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

**Role of Media**
- Valuable
- Growing
- Action

**Macro Economic**
- Clients
- Digitalisation
- Talent
- Privacy

**External Networks**
- Clients
- Suppliers
- Investors
- Regulation

**Internal Layering**
- Departments
- New Talent
- Roles
What’s influencing the BDMs is the WEB OF INFLUENCE

- DEPTH
- TRUSTED
- GLOBAL
- Valuable
- Growing
- Action

- ROLE OF MEDIA
- MACRO ECONOMIC

- External Networks
- Internal Layering

- BUSINESS DECISION MAKERS

- Clients
- Digitalisation
- Talent
- Privacy

- Supply Chains
- Global Events
- Sustainability

- APAC (103)

- CAMPAIGNERS
- GOVT. BODIES
  - Clients
  - Suppliers
  - Investors
  - Regulation

- APAC (104)

- JNR. INFLUENCE
- Global Inter-Connectivity
  - Departments
  - New talent
  - Roles
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.
Speaking like an EXPERT means to have a really deep understanding of their field or specialized business area.

- **Inspiration**: 29%
- **Authenticity**: 34%
- **Creativity**: 34%
- **Empowering middle management**: 63%

**68% BDMs**

**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

69% BDMs

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
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
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 influence 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