Beyond Reach: Engaging A Core Audience

Digital transformation has enabled international media brands to overcome physical restrictions and deliver more content to more people. However, it has also increased competition from digital newcomers. In order to succeed in reaching their target audiences, brands need to be able to cut through.

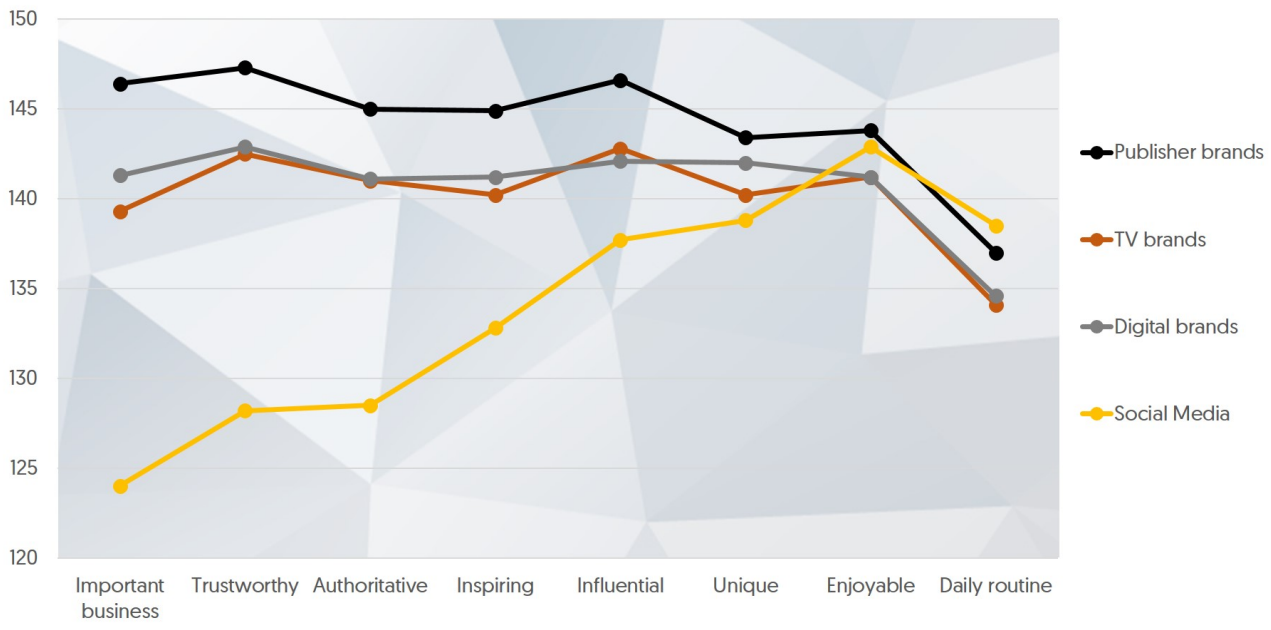
Despite Global Business Influencers (GBI) representing less than 1% of the population, they are a key target for international media brands. Our data shows they consume content from a variety of brands and across all available platforms, both digital and non-digital. So, how can brands stand out to the GBI?

Brand engagement metrics could provide an answer. Research conducted by the World Media Group confirms that there is a positive correlation between brand engagement and viewability rates. The GBI survey measures engagement at the level of individual brands, through a set of different attributes.

A glimpse at the data

There is a clear dichotomy between social media and other types of media brands. Whilst social media claims lower levels of engagement, it forms an enjoyable part of the GBI's daily routine.

ENGAGEMENT BY TYPES OF MEDIA BRAND



Beyond variations by type of media, we find engagement levels varying at the level of different sub-populations. C-suite are more engaged than non-C-suite, and engagement levels rocket among business influencers.

ENGAGEMENT BY STATUS

Trustworthiness and brand reputation are correlated: established brands boast the highest scores, even among the younger GBI who are more open to digital newcomers and social media.

GBI engagement data is designed to help marketers to go beyond reach, helping them to optimise ROI, whilst media owners can harness the data to support their brand narratives.

If you'd like to learn more please contact
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Data sources: Ipsos Global Business Influencers 2019.