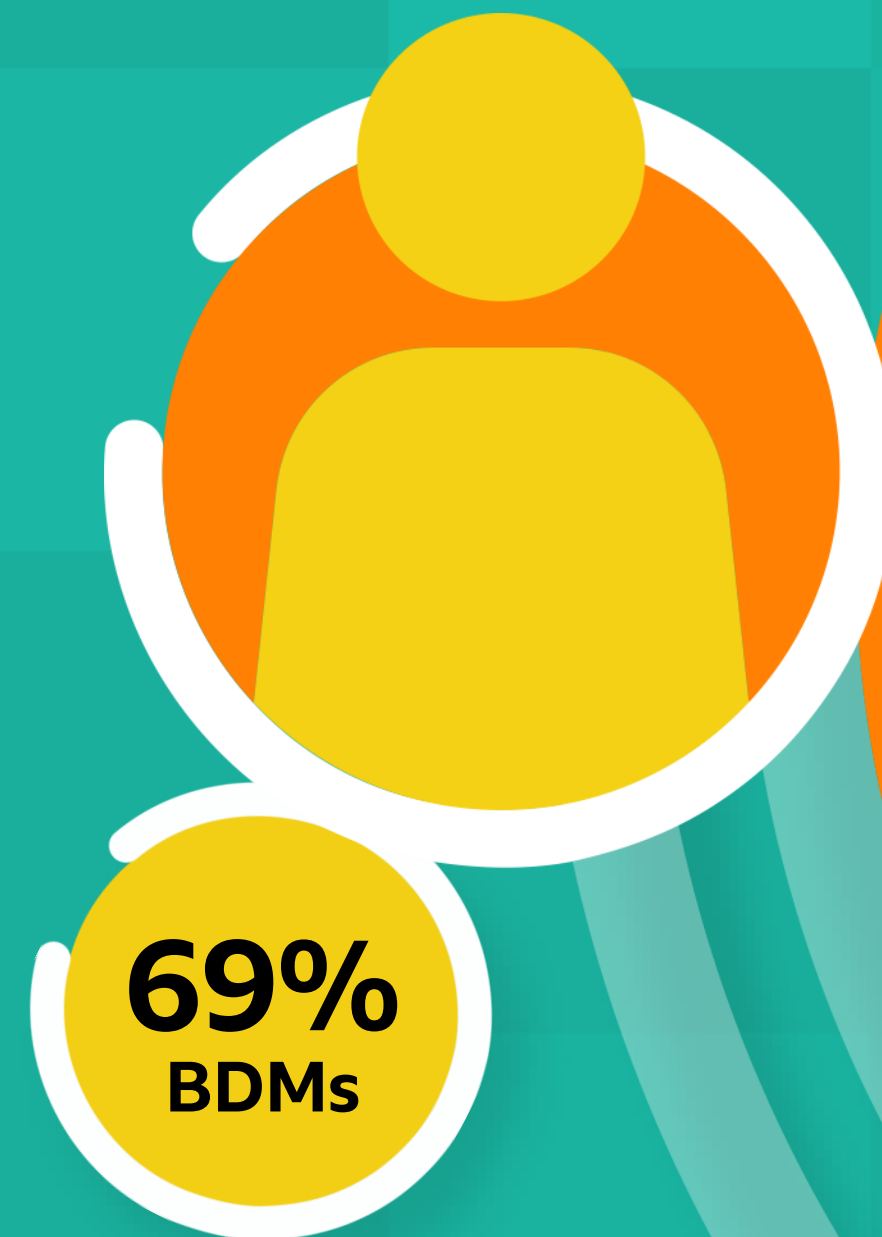
There's something about storytelling and experiencing narrating... From experience, from ups and downs, from challenges, from successes, from the things that you've seen, and how you assess them, and how you then convey that, I think is very powerful.

”

USA

CONNECTORS

Speaking like a CONNECTOR means to have a broad range of perspectives and be able to connect people with ideas



35%

Open Minded

42%

Adaptable

69%

Walking the talk

72%

Personalisation

68%

APAC

69%

Government

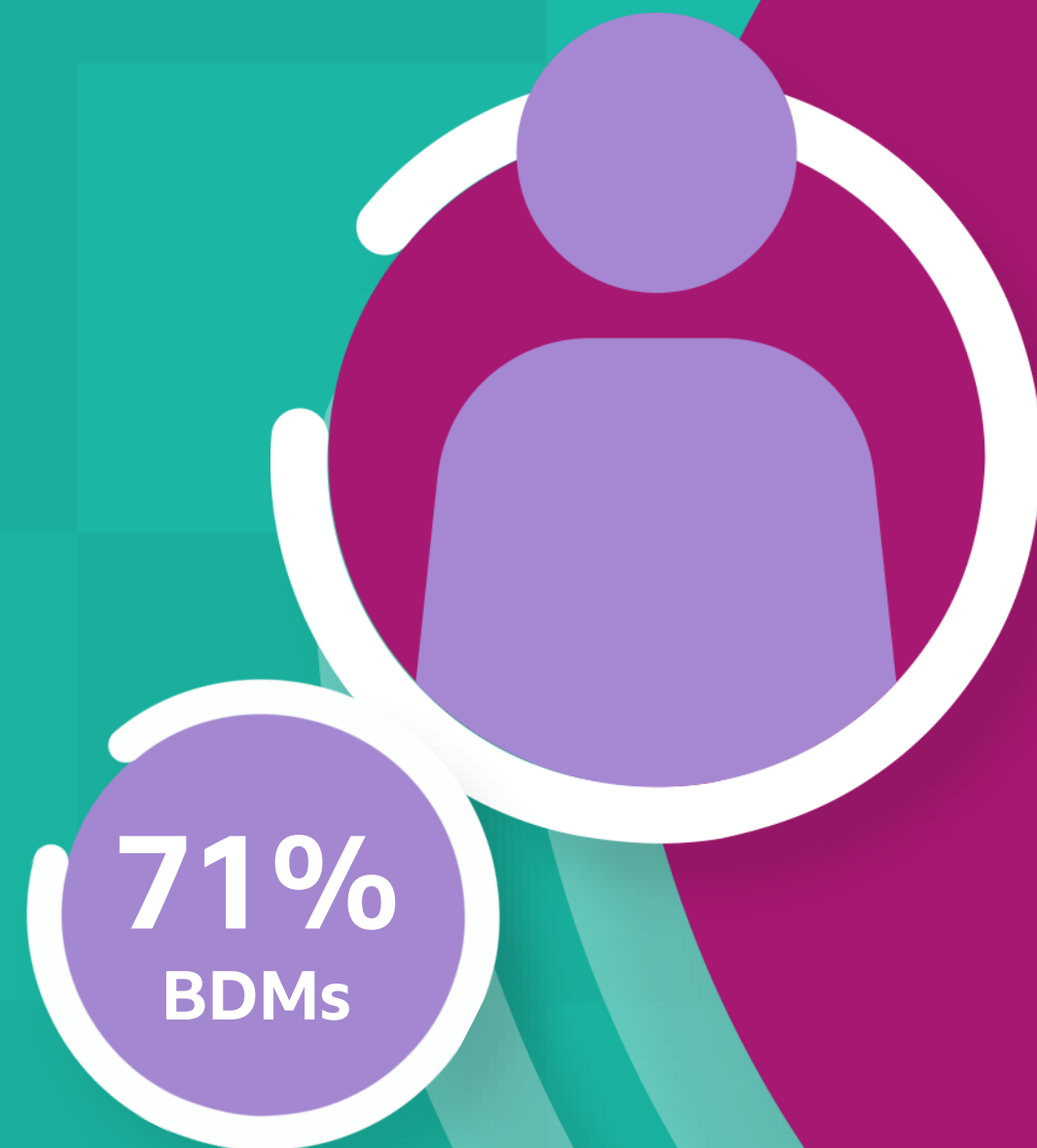
“ We definitely highly value people who are integrated with the company culture and we always go for the trust... Governments and officials have a trickle-down effect on issues like diversity too and this influences the organisation... and how innovation unfolds. ”

SG, C-suite, Consulting



PERSUADERS

Speaking like a PERSUADER means having a clear, distinct point of view and have a charismatic, persuasive tonality



31%

Empathy & EQ

40%

Transparency

51%

Trustworthiness

66%

Collaboration with external parties

68%

EMEA

72%

IT/Tech

70%

Conglomerates

“

We are not afraid to discuss failure within our professional culture.

Fast failure that's OK. So, if someone shows this vulnerability - then it can allow us to be ourselves and that's good. People who go with their gut feeling too, I like that.

”

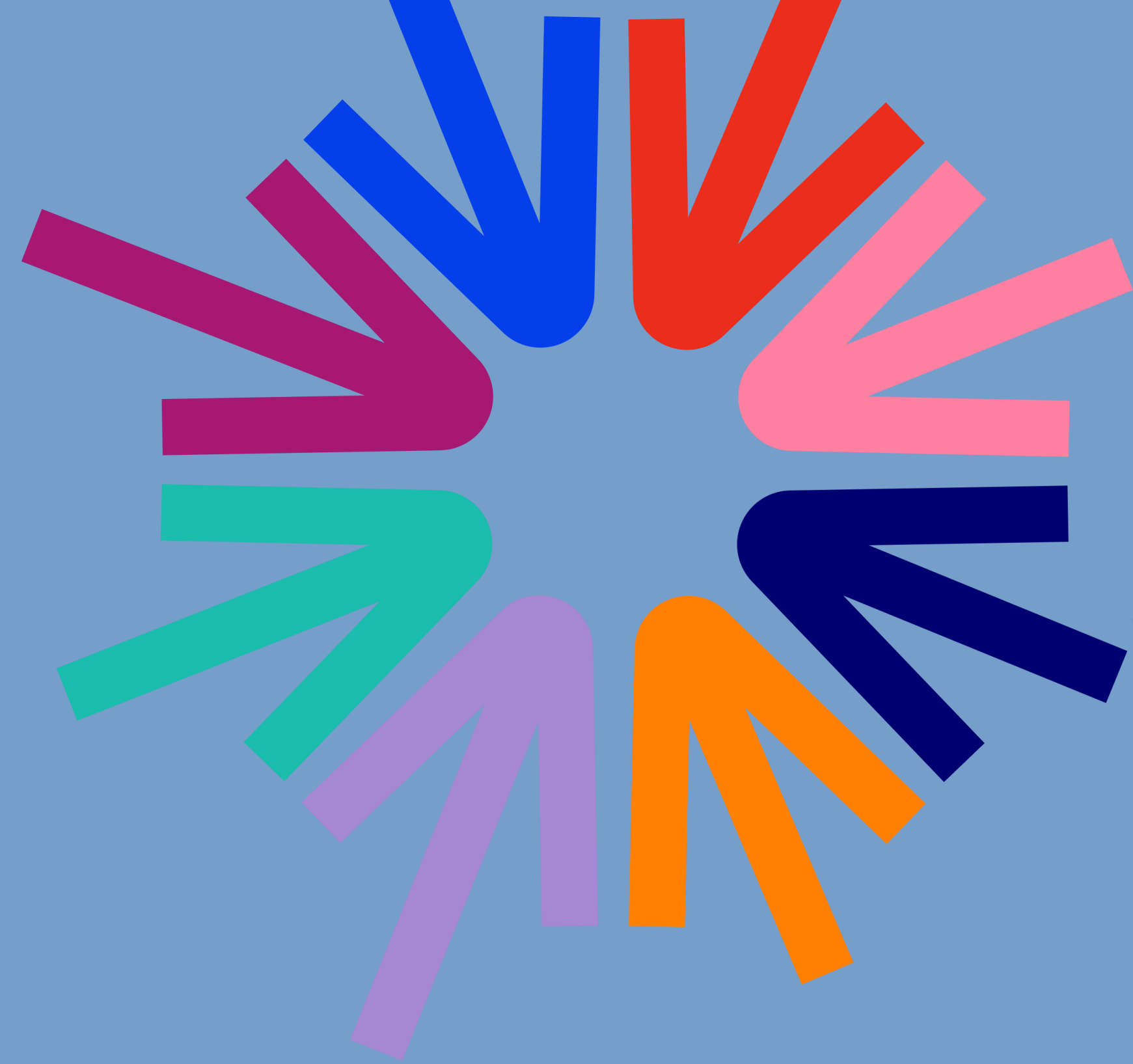
Germany, Conglomerate



KEY TAKEAWAYS

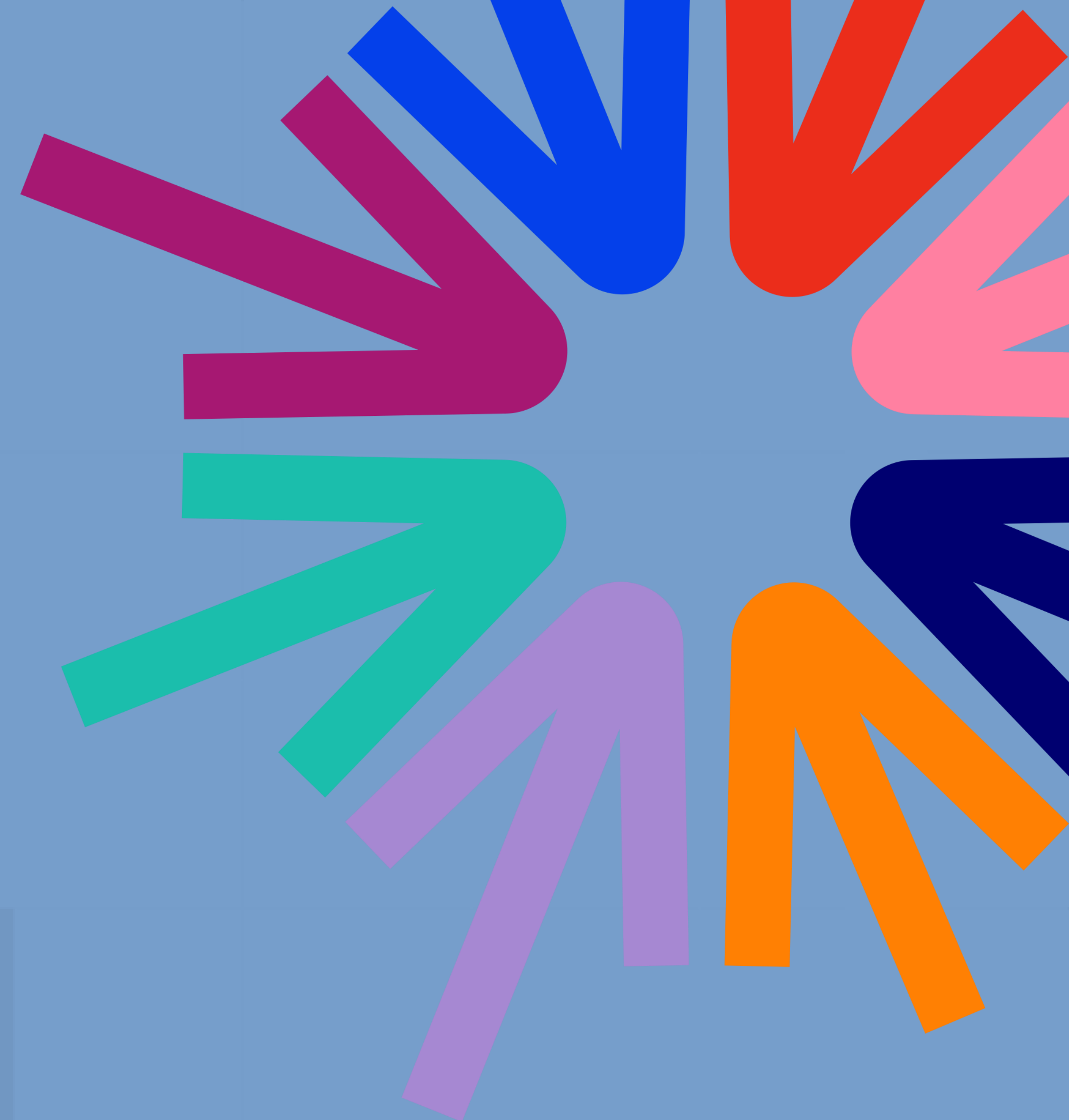
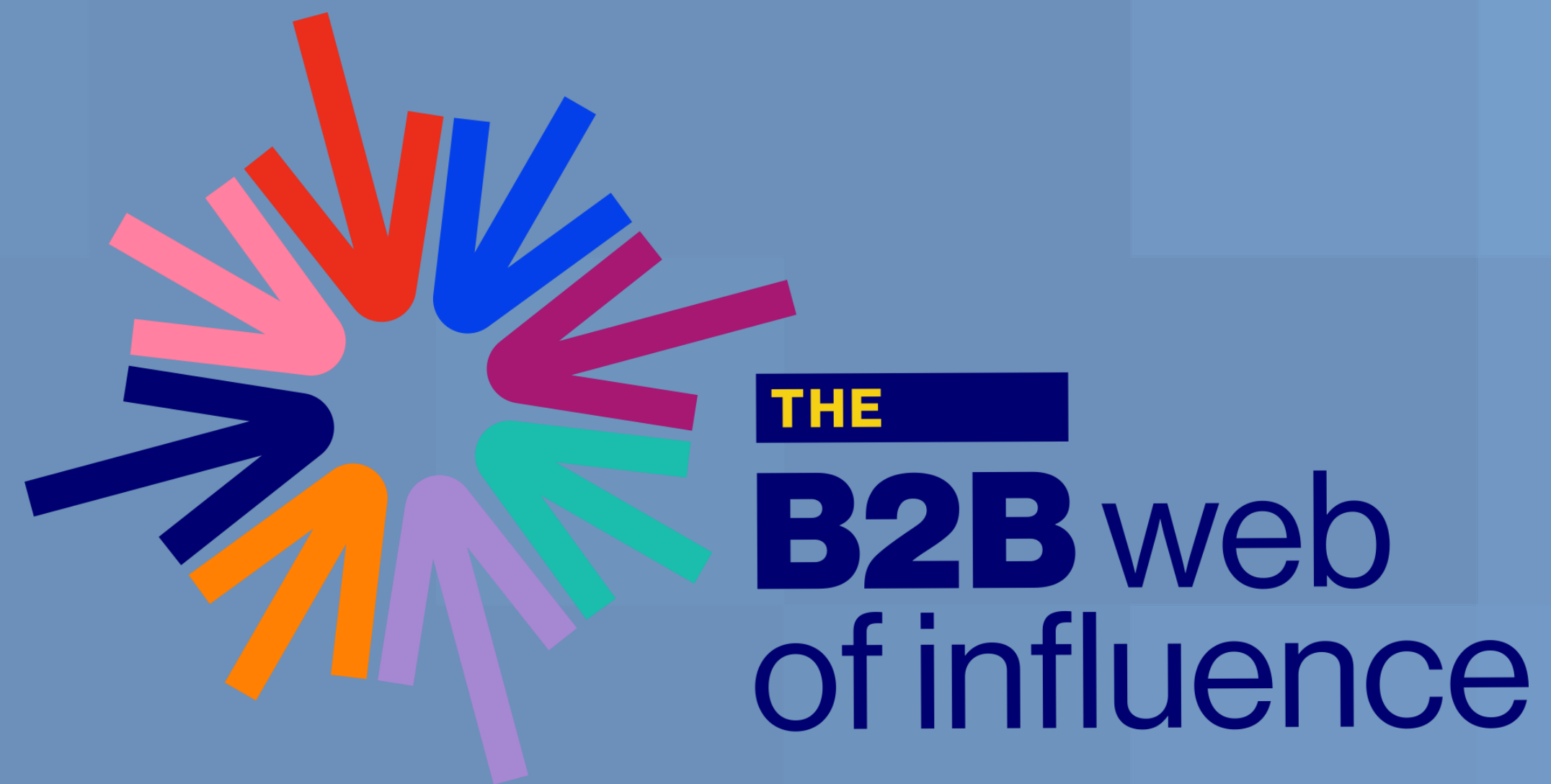
Business Decision Makers are influenced by 4 factors – macroeconomic, media, external networks and internal layers – which makes up the WEB OF INFLUENCE. To reach them, it's important to consider the surrounding threads that influences their decision making

Create advocacy by adopting the personas – Experts, Connectors, Persuaders – that BDMs respond well to, when communicating with them



Contact your BBC Sales Representative to find out:

- How BBC is able to connect you with the Business Decision Makers and their Web Of Influence, and;
- How your next campaign with BBC can adopt the personas to best communicate with your target audiences



B B C STUDIOS