

GBI Middle East Launch Presentation

OCTOBER 2019



Global
Business
Influencers



REACHING AUDIENCES THAT MATTER

Ipsos GBI Middle East

28 October 2019



Welcome

In this presentation we will be talking about the Global Business Influencer survey, investigating our latest insights and work we've done around this audience in the Middle East, focusing on B2B, tech, finance, luxury, travel and media.

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



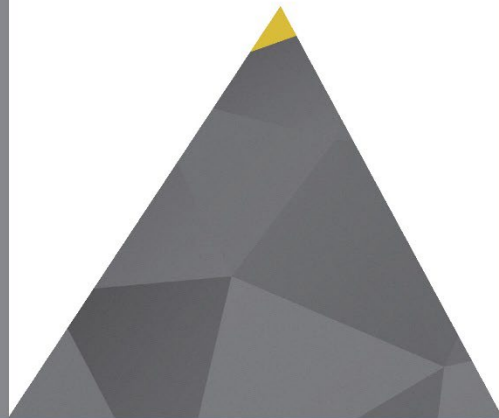
Who are the Global Business Influencers?

The first thing to note is that GBI reaches 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

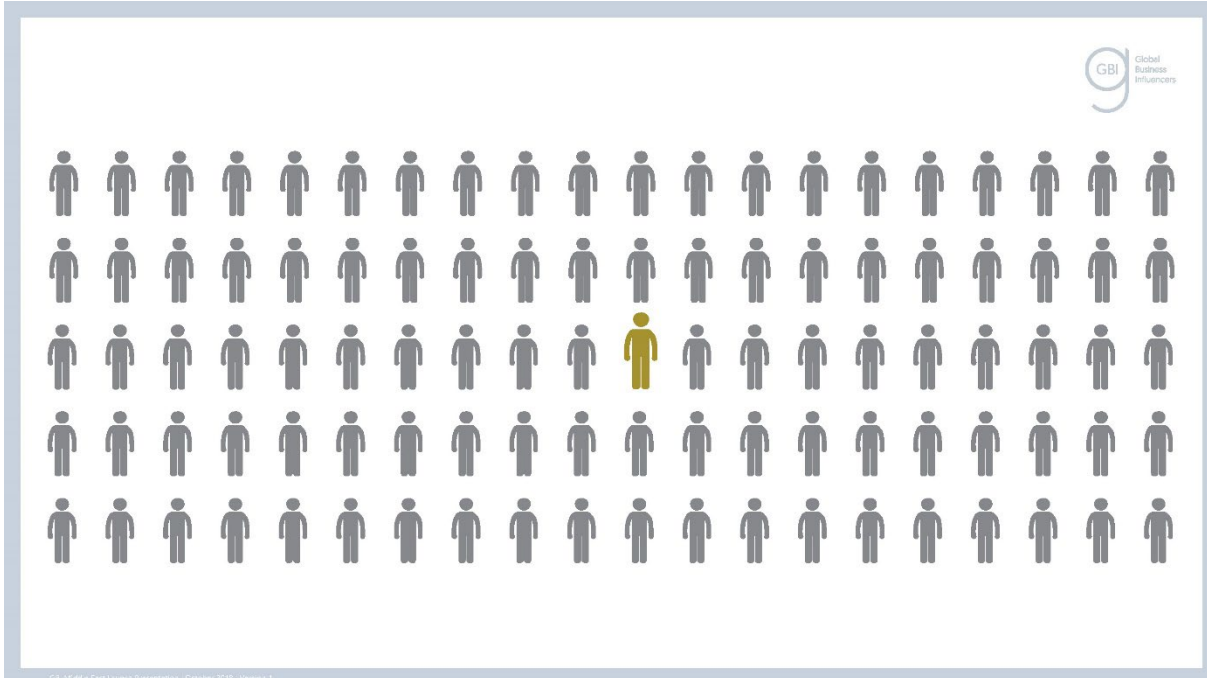


Who are the Global Business Influencers?

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.

In last year's Middle East launch presentation we talked about how the survey has evolved to include the Middle East. This year we've continued to expand:

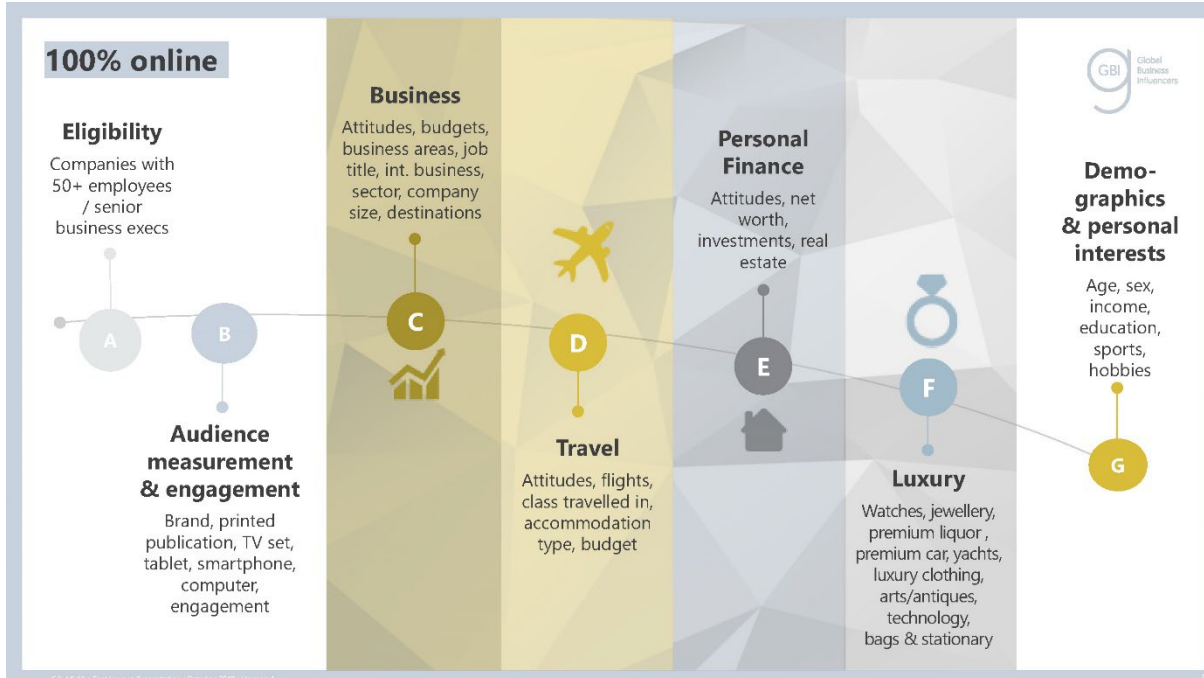
- We've become even more global. This year we've added India and 6 markets in Africa, taking the total number of countries covered to 30. These markets represent 75% of the world's GDP.
- That means we're speaking to more Global Business Influencers – 13,251 in 2019.



A unique audience

As you'd expect with a unique audience such as this, they're incredibly difficult to speak with. You can't reach them via general population surveys; they're just too small to pick up.

This is where GBI comes in. It focuses on senior business people in medium and large companies. It's used extensively by the media industry globally to understand this vital audience.



100% online

The survey is 100% online. It reaches the most senior business executives in companies with 50+ employees across 30 markets.

Media brands are ubiquitous across platforms, so we ask about audience measurement and engagement from a brand centric perspective. Brand centric means first asking about which media brands they consume at an overall level regardless of platform. We then look at the platforms on which they consume that brand, whether that be a: TV set, a printed publication, a computer, tablet, or smartphone.

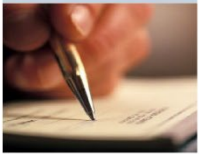
There are then four key pillars we look at in more detail to help us understand this audience further – business, travel, finance and luxury.

Lastly, as well as demographics, we can also help you understand their personal interests.

Your most important customers



B2B



**66%
c-suite/
owner/partner**

Finance



**12% net
worth
> US\$1m**

Travel



**67%
travel in
business
/ first**

Luxury



**26% own a
watch
worth
US\$5,000+**

Source: Ipsos GBI Middle East 2019

Your most important customers

Just looking at the numbers in some of these areas, GBI really does allow you identify those audiences who are key to certain industry sectors.

How GBI can help you



- **Identify, target and reach key audiences across B2B, finance, luxury and travel**
- **Consumer and business insights**
- **Profile audience for media planning and buying**
- **Market sizing**

How GBI can help you

Once you've identified these key audiences you can then better understand and target them. GBI will also allow you to:

- Gather consumer and business insights helping you understand this audience better
- Profile audience and targets for media planning and buying
- Market size categories such as: luxury watches, finance, etc.

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 becoming 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.
- 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

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Data sources

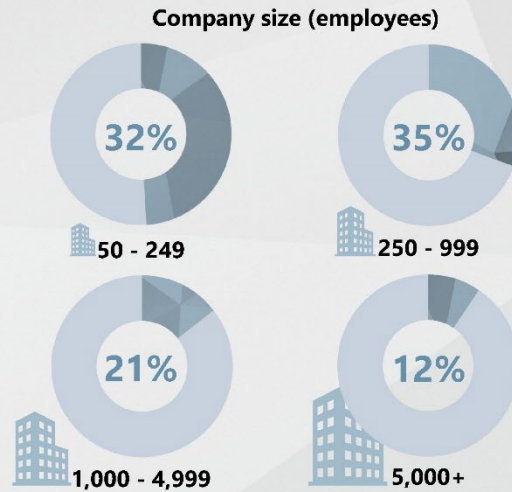
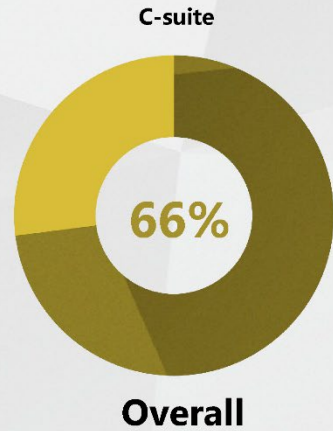
The data we're going to be drawing on comes from 2 main areas:

- 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.

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

Other additional reports are referenced.

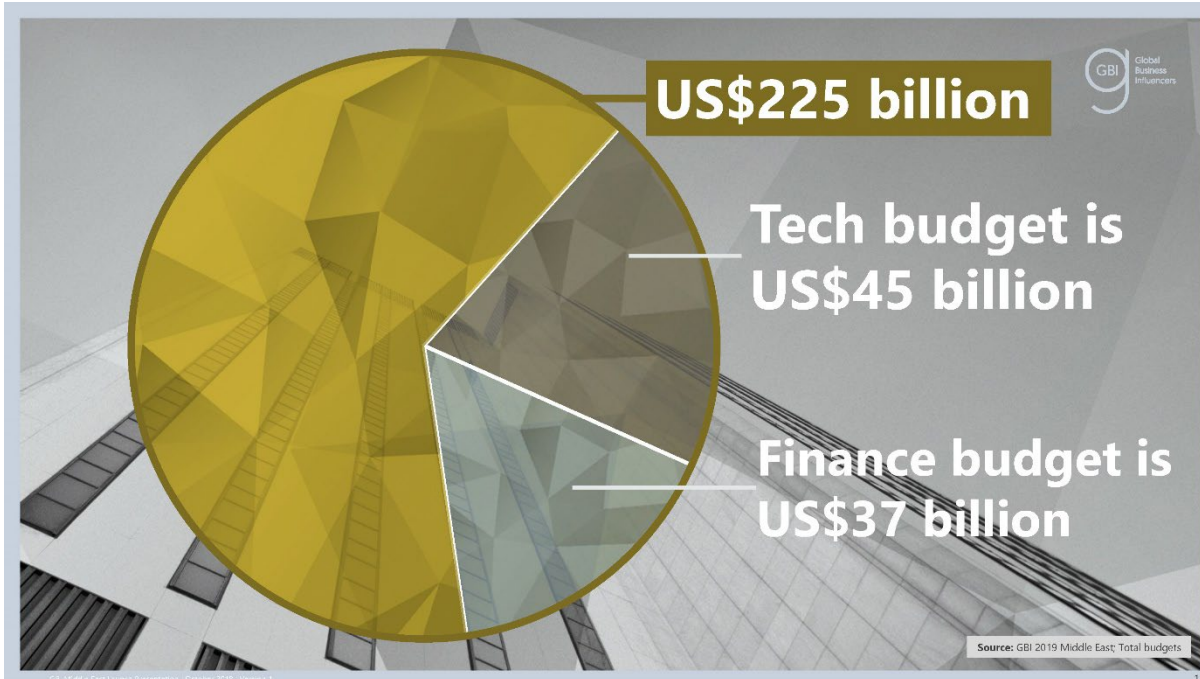
Most senior business execs in biggest companies



Source: GBI 2019 Middle East C-suite including owner/partner and company size

Reaching those most senior business execs

To recap, when we talk about the GBI being the most senior business people in big companies, they really are. Two thirds of the GBI are c-suite and they exist in companies with an average of 1,828 employees.



Large budgets

Being in these positions they control enormous budgets.

Looking across 31 different business decision making areas by spend, (out of their total budgets of US\$225 billion) US\$45 billion is being spent on tech and US\$37 billion on finance; two of the biggest spend areas.

Variety of tech budget areas



**Software /
Software services** **US\$11.7b**



IT security products /
Services US\$11.2b



Networks / Data
communications US\$10.7b



Computers / Printers /
Hardware US\$10.2b



IT consulting /
Outsourcing US\$9b



On-site data centres
& infrastructure US\$6.4b



Data analytics /
management US\$4.5b



Off-site cloud
services US\$4.3b

Source: GBI 2019 Middle East Total finance budgets

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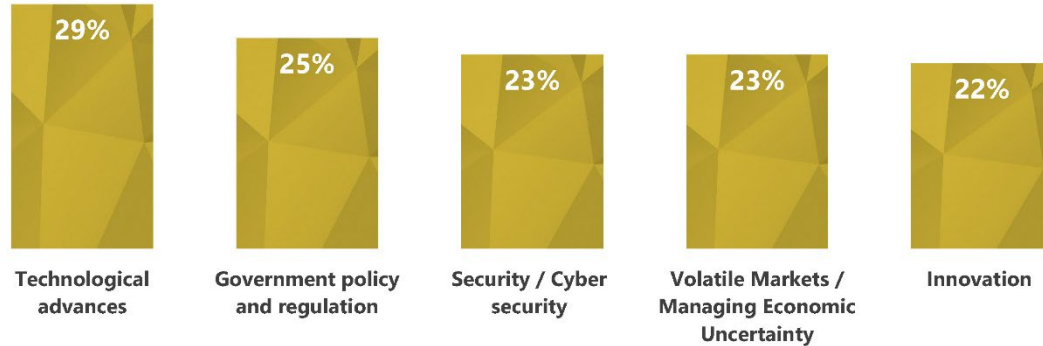
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Tech budgets

Just focusing in on tech, the GBI are spreading their tech budgets across a variety of areas, including security and infrastructure.

The GBI survey allows you to target people based on these different areas.

Tech dominates the challenges their companies are facing



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

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The challenge of tech

Aligning with big tech budgets, tech is dominating the challenges they face in their business. Tech advancement is cited as the biggest challenge facing these individuals in their businesses, and tech is omnipresence across other challenges too, such as cyber security and innovation.

Lots of diversity

- 47%** IT infrastructure (incl. Cloud) / Legacy modernisation
- 43%** Customer relationship management (CRM)
- 41%** E-commerce / M-commerce
- 34%** Collaboration platforms / Virtualisation platforms
- 32%** Data compliance
- 30%** Cybersecurity
- 29%** Mobile / App economy
- 28%** Internet of Things / Wireless based products
- 24%** Big data and predictive analytics
- 22%** Artificial Intelligence, machine learning
- 21%** Automation / Robotics



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

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Diversity in priorities

As per 2017, there's a huge amount of diversity here. Comparing at a global level many of these have remained unchanged two years on. A differentiator for the Middle Eastern GBI is a focus on CRM. Elsewhere we see the following:

Europe: Cyber security is their biggest priority, followed by legacy modernisation.

US: Here we see a reversal of priorities with legacy modernisation as their main concern.

Asia: CRM is a large priority. Additionally, AI and big data feature much more prominently in Asia.

Different priorities in Africa (top 3)...



54%

**Mobile /
App economy**

29% Middle East



46%

**Internet of Things /
Wireless based products**

28% Middle East



39%

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

47% Middle East

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

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Different priorities in Africa

Africa is a mobile first region and this is reflected in the priorities, with mobile and app economy leading as a top priority, followed by internet of things.

Important to remember that priorities by region change.

Budgets held across a variety of areas...



Management Consultancy Services US\$19.2b



Corporate Finance Services US\$7.5b



Legal Services US\$11.3b



Industrial Plant, Equipment and Instrumentation US\$7.2b



Accountancy / Accounting Services US\$11b



Logistics / Shipping / Freight Services US\$6.3b



Company Vehicles US\$9b

Source: GBI 2019 Middle East; Total budgets

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Budgets held across a variety of areas

But, it's not all about tech. Going back to budgets – they exist across many areas.

If you want to be in the running to get access to these budgets, you need to have their trust. And this brings us on to more specific research we did amongst the GBI on trust in 2019.

“ 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



Trust

This quote from Stephen Covey, really helps to underline the importance of trust.

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DEFINING TRUST IS DIFFICULT



Defining trust

However, defining trust is complicated – 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 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. And this is called...

- **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?

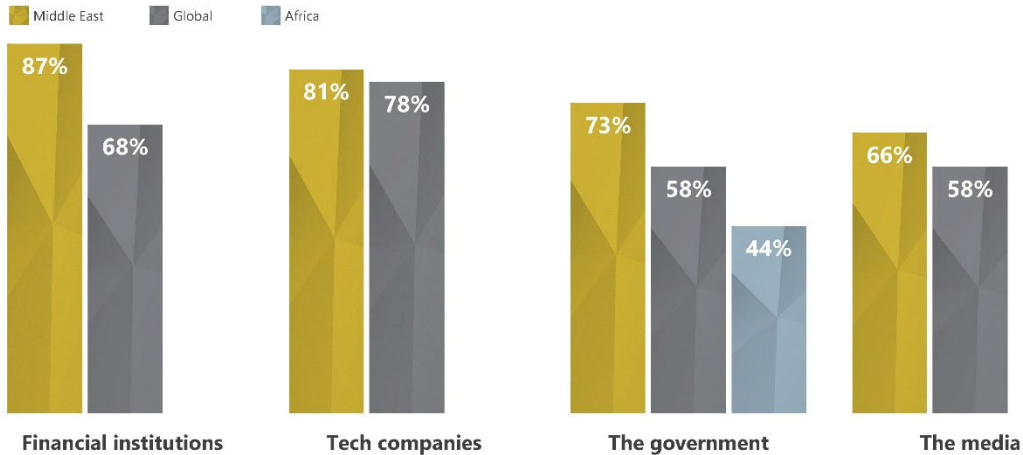
To establish levels of trust, firstly, we asked the GBI to rate how trustworthy or untrustworthy they thought different organisations or institutions were (including: government, media, tech companies, financial institutions).

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.

All these questions were asked from a B2B perspective.

Trust levels are high for GBI Middle East...



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

Levels of trust

So, looking at GBI in the Middle East, the first thing to note is many rate these sectors as trustworthy. We see a similar story looking at the responses from the general population.

Looking at global data, the Middle East GBI overall are much more trusting, with financial institutions being the area they trust most. This is a stark difference to the global data, which is pulled down by Europe and US where trust levels in finance are much lower.

If we highlight data from other regions, in the case of Africa we see trust in the government is much lower. This is perhaps relating to high levels of concern about corruption in more emerging economies.

Important drivers of trustworthiness: Middle East



Source: Ipsos GBI Barometer 2019 Middle East – 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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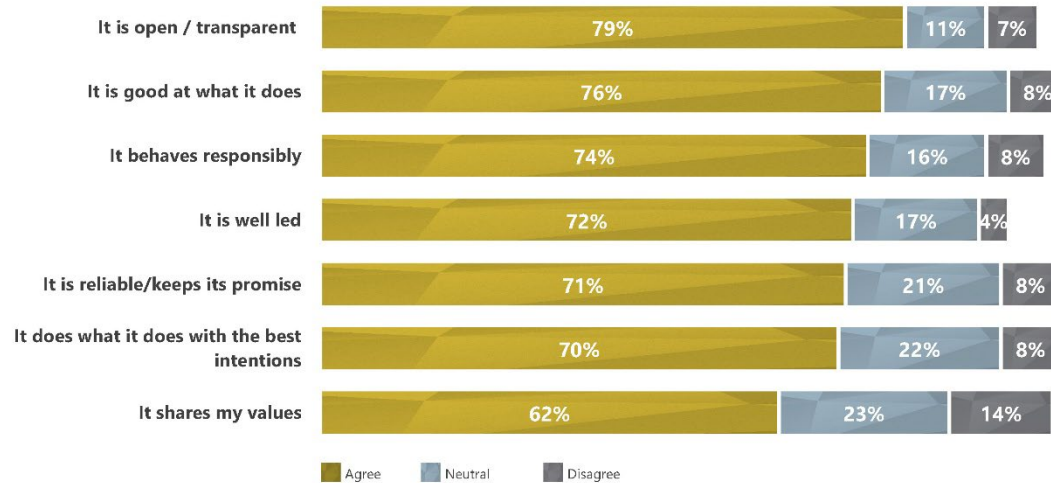
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Drivers of trustworthiness

Focusing on our 7 trustworthiness drivers, we also 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 3 / 4 and bottom 3 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, and it can't be reduced to a simple model of just 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 – Financial institutions



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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Financial institutions

Taking financial institutions as an example, it's a big area for B2B marketing communications. They're 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. However, what's coming top is transparency and good to see a focus on behaving responsibly.

The area the Middle East GBI least associate with financial institutions (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.

So, if you're working with, or in this sector, why not think about dialling up brand purpose in content and communications in order to connect at a personal level.



ESG

A key driver of trust that we've seen in the data is acting responsibly. 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.

Just here, within the region, you have UAE's Sustainable Development Goals 2030 that talk directly to this.

“
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



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ESG

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



ESG

We see large numbers of GBI stating it's important when it comes to considering investing or doing business with another company. So, it's something they need to be doing for B2B and shouting about in comms.



ESG

But, if you look at the numbers implementing an ESG strategy, in comparison to the number stating it's important, you might expect it to be higher. They need to do more. So what are the priorities in these areas?

Middle East ESG priorities



Environmental

Energy use: **41%**

Waste management: **22%**

Conservation of natural resources: **22%**



Social

Socially inclusive: **27%**

Health prevention: **27%**

Donations to local communities: **26%**



Governance

Accurate and transparent accounting methods: **37%**

Selection process of board members includes check of possible conflict of interest: **29%**

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

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Middle East ESG priorities

Taking environment first, energy usage is a top concern everywhere. Though there are particularly high levels in the Middle East. Where as pollution / CO2 emissions is more unique for Europe.

Looking at social, inclusivity is top everywhere. In the Middle East there is more of a focus on health and local communities.

In regards to governance, think fair practice regarding conflict of interests. For Africa and the Middle East, accurate and transparent accounting methods are very important, this is a similar picture in the US too.

As I've mentioned, there are differences by region, so we 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.



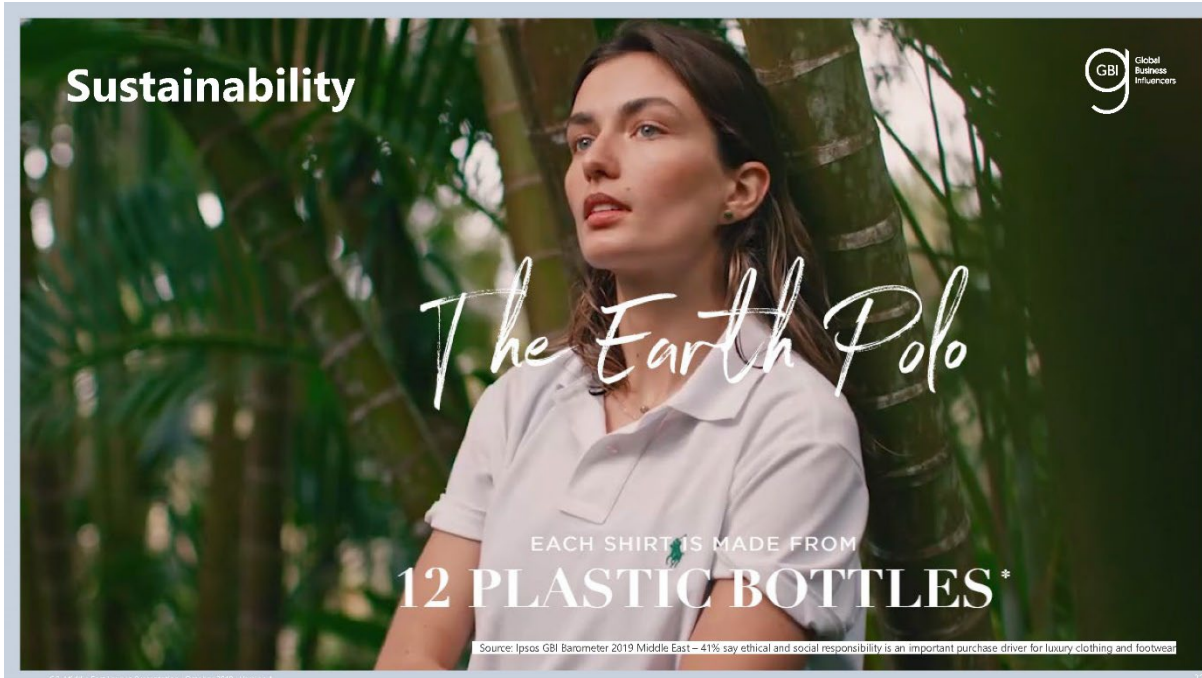
ESG and investment

It's not just in business that ESG is important; it's also important in personal financial decisions.



Net worth

So, if you want to reach those with the most wealth (such as those on GBI, where over 1 in 10 are HNWIs), you need to have products with investments that talk to ESG and of course be communicating this.



Sustainability

Sustainability is also important when it comes to luxury. The fashion industry is one of the largest in the world and one that has an enormous impact on the planet. Brands need to embed sustainability throughout their value chain.

Ralph Lauren are a great example of this. They've pledged to recycle 170 million plastic bottles by 2025. To help with this they've launched the Earth Polo, where each shirt is made from 12 recycled plastic bottles.



Prestige

Another driver in luxury is prestige. It's the biggest purchase driver for jewellery and watches in the Middle East; much higher than elsewhere.

Pictured here is Adi Al-Fardan and his father Hasan. They claim to own one of the world's largest collections of natural pearls. They're seen here holding a necklace worth just shy of US\$4m. The work involved in finding, extracting and perfecting the pearl is what makes it so prestigious, and is why they're both so hesitant in even showing this particular piece to people who aren't as passionate about gems as they are.

Going back to before 1962, when the UAE started exporting oil and before climate change and pollution affected our oceans, Hasan said that 4 or 5 natural pearls would form in each oyster they collected. Now, they say you'll be lucky to have one pearl in 12,000 oysters.

For this reason, they say that (unlike diamonds) pearls are irreplaceable and, therefore, more prestigious.



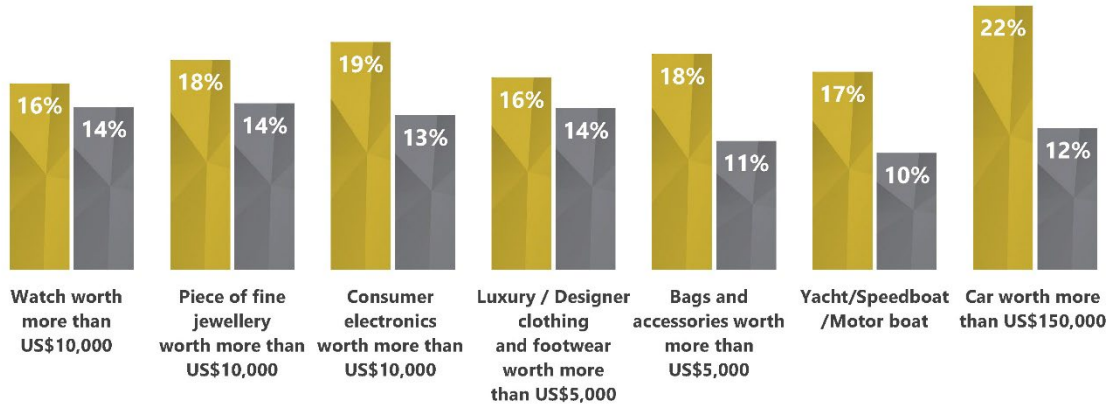
Disposable incomes

The GBI in the Middle East have large disposable incomes. They can afford to spend big on a variety of luxury areas.

Biggest purchase intention



■ Middle East ■ Global



Source: Ipsos GBI 2019 Middle East – Intention to purchase

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Purchase intention

What we see is in every category, compared to their global counterparts, intent to purchase is higher. They're some of the biggest consumers of luxury goods in the world.



Holidays

They spend big on holidays and it's experience that is driving their choices. Their focus is on adventure, culture, and activities that build you as a person and give you rare and shareable experiences.



Take an average of
20 flights
per year

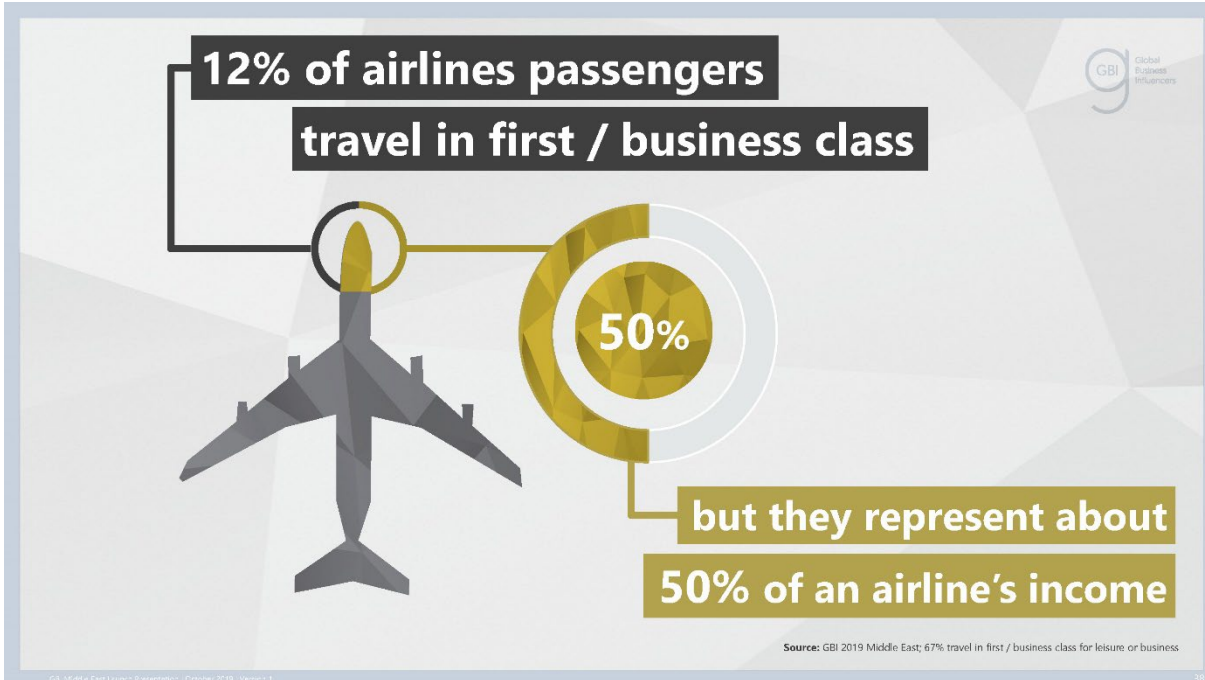
GBI Global Business Influencers

Source: GBI 2019 Middle East, Leisure and business travel

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Frequent flyers

Of course, the Middle East GBI travel a lot, so they're high value and frequent flyers.



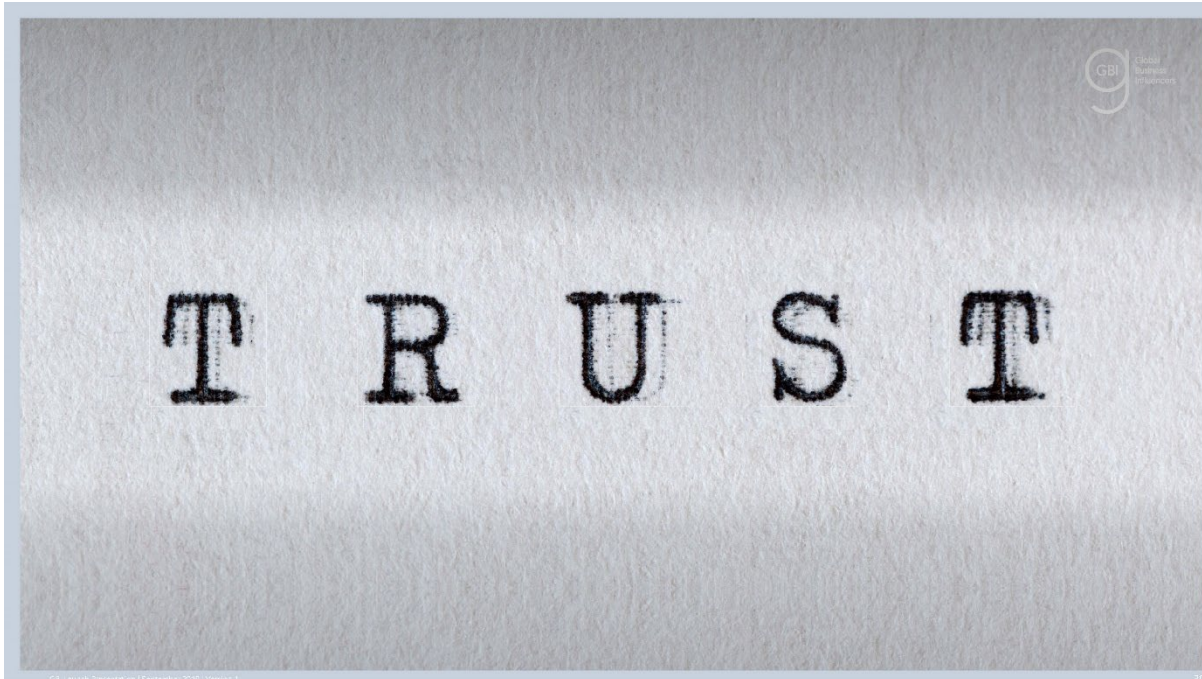
First class

When flying 67% travel in first and business class. Even though those travelling at the front only account for 12% of passengers, they represent about 50% of an airlines revenue. They're a disproportionately important audience that airlines want to speak to.



Luxury hotels

Any when they get to their destination, many stay in luxury hotels. It's all about the experience and personalisation they receive. The Burj Al Arab offers a chauffeur driven Rolls Royce to take you shopping or helicopter trips from it's iconic helipad.



Trust in media

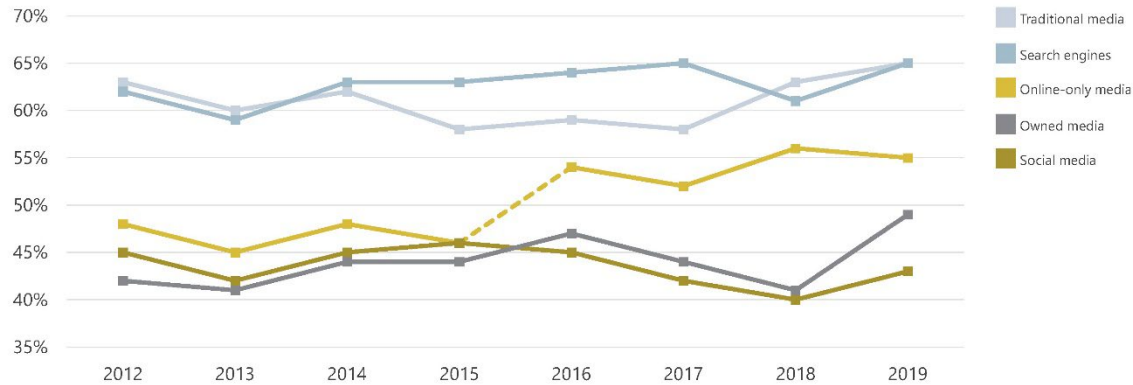
The last area we were keen to explore is trust in media.

- 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



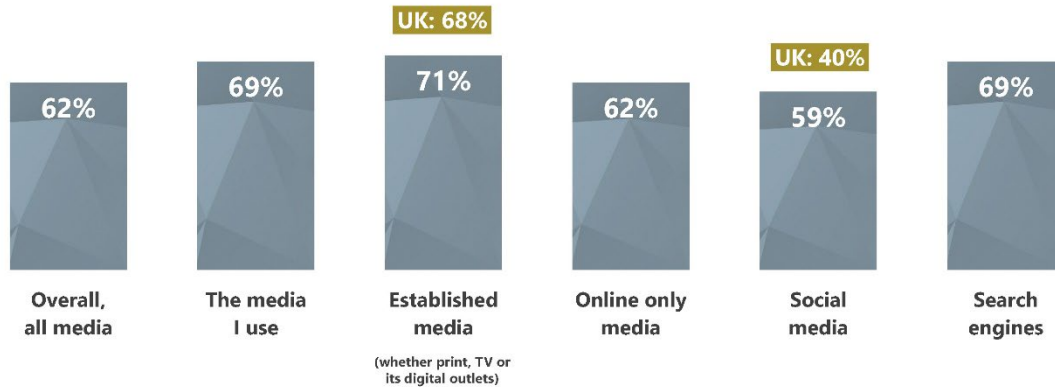
Source: 2019 Edelman Trust Barometer Global Report

Traditional media withstanding the challenges

You may have seen headlines referencing the latest Edelman results. Looking in detail, trust in traditional media is at a seven-year high. The percentage of people who rely on it as a credible source of information stands at 65% - the same level as search. In contrast, level of trust in social media were at 43%.

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 Middle East – 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

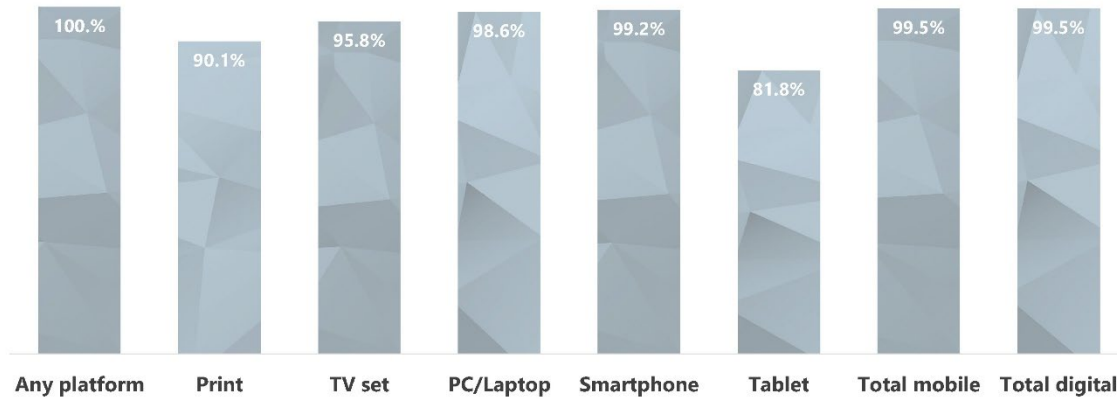
When looking at the Middle East GBI, overall levels of trust are much higher than levels of distrust. This is especially true in the areas of the media they use, established media and search.

The Middle East GBI are also most trusting of social media, especially if we compare to the UK where levels are much lower.

Continue to access content across all platforms



Past 30 day reach across platforms



Source: GBI 2019 Middle East

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Accessing content across platforms

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. Consumption levels remain high across all platforms.

But, of course, the key is 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

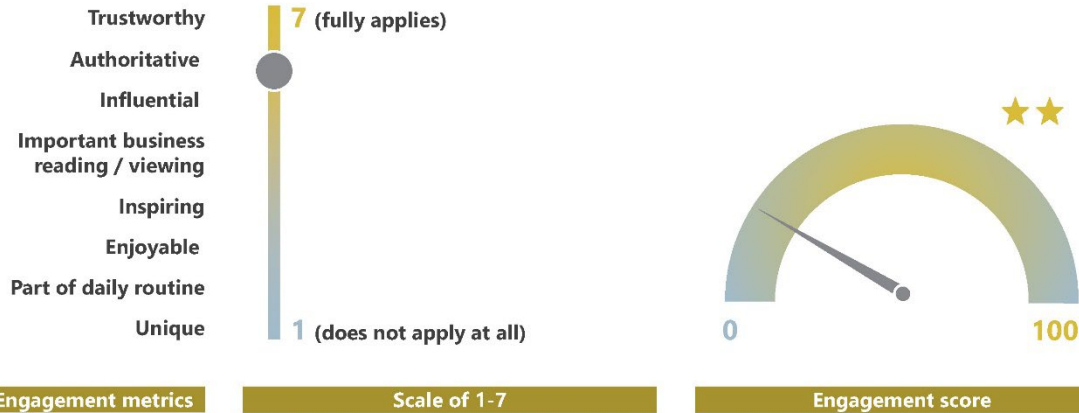


Engagement

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

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Drivers of trust for media

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

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.

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.



1
Reach a unique audience in the Middle East and globally

2
Key customers for B2B, finance, luxury and travel

3
Unprecedented in allowing you to track their changing behaviour

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3 key takeaways

In summary, our three key takeaways are:

1. Ipsos Global Business Influencers is the only survey that reaches this disproportionately important senior business audience in the Middle East and globally. This allows you to analyse the Middle East on it's own or in context to the rest of the world.
2. While they represent less than 1% of the population, taking into account their influence, spending power and the budgets they control they're your best customers for a variety of sectors including B2B, finance, luxury goods and cars, airlines and hotels.
3. We know the Global Business Influencers constantly adapt to and embrace the changing world, whether this be how they run their businesses or consume media. This survey is unprecedented in allowing you to track how their behaviour is changing.



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Global
Business
Influencers

