

# GBI Europe Launch Presentation

OCTOBER 2019



Global  
Business  
Influencers





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## Welcome

In this presentation we will be talking about the Global Business Influencer survey, investigating what drives trust in business, the impact tech is having on trust, and trust in media.

But, before we start, a quick recap on GBI...



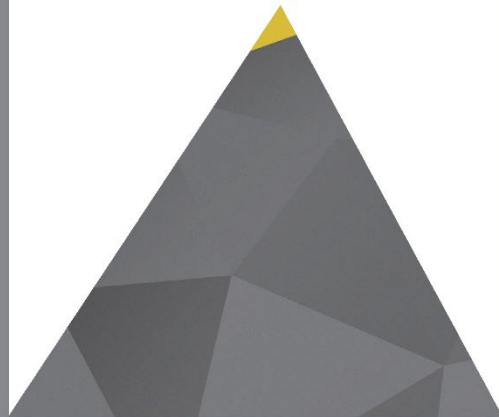
## Who are the Global Business Influencers?

The first thing to note is that GBI continues to reach a senior business audience in companies with 50+ employees.

## 30 markets represented globally

Australia	Thailand	Qatar
China	France	Bahrain
Japan	Germany	Kuwait
Hong Kong	Italy	India
Indonesia	Spain	South Africa
Malaysia	Switzerland	Nigeria
Philippines	UK	Kenya
Singapore	USA	Morocco
South Korea	UAE	Ghana
Taiwan	KSA	Egypt

Less than  
1% of the  
population



## Who are the Global Business Influencers?

While they're a niche group (representing less than 1% of the population) if you take into account their influence, their spending power and the budgets they control, they are a disproportionately important audience for B2B marketers. They represent the key to profitability for sectors such as: finance, luxury goods and cars, airlines and hotels.

Also, GBI is evolving:

- We're more global. In 2018 we added Australia and the Middle East. This year we've added India and 6 markets in Africa taking the total number of countries covered to 30. These markets represent 75% of the world's GDP.
- That means we're speaking to more Global Business Influencers – 13,251 in 2019.

## Giving you more insight



**Media engagement**



**Government influencers  
NGOs / Charities**



**Company turnover**



**Financial trades**



**Influencer and super influencer groupings**



**Barometer – more data and by region**

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## Giving you more insight

As well as being more global, we want to give you more insight so you can better understand, reach and communicate with this important group. So, this year we're helping you to:

- Better understand how they engage with individual media brands.
- Identify people who influence governments. Including a bigger sample of people who work in NGOs and charities.
- Understand company turnover.
- Understand financial trading activity at a personal and company level.
- Allow you to identify influencers and super influencers within B2B, tech, finance, luxury and travel, with pre-coding.
- Gain more insights with a bigger and better barometer. Including more data and the ability to cut by regions and other key variables (such as company size). This year we're addressing key themes such as ESG, tech, and trust.



## The sources of data...



1. Ipsos Global Business Influencers 2019
2. Ipsos Global Business Influencers Barometer 2019
3. Ipsos Global Trustworthiness Monitor

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## Data sources

The data we're going to be drawing on comes from 3 main areas:

- **The main GBI survey.**
- **The GBI Barometer survey.** This is an additional survey we run alongside the main survey that collects more insight around this audience. It runs on a global basis and while there's the ability to cut by region, the sample is smaller at just over 900.
- **Ipsos Global Trustworthiness Monitor** was conducted among the general population across 27 countries.

While all of these data sources are global the majority of data you'll see in this presentation focuses on Europe, with comparisons to other regions.

Other additional reports are referenced.

## “ THE IMPORTANCE OF TRUST

**Trust is the glue of life. It's the most essential ingredient in effective communication. It's the foundational principle that holds all relationships**”

Stephen R. Covey



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### Trust

So, why the focus on trust?

There's good reason of course, and this quote from Stephen Covey, sums it up pretty well.

Trust affects all aspects of my life: who I'm friends with, who I do business with, the brands I use, what content I consume and even who I vote for.

## You need GBIs trust to work with them. In Europe...



Total business budgets:  
**US\$1.9 trillion**

Total luxury spend:  
**US\$28 billion**

Average media brands consumed:  
**17**

Total net worth:  
**US\$565 billion**

Flights taken:  
**13 million**

Source: Ipsos GBI Europe 2019

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### The value of trust

If you want to work with Global Business Influencers, have them invest their money with you, or get them to buy your latest watch, you have to have their trust. And, of course, if you want them to consume and engage with your content they need to trust the media brand in which it exists.





## Global perceptions of trust

Globally the perception is that trust is under pressure. The narrative goes that there is a crisis of trust, it's been eroded in institutions, the media, the government, etc.

It's because of this Ipsos has recently undertaken work investigating trust at a global level amongst the general population, to test this narrative. What we found was that it's complicated. Trust in politicians has always been low and trust in traditional media is increasing, while trust in the internet is decreasing. So, sweeping statements around a 'crisis in trust' should be taken with a pinch of salt.

In this presentation we want to showcase work we've done in this area to better understand the GBI and their views on trust.



## Defining trust

Defining trust is tricky; academia has been debating it for years.

So, what Ipsos has done is pull together the main components of trust that appear in academic models. For the purposes of this presentation it's trustworthiness we'll focus on – the traits that drive trust.

## Trustworthiness: the traits that drive trust



### Basic trust

Good at what it does

Reliable & keeps promises

### Active trust

Behaves responsibly

Open and transparent

Well led

### Interactive trust

Good intentions

Shares my values

Ipsos Global Trustworthiness Monitor

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## The traits of trustworthiness

Trustworthiness is defined by three traits:

- **Basic trust.** This can be summarised as competency and reliability.

Once we've achieved this basic trust the next level of consideration is whether the other party will treat me well. Do they have my wellbeing in mind when they make decisions / conduct their affairs?

- **Active trust.** This requires building a more meaningful level of trust, and avoiding acting with self interest.
- **Interactive trust.** This moves trust from fairly functional aspects, to a very human set of characteristics. A lot of this ties in with integrity.

These are the seven drivers that we will focus on, taken from the Ipsos Global Trustworthiness Monitor.



## What did we do?



**Trustworthiness levels  
in organisation**



**Most important  
drivers**



**Drivers by  
organisation**

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## What did we do?

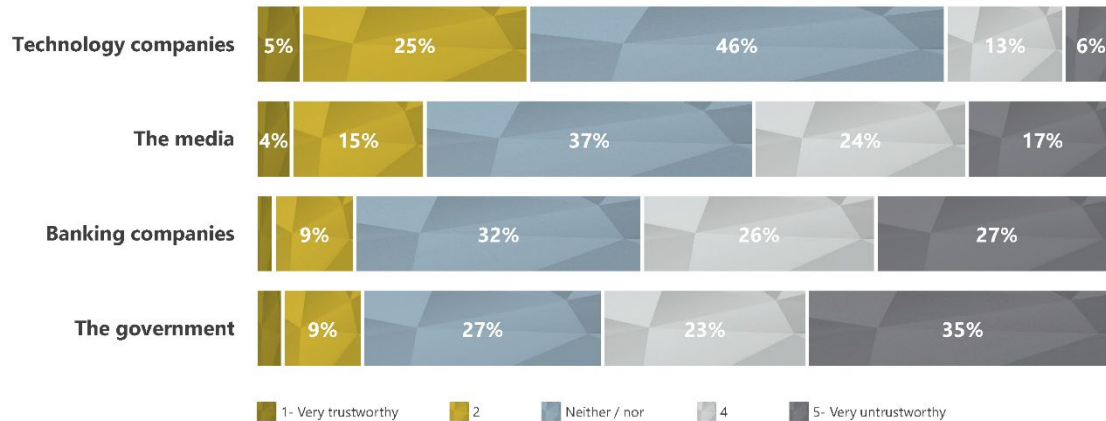
To establish levels of trust, firstly, we asked the GBI to rate how trustworthy or untrustworthy they thought different organisations or institutions were (including: government, media, tech companies, financial institutions).

Secondly, we asked them which of the seven drivers were most important when deciding whether to trust an organisation.

Thirdly, we asked them about their level of agreement for the seven drivers by organisation, e.g. do they think the government is reliable, well led, etc.

It's worth noting that, compared to the Ipsos Trustworthiness Monitor, we adapted our questions for the GBI audience. While we kept some of the organisations common between studies, we amended the GBI list to include more business specific sectors, such as logistics companies and consultancies.

## Amongst the general European population trust levels vary



Ipsos Global Advisor 2019 – France, Germany, Italy, Spain, UK

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## Trust in the general population

Amongst the general population levels of trustworthiness vary.

Out of these four categories, none are seen as trustworthy by a majority in Europe. What's worth noting is high levels of neither / nor may be to do with the focus on trustworthiness rather than trust. It's a difficult question and many organisations may not be giving enough information for them to judge whether or not they deserve their trust.

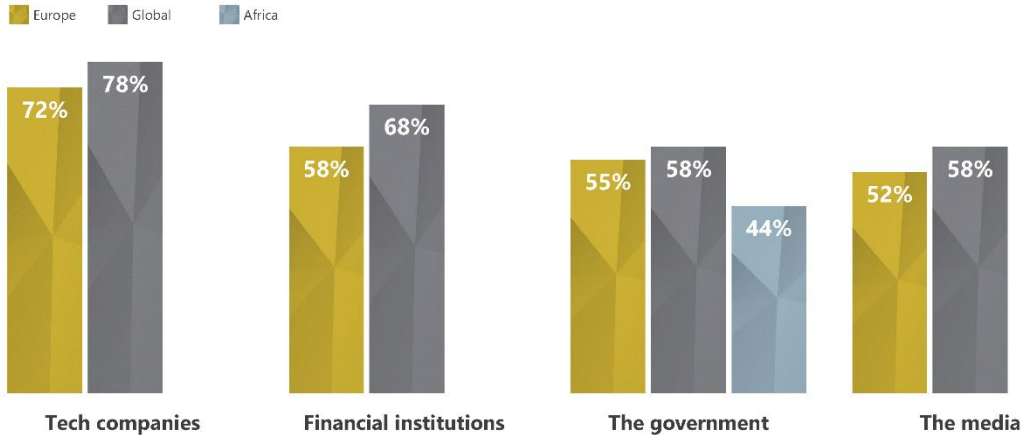
In comparison to global numbers, it's banking where there's a big difference in Europe – it's viewed as much less trustworthy. Only 11% here vs 25% globally.

However, trust in business is not falling for every sector around the world, and for some sectors it's rising. If you are interested more generally in trust please do let us know and we would be happy to share our other trust reports.

Returning to the GBI, how do these levels compare to that of the Global Business Influencers?



## Different story for European GBI...



Source: Ipsos GBI Barometer 2019 Europe – In general, from a business perspective, do you think each is trustworthy or untrustworthy

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## European GBI's levels of trust

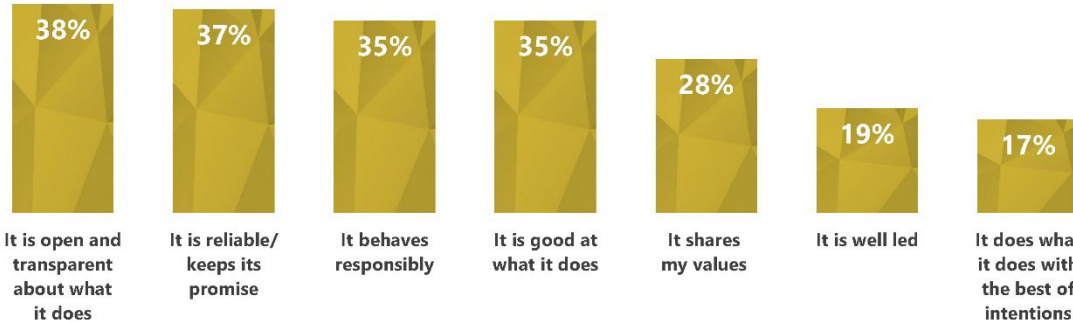
Looking at the GBI in Europe, the first thing to note is a much larger proportion are rating these sectors as trustworthy.

But, what's driving this? We're asking them to look at this through a business lens. Given how close they are to these sectors (many working with them) they're going to be more knowledgeable. This was reflected in a lower number of neither / nor answers and a higher proportion rating as very trustworthy.

The European GBI overall are less trusting than their global counterparts. Financial institutions is an area they deem as less trustworthy. Many of the GBI will have first hand experience of the dot com bubble, the global recession and the Eurozone sovereign debt crisis. This is a similar story to the general population data in Europe.

Highlighting some data from other regions, in Africa trust in the government is much lower, perhaps relating to high levels of concern around corruption in more emerging economies.

## Important drivers of trustworthiness: Europe



Source: Ipsos GBI Barometer 2019 Europe – Which two or three of the following attributes, if any, are most important to you when deciding whether or not to trust an organisation or institution in business

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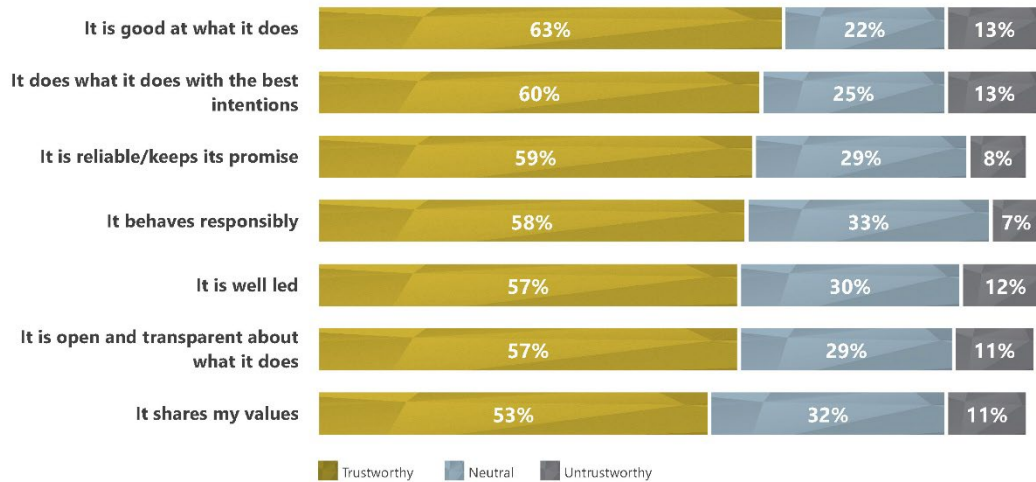
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## Drivers of trustworthiness

Focusing on our seven trustworthiness drivers, we asked the GBI what they felt was important in deciding whether or not to trust an organisation. While there's a bit more differentiation between the top four and bottom three drivers, what this shows us is that trustworthiness is complex. It is affected by every aspect of an organisations values, performance and behaviour. It's a multifaceted concept, it can't just be reduced to a simple model of one or two factors.

Taking this a step further, we can also look at how specific sectors are performing against these drivers. This can help you to understand any gaps in certain areas.

## Deep diving into sectors – Consultancy firms



Source: Ipsos GBI Barometer 2019 Europe – From a business perspective, to what extent, if at all, would you agree or disagree with the following statements about <organisation>

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## Consultancies

Taking the consultancy sector as an example, it's a big area for B2B marketing communications. It's generally doing a pretty good job, especially in what we referred to earlier as those basic trust areas (being good at what you do and doing what you say you're going to do). A focus on behaving responsibly is also reflected here.

The area the European GBI least associate with consultancy firms (and for that matter many other business sectors) is sharing their values. Compared to the previous chart, this is one area where there's a bit of a gap. When it comes to communications, it's not just about connecting with the goals of the business, it's about connecting with individuals and what better way to do this than demonstrating you share their values.

If you're working with, or in this sector why not think about dialling up brand purpose in content and communications, it's a great way to connect at a personal level.



## ESG

A large driver of trust is acting responsibly and the principles of ESG directly talk to this – as well as to transparency and openness. Given focus around this area, it's probably a pretty good way to connect with people at an individual level too.

“  
Major employers are  
investing in their workers  
and communities because  
they know it is the only  
way to be successful over  
the long term  
”

Jamie Dimon, Chairman and  
CEO of JPMorgan Chase & Co



## ESG

This quote from Jamie Dimon at JPMorgan, really helps to underline the importance of ESG.

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## ESG

While we see fairly large numbers of European GBI stating ESG’s importance when it comes to considering investing or doing business with another company, it’s not as high as their global counterparts at 77%. (Europe neither / nor was high at 27%).

So, it’s something they need to be doing and shouting about in comms.



## ESG

Looking at the proportion who implement an ESG strategy, it's a little bit lower than the previous chart so there's a small gap here. Though this gap is not as large as it is elsewhere, in Asia and the US there is a large gap between those expecting it and actually doing it.

## Europe ESG priorities



Source: Ipsos GBI Barometer 2019 Europe – In which of the following domains does your company implement an active ESG strategy?

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## Europe ESG priorities

Taking environment first, energy usage is a top concern everywhere. However, pollution / CO2 emissions is more unique for Europe.

Looking at social, inclusivity is top everywhere. However, interestingly the US are more concerned about local community projects.

Regarding governance, fair practice regarding conflict of interests and opportunities to have your say is a top concern. In Africa, the Middle East and the US we see accurate and transparent accounting methods are very important, but less so in Europe.

As I've mentioned, there are differences by region so need to bear this in mind.



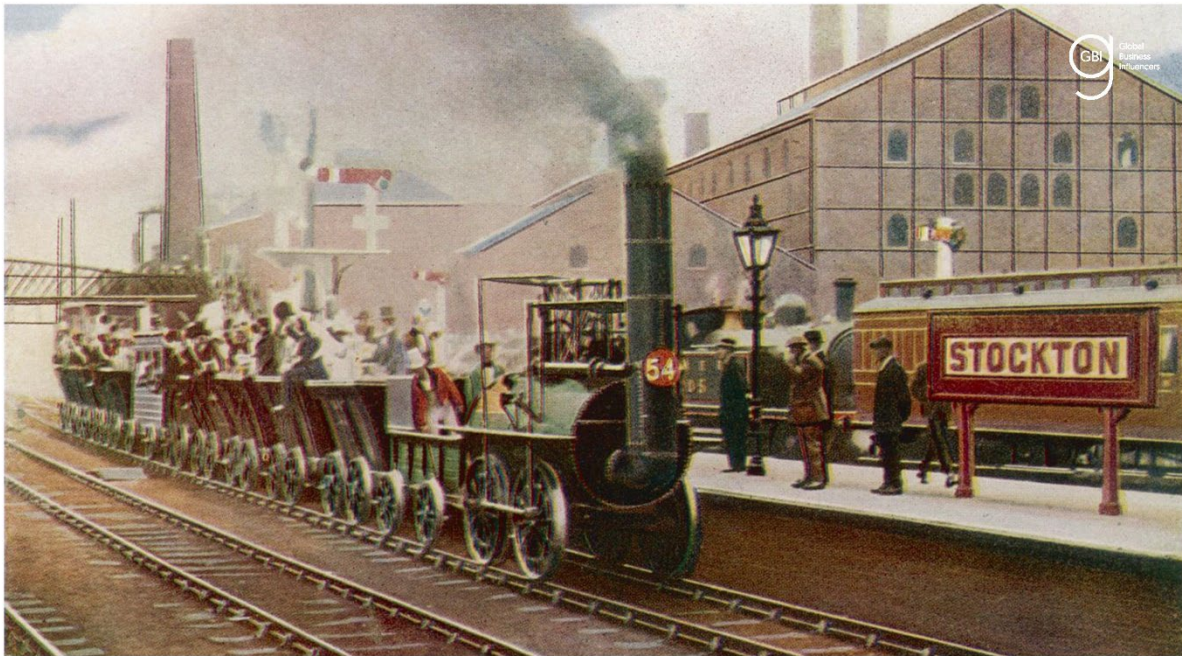
## Embedding ESG

Victor (a private aviation company) is a great example of how companies embed ESG. For each flight booked with them they offset the carbon emissions by no less than 200%, with options to pay more for your flight to increase this.

They also use flight planning algorithms to calculate and reduce fuel burn and in turn carbon emissions.

So, there's some pretty smart technology being used to get ahead. This brings me nicely on to technology and the impact that this is having on trust.





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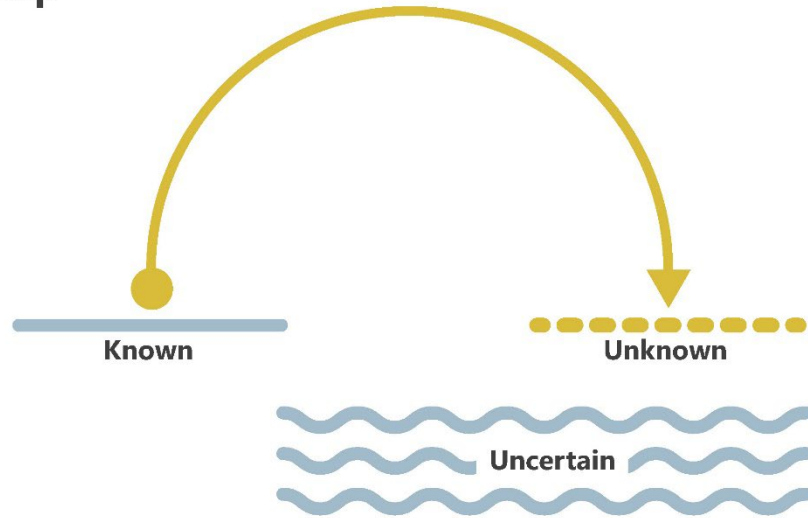
## Technology

The thing with tech is we've always been a bit wary of technical advancements. When the world's first public railway to use steam trains opened in the UK in 1825 people were really wary of it – they believed, at 80mph, their bodies would melt!

Now, we're in the fourth industrial revolution. It's fundamentally changing the way we live, work and relate to one another.



## Trust leap



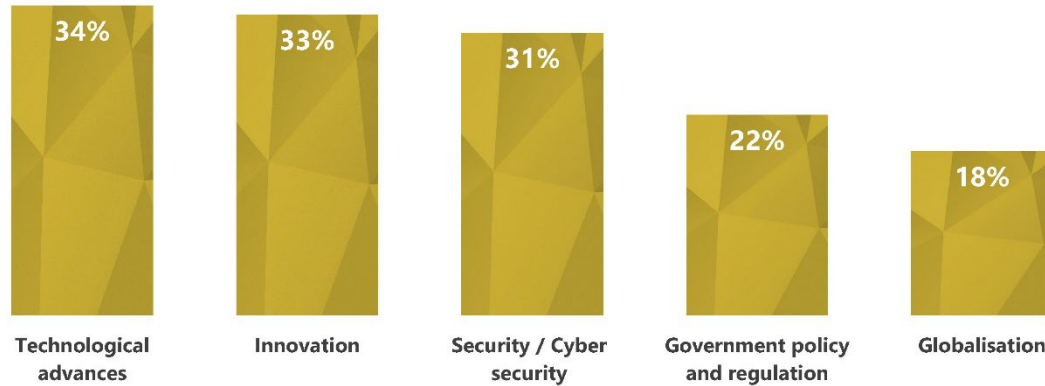
Rachel Botsman

## Trust leap

As part of this Rachel Botsman coined the term 'trust leap'. It occurs when we take a risk to do something new or different. With the rapid development of tech, it's enabling us to 'leap faster and higher than ever before'.

The GBI are right at the forefront of this.

## Tech dominates the challenges their companies are facing




Source: GBI Barometer 2019 Europe – Three biggest challenges facing your company at the moment

### The dominance of tech

The European GBI cite technological advancements as the biggest challenges they face in their businesses. It is omnipresent across other challenges too, such as cyber security and innovation.

## Complexity means having to take bigger trust leaps

- 
- 45%** **Cybersecurity**
  - 42%** **IT infrastructure (incl. Cloud) / Legacy modernisation**
  - 32%** **Internet of Things / Wireless based products**
  - 31%** **Data compliance**
  - 31%** **E-commerce / M-commerce**
  - 31%** **Automation / Robotics**
  - 28%** **Big data and predictive analytics**
  - 24%** **Artificial Intelligence, machine learning**
  - 20%** **Collaboration platforms / Virtualisation platforms**
  - 18%** **Mobile / App economy**
  - 18%** **Customer relationship management (CRM)**

Source: GBI Barometer 2019 Europe – Which of the following best describes your organisation's technological priorities for the future?

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## Tech priorities

As per 2017 there's a huge amount of diversity in tech priorities. Comparing at a global level, many of these have remained unchanged over the last couple of years.

However, for the European GBI cyber security is the biggest priority, followed by legacy modernisation. In the US it's the reverse, and AI and big data feature much more in Asia.

But, just looking at this, it's complex. It means they have to make bigger trust leaps everyday.

Staying on tech priorities, it's interesting to look at these elsewhere, specifically Africa.

## Different priorities in Africa (top 3)...



**54%**

**Mobile /  
App economy**

35% Asia-Pacific



**46%**

**Internet of Things /  
Wireless based products**

37% Asia-Pacific



**39%**

**IT Infrastructure (inc. Cloud) /  
Legacy modernisation**

48% Asia-Pacific

Source: GBI Barometer 2019 Africa and Asia-Pacific – Which of the following best describes your organisation's technological priorities for the future?

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## Tech priorities in Africa

Africa is very much a mobile first region and it's reflected in their priorities. It's all about mobile and app economy followed by internet of things.

Going back to Europe, lets see how this focus on tech is impacting budgets.



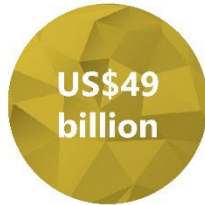
## Importance reflected in growing budgets...



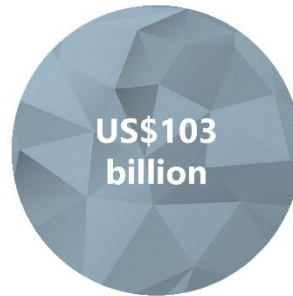
2018



Off-site cloud services



On-site data centres and infrastructure



IT Security products and services

Source: GBI 2018 Europe – Total volume budgets

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## Growing budgets

There are big changes here between 2018 and 2019, reinforcing the importance of technology.

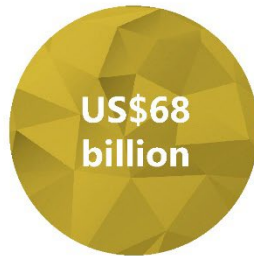
## Importance reflected in growing budgets...



2019



Off-site cloud services



On-site data centres and infrastructure



IT Security products and services

Source: GBI 2019 Europe – Total volume budgets

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### Growing budgets

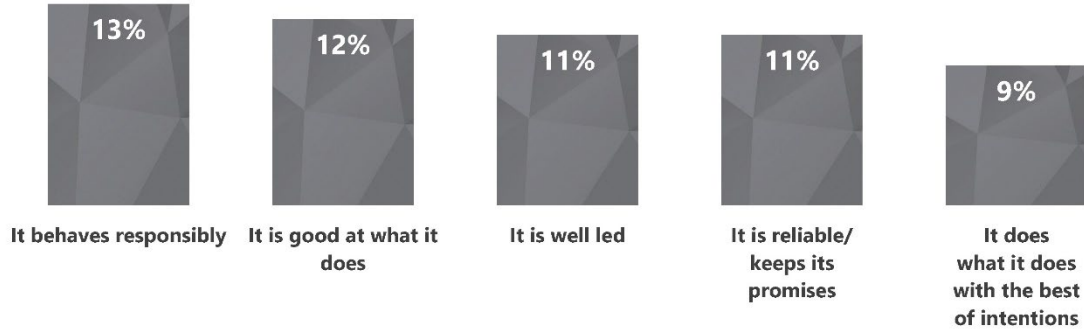
The changes in budgets reflect the largest challenges facing their companies, such as legacy modernisation and cyber security.

So, if you're a tech company and you want to be in the running for these budgets, what do you need to be thinking about to drive trust?

To do this we took our trust analysis a step further. As well as asking people what they thought was driving their trust in an organisation, we carried out statistical analysis to uncover what factors really were associated with different levels of trust.

## Drivers of trust for technology

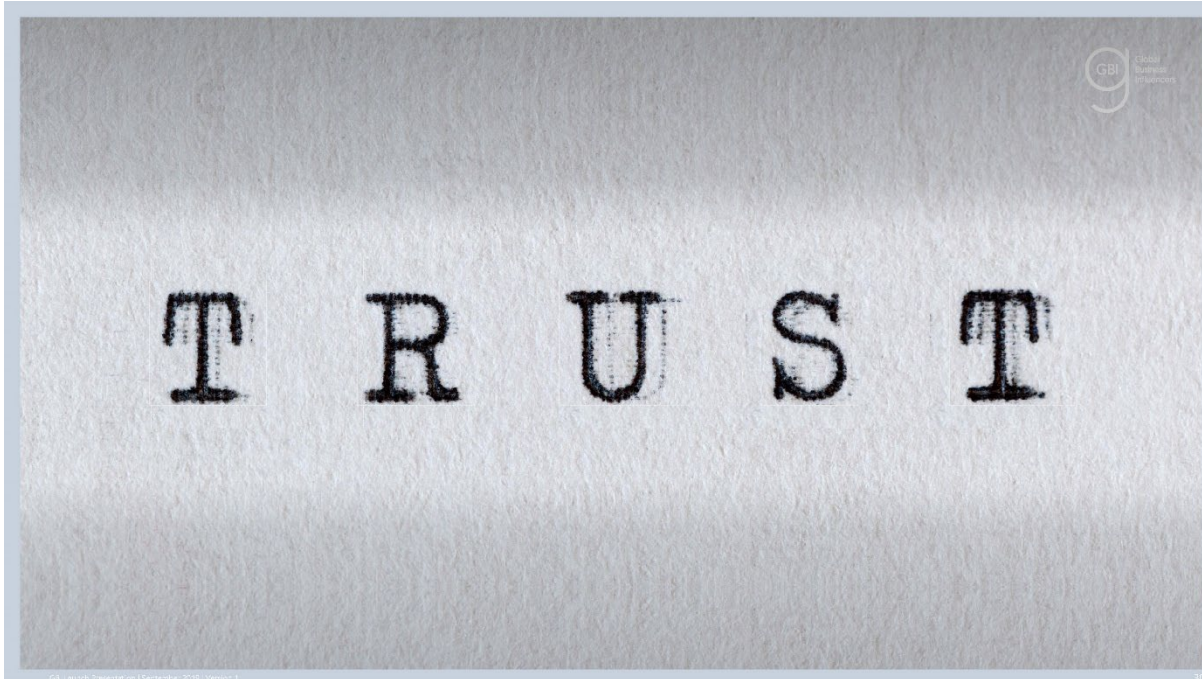
How strongly associated are individual trust factors with ratings of overall trustworthiness in technology?



Source: GBI Barometer 2019

## Drivers of trust for technology

There are the basic traits coming through here, such as being good at what it does and keeping its promises. However, there's more on the active traits – behaving responsibly is the biggest driver. Many tech companies have grown rapidly and with that has come the need to quickly demonstrate responsible behaviour.



## Trust in media

The last area we were keen to explore is trust in media.

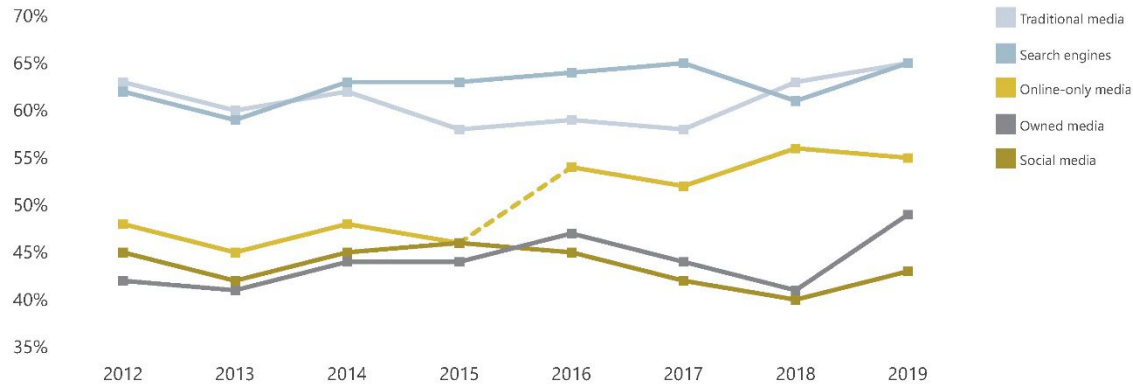
- We live in a world with overwhelming amounts of information, 'fake news', conjecture and opinions.
- The explosion of content from the internet is driving industry conversations around the decreased relevance of more traditional or established media.
- However, there's also lots of focus on digital and social platforms. For instance, the reliability of information affecting levels of trust.



## Traditional media withstanding the challenges



Percentage trust in each source for general news and information



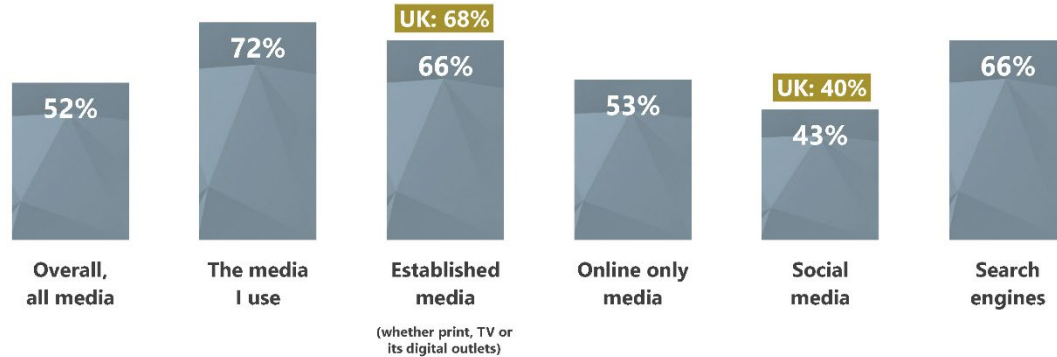
Source: 2019 Edelman Trust Barometer Global Report

### Trust in traditional media

However, just looking at the latest Edelman results, trust in traditional media, along with search is high vs other channels.

Now of course this is referencing the general population, so how does it fair for the Global Business Influencers?

## Established media and search ranking high for GBI



Source: GBI Barometer 2019 Europe – To what extent, if at all, do you trust each of the following to be a reliable source of news and business information

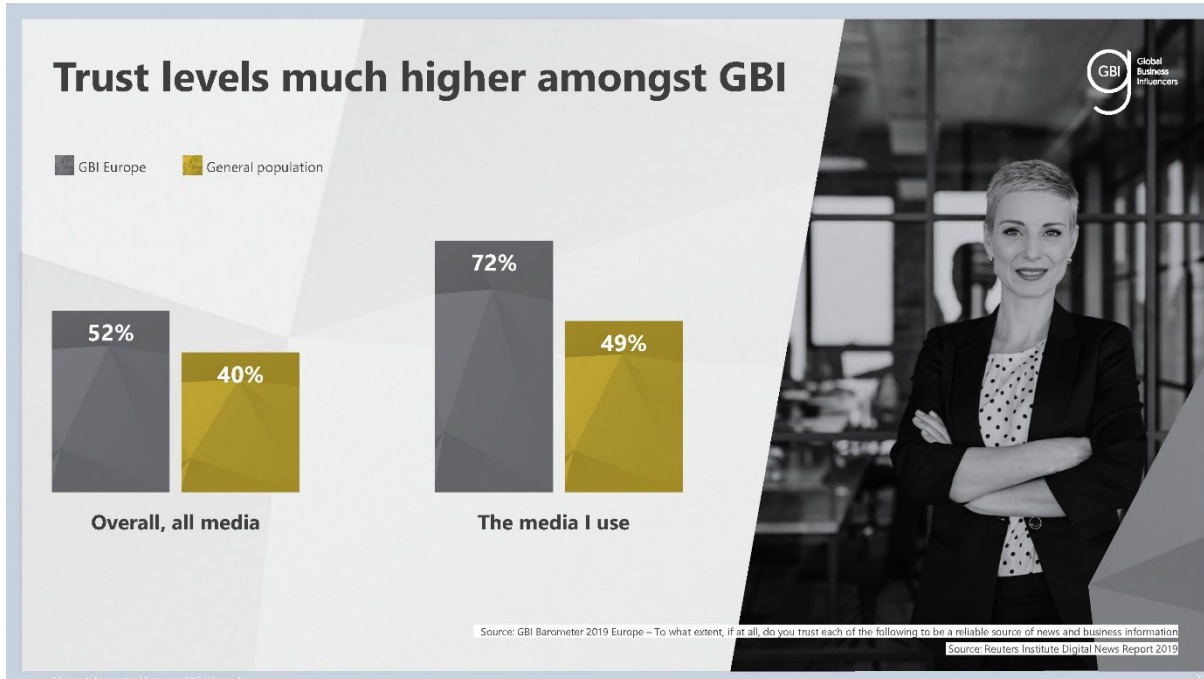
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## Levels of trust

When looking at GBI overall, levels of trust are much higher than levels of distrust. It's especially true in the areas of the media they use and established media. The European's are the least trusting of media vs their global counterparts. This is especially true of social media. And, in the UK the gap between established and social media is even bigger.

Next, comparing a couple of these areas to the general population from data taken from the Reuters Institute Digital News Report...

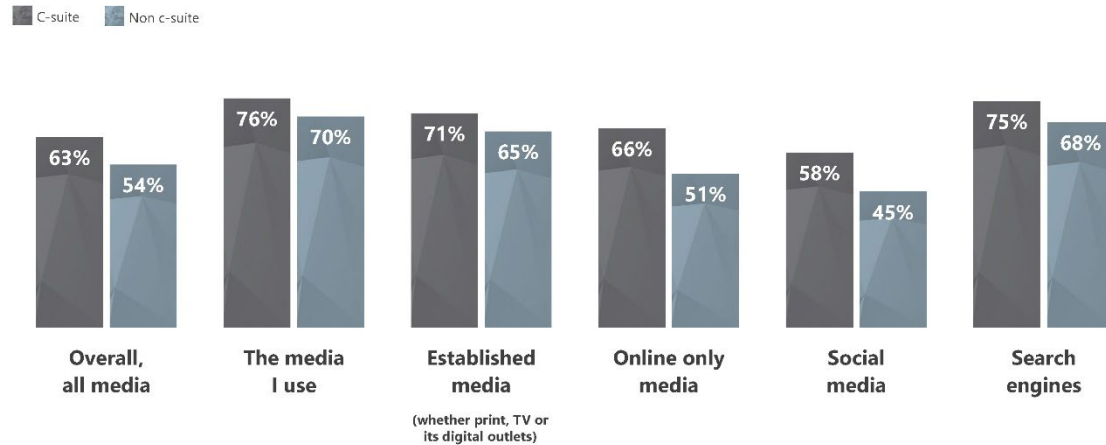


### Trust amongst the GBI

In Europe we see general trust levels in ‘overall media’ and ‘the media I use’ are much higher for Global Business Influencers.

Hypothesising why this might be, there’s been recent work done around those with higher education levels being more trusting. This suggests a greater self confidence in ascertaining what they believe to be true or not. Given the positions the GBI hold I think we’re probably seeing this being supercharged and taken to the next level here.

## Greater seniority = greater trust



Source: GBI Barometer 2019 – To what extent, if at all, do you trust each of the following to be a reliable source of news and business information

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## Greater seniority = greater trust

Adding to this, cutting the data by c-suite and non c-suite on GBI we see higher levels of trust among those more senior business execs.

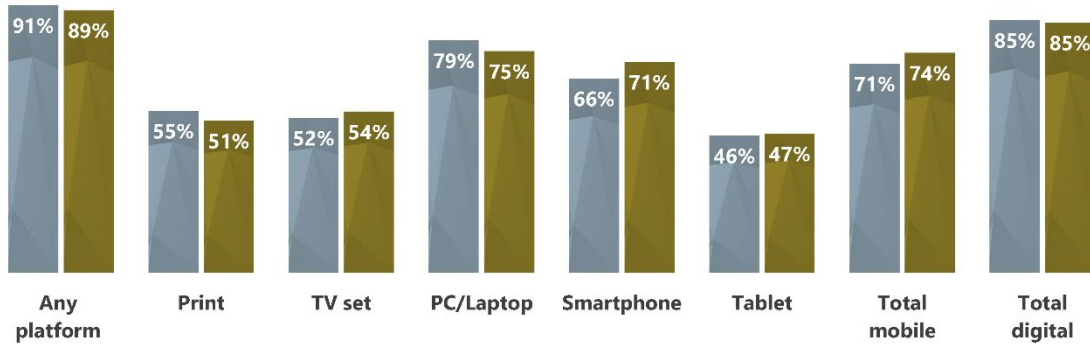


## Continue to access content across all platforms



Yesterday reach across platforms

2016 2019



Source: GBI 2019 Europe

## Content consumption

It's here I want to make the point that the GBI continue to consume a massive amount of content from a variety of sources. Looking here at yesterday reach comparing 2016 and 2019, yes digital is big. Print has seen a negligible decrease and TV has even increased a little. Consumption levels remain high across all platforms.

But, of course it's knowing which brand and platform works best with your audience.

Trusted media brands  
impact the quality of  
engagement

World Media Group  
**wmg**

world-media-group.com

The World Media Group  
Quality Benchmarks  
2019

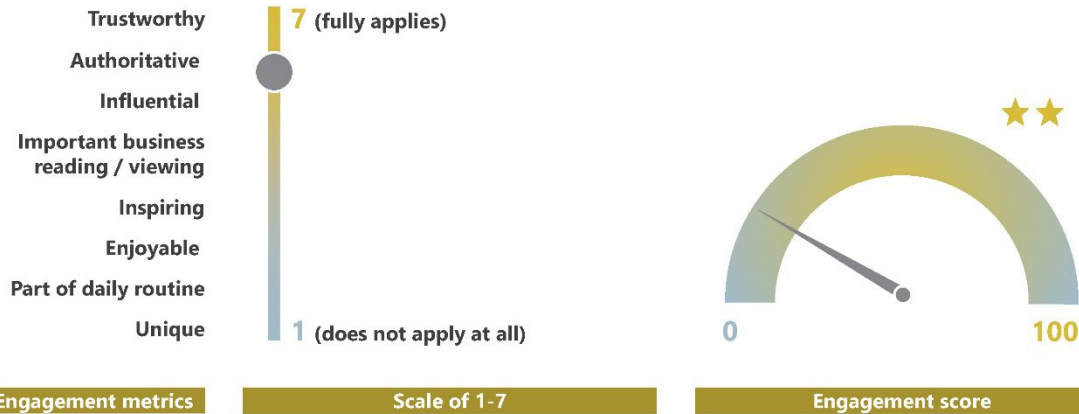


## Engagement

The recent Quality Benchmarks work done by the World Media Group looked at the relationship between trusted media brands and viewability rates. What it showed is that trust levels in media brands had a direct impact on the quality of engagement with communications, i.e. viewability rates for display advertising went up.

So, it's vital to understand which brands are considered most trustworthy.

## Identifying which brands your audiences trust



Source: GBI 2019

### Trusted brands

The new engagement measures we've introduced on GBI allow you to do this. As well as understanding which brands your audiences consume we can also help you to understand whether said brands are trustworthy, or for that matter influential, authoritative, unique, etc.

For each engagement metric we measure, we ask on a scale of 1 to 7 how much it applies to said brand. This allows us to create a score for each media brand which allows you to identify those most trusted at an overall level – or by individual targets.

## Driver of trust for media



How strongly associated are individual trust factors with ratings of overall trustworthiness in media?

**18%**  
It shares my values

**18%**  
It is reliable/keeps its promises

**14%**  
It behaves responsibly

**9%**  
It is open and transparent about what it does

Source: GBI Barometer 2019

## Drivers of trust for media

Lastly, what if you want to build trust with your media brand?

Looking at our statistical model for trust, the key drivers we identified for trusting media companies include: sharing their values, reliability, behaving responsibly, and being open and transparent.



**3 key takeaways**

**1**  
**Trust: no silver bullet**

**2**  
**Established media: holding its own**

**3**  
**GBI: giving you unparalleled insight**

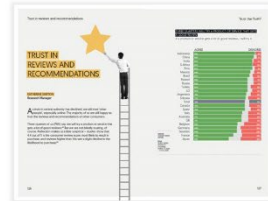
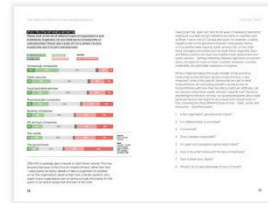
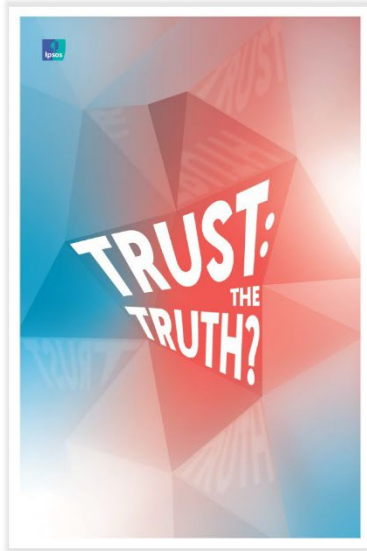
GBI Global Business Influencers

### 3 key takeaways

In summary, our three key takeaways are:

1. **Trust is all-encompassing**, it is affected by every aspect of an organisations values, performance and behaviours. There is no silver bullet. While overall trust levels are higher than the general population, they vary, both by sector and by region. Companies need to work hard to deliver on those seven trust drivers. Agencies and media owners need to help them communicate what they're doing in these areas to help build trust with the Global Business Influencers.
2. There's all this talk of digital, however, don't forget **GBI continue to consume a large amount of content across multiple platforms**, including print and TV. What varies though is trust. Established media and search rank highly while social ranks lower on trust.
3. GBI's grown. **Now covering 30 markets**, it's more global and we're giving you more insight than ever. It's the unparalleled source for understanding this audience.

## Trust publications



## Trust

For more information read our publication, [Trust: The Truth?](#)



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