GBI Asia-Pacific Launch Presentation

October 2021

GBI
Global Business Influencers

Ipsos

Welcome

In this presentation we will be looking at the latest findings of the Global Business Influencers survey.

Last year there was a big focus on COVID-19 and we're going to continue to explore this; specifically looking at how perceptions have changed and the impact this has had on their businesses, and decision making. We'll also look at ESG and podcast consumption.

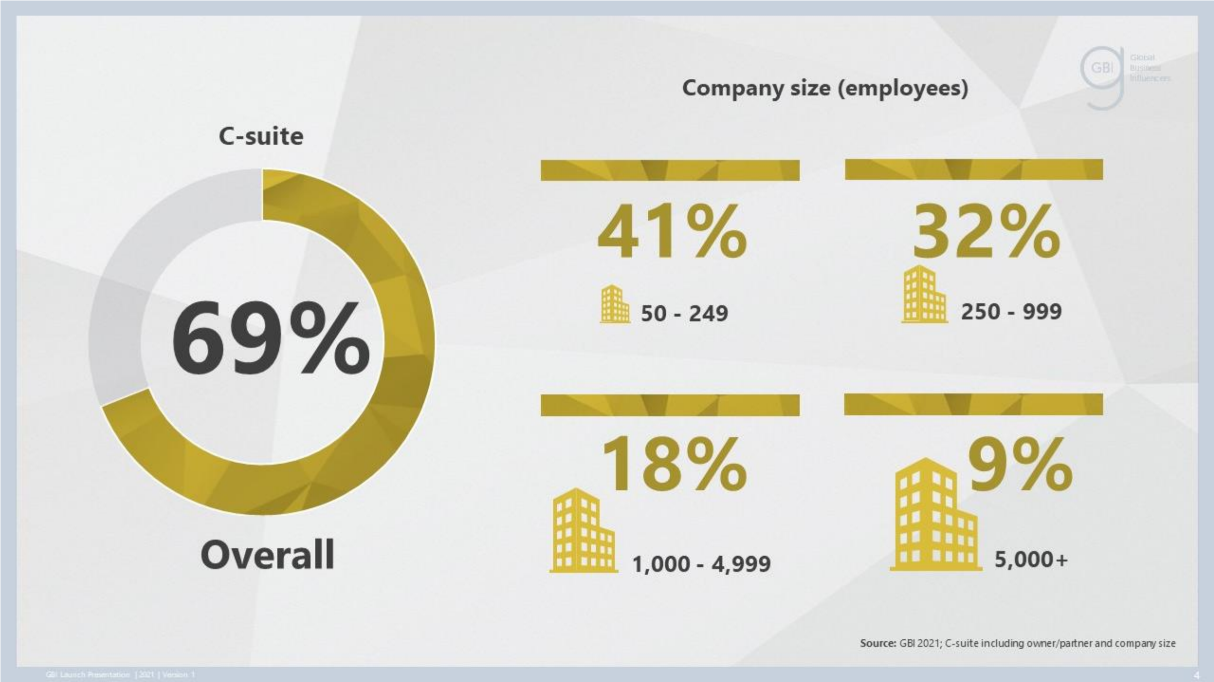
However, some things have not changed, including the reasons on why this audience is very important and how we're providing you with more insight for you to better understand how to reach, communicate and engage this audience.

Who Are The Global Business Influencers?

The first thing to note is the unique audience GBI reaches, which are senior business people in companies with 50+ employees.

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 and represent the key to profitability for sectors such as finance, luxury goods and cars, airlines and hotels.

We speak to over 13,300 Global Business Influencers in 30 markets across Africa, APAC, Europe, the Middle East and the US.



Who Are The Global Business Influencers?

When we say ‘most senior business people’, they really are.

Almost seven in 10 are c-suite and they exist in companies with an average of almost 1,500 (1,488) employees. We’ve got three figures to follow that will really help emphasise how important this audience is.

Who Are The Global Business Influencers?

They hold the biggest budgets, across the 30 markets they total 10 trillion dollars. It’s not that far off the GDP of China!

Who Are The Global Business Influencers?

They have an average net worth of US$1.5m, therefore many are high net worth individuals.

Who Are The Global Business Influencers?

They have big annual salaries of almost half a million dollars, making them key consumers for high end luxury.

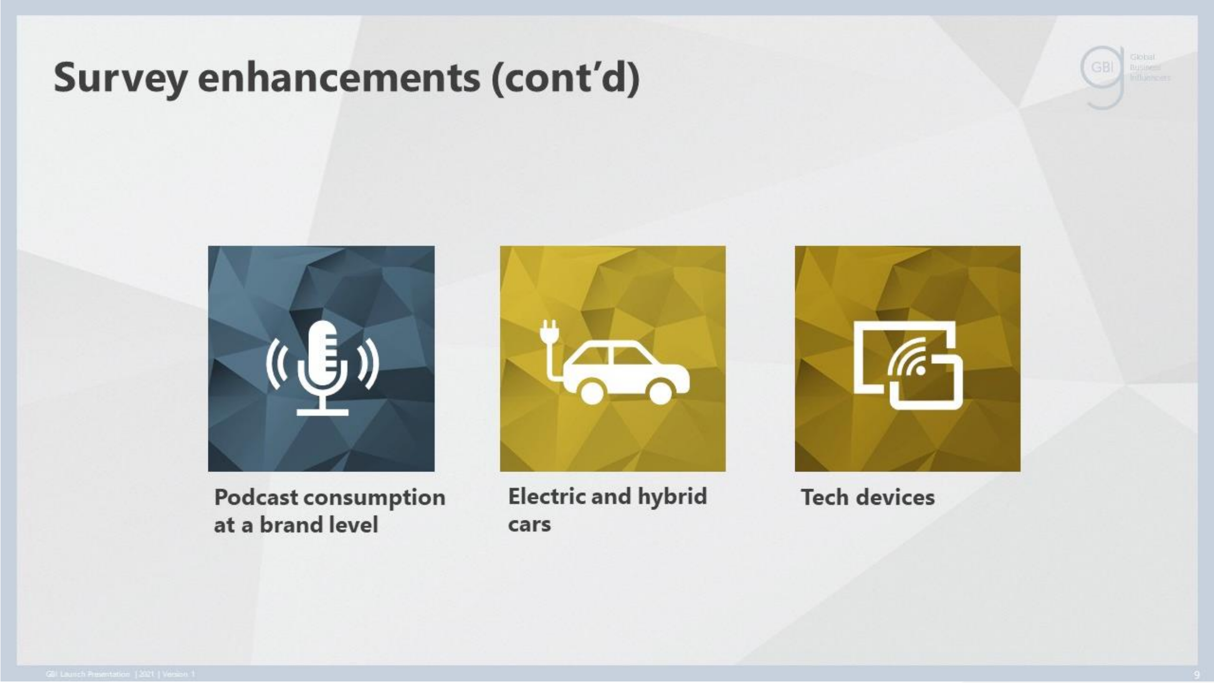
We're talking about a fascinating and valuable audience. We want to be able to help you understand them better.

Survey Enhancements

As part of this we're consistently developing and refining GBI.

In 2021 you can:

- Identify more c-suite titles, such as Chief Sustainability Officer
- Target bigger companies; we've expanded our top band to those with revenue of US$25 billion or more
- Distinguish 'start-up' companies from more established firms
- Look at the frequency by which they consume different media formats
- Understand the languages they consume media in.



Survey Enhancements (Cont'd)

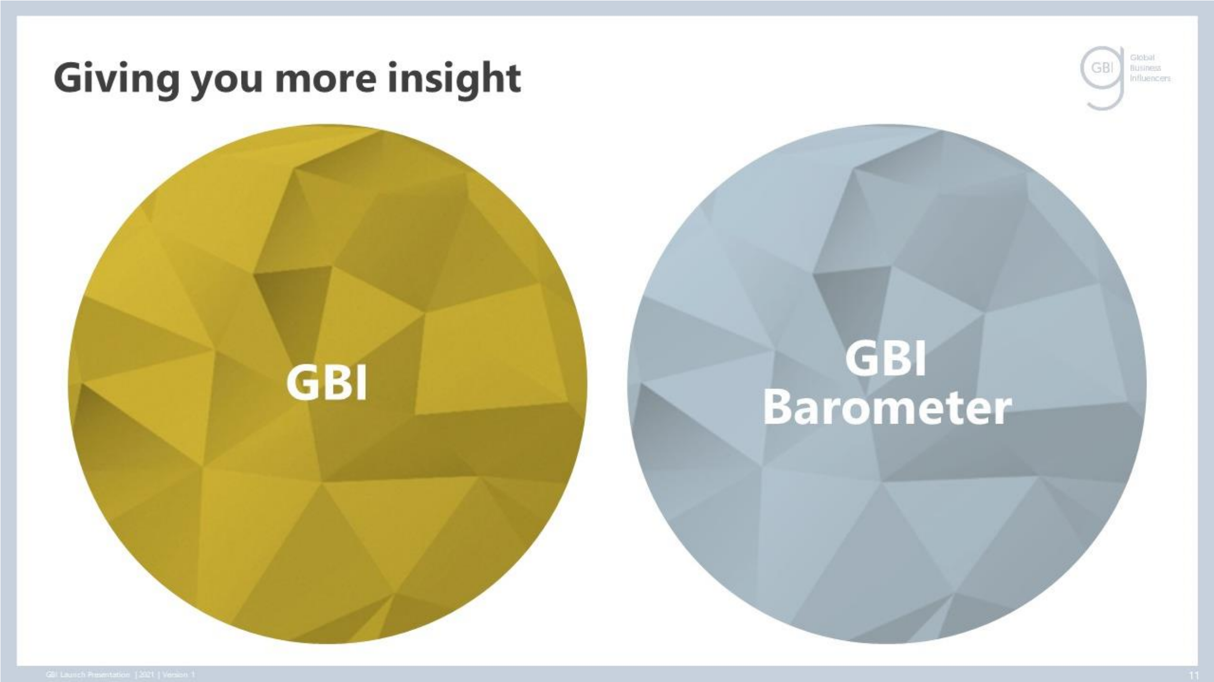
You can also:

- Look at podcast consumption by media brand
- Identify owners and potential purchasers of electric and hybrid cars
- Uncover what tech devices they own and are intending to purchase.

Giving You More Insight

We've also updated our attitudinal segmentation. It includes additional groups that allow us to identify those who champion CSR, those who are conscious of data security and those who drive change.

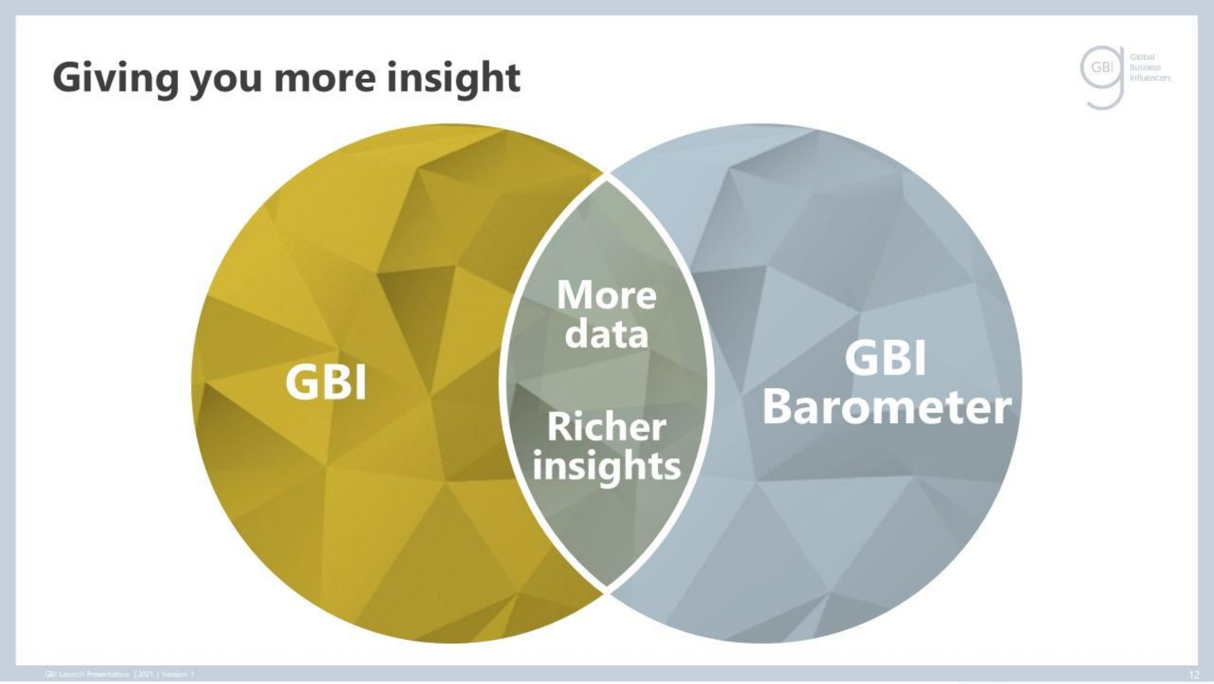
Targeting GBI with content based on their attitudes is a much more effective and efficient way of changing their behaviour.



Giving You More Insight

It is also worth re-iterating the work that we did last year, which has continued this year.

We have linked the main survey we run amongst over 13,000 GBI's with the Barometer survey which asks additional questions among 1,300 respondents.



Giving You More Insight

This is going to give you easier to access insights and there's more data, all in the same place.

It's also going to provide you richer insights as there's the potential to cross analyse data from the different surveys. For example:

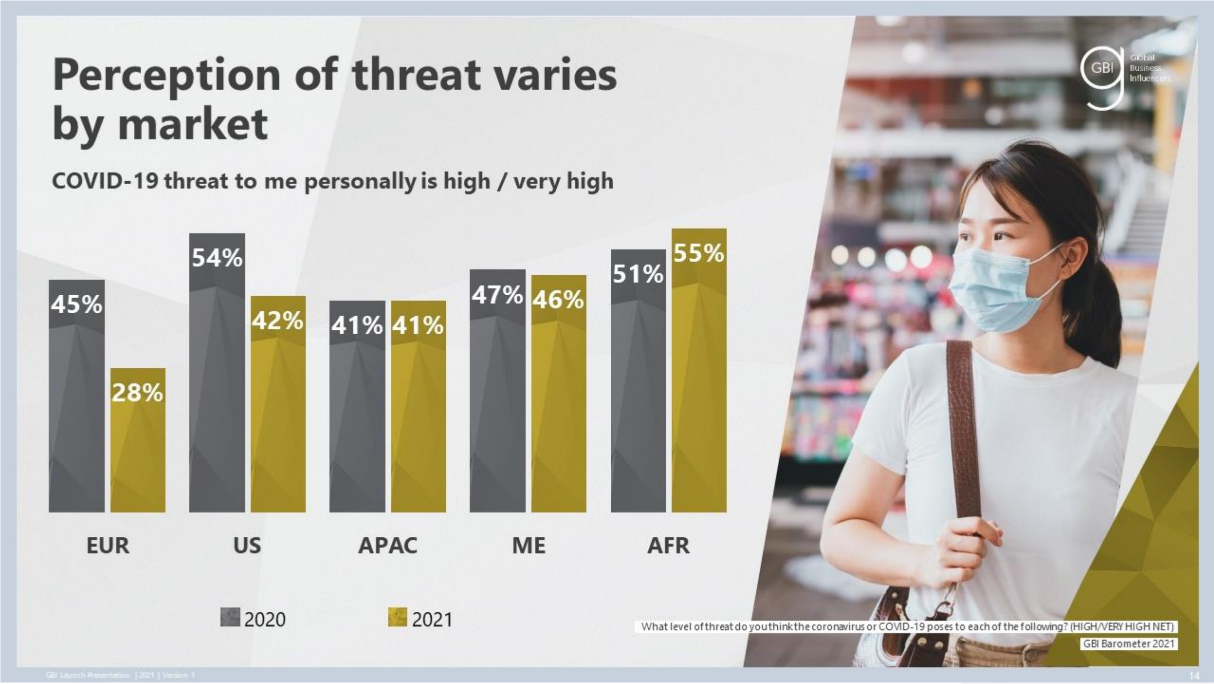
- How do a CEO's business challenges differ to that of a CTO/CIO?
- Or, what are the luxury purchase drivers for those intending to purchase a watch worth US$20,000 or more?

Therefore, providing you with much more insight on business leaders.

Adapting To COVID-19

We will now highlight some of the latest insights regarding how Global Business Influencers have adapted to COVID-19, firstly through a business lens, but then we'll see how this behaviour has been translated into their personal lives. We'll show you what role ESG (Environmental, Social and Governance) plays within their business and personal decisions. Lastly, we'll finish up by highlighting some key take-outs around podcast listening behaviours.

Firstly, we wanted to start by comparing our latest data to that of last year.

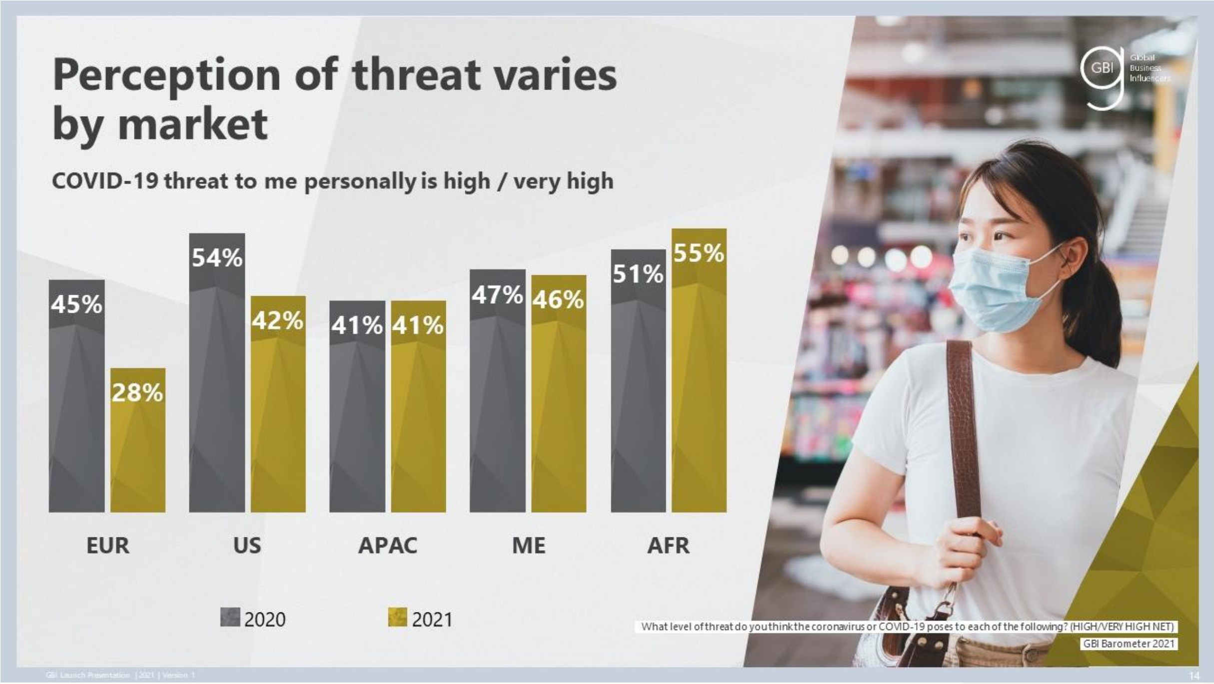


Perception Of Threat Varies By Market

In our 2020 launch, we showed how the levels of threat to GBI personally altered by market. When comparing this to our latest data, we can see that there have been some shifts in perceptions, particularly by market.

In Europe, we can see that senior business leaders are significantly less likely to perceive COVID-19 as having a high threat to them personally, down to 28% this year. In fact, Europeans record the lowest levels of perceived personal threat of all GBI. It's fair to say that the vaccine roll-out has been quicker in some markets than in others, which probably helps to explain this.

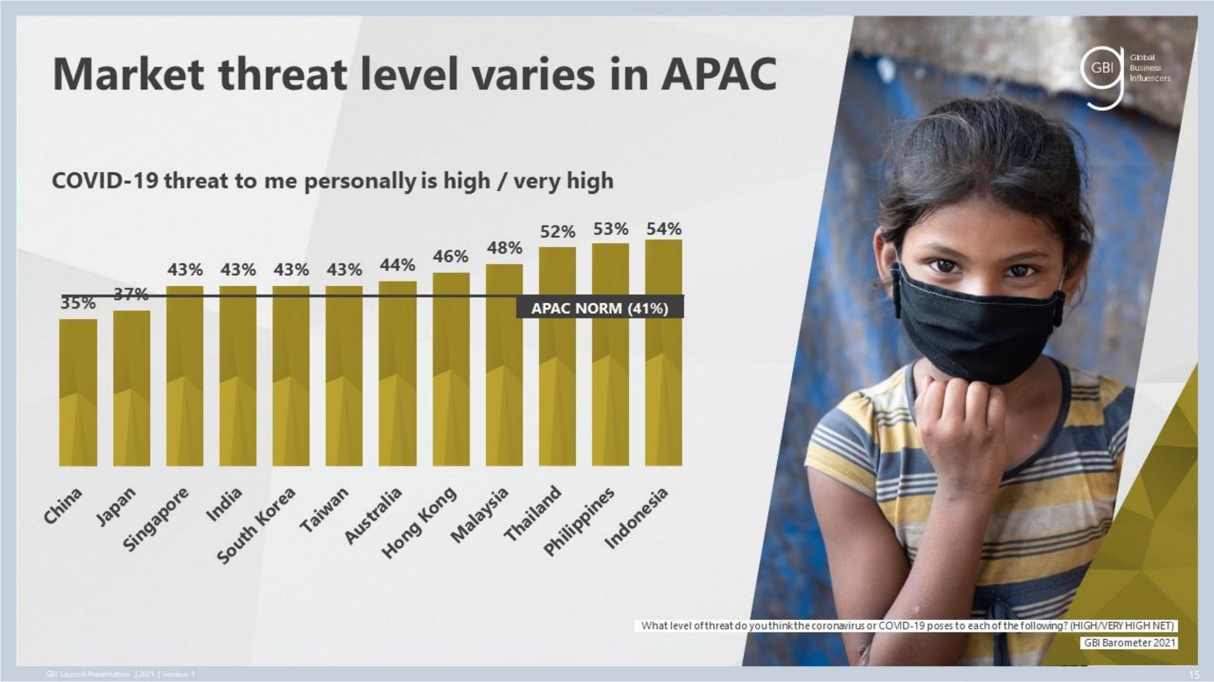
In the US, despite ranking very highly last year for their perceived levels of threat (54%), we've seen a big reduction this year. The vaccination roll-out appears to be going well with over 60% of the population having had at least their first jab. But still, let's not hide from the fact that perceived threat remains relatively high at 42%.



Perception Of Threat Varies By Market (Cont'd)

In Asia-Pacific, personal threat levels are exactly the same as they were last year at 41%. But, comparisons between Asian countries show interesting differences, which will be highlighted on the next slide.

Lastly, Africa is the only region where we've seen an increase in perceived levels of personal threat (recording greater levels of threat in Africa than in any other region).



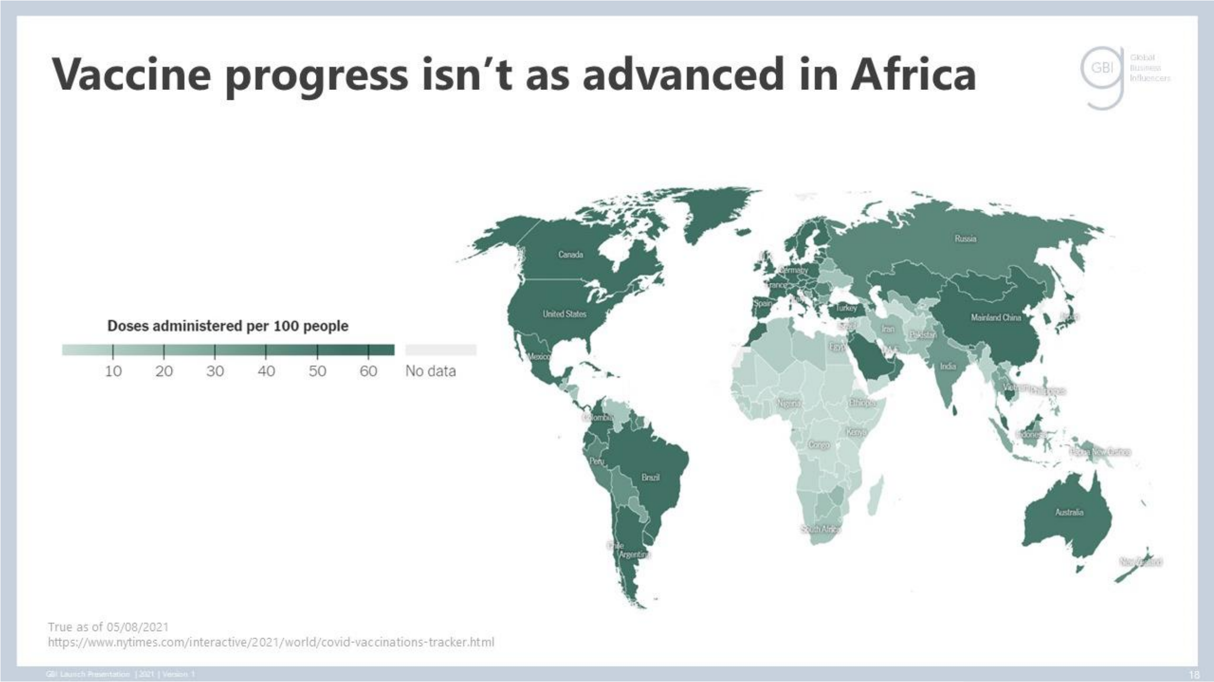
Market Threat Level Varies In APAC

The differences between Asia-Pacific markets is shown in this graph. The threat levels are much higher in countries such as Philippines and Indonesia than they are in China and Japan. Markets within the region have had very different experiences during the pandemic.

As an example:

- In May (just before the fieldwork was started), India were recording up to 7k deaths per day
- And although Australia haven’t seen anywhere near as many deaths, they have been very strict with lockdown and various restrictions. Whilst cases have been kept low in Australia, residents and businesses have definitely felt the impact of the virus.

Moreover, the vaccination progress of each market will have a big impact on perceptions.

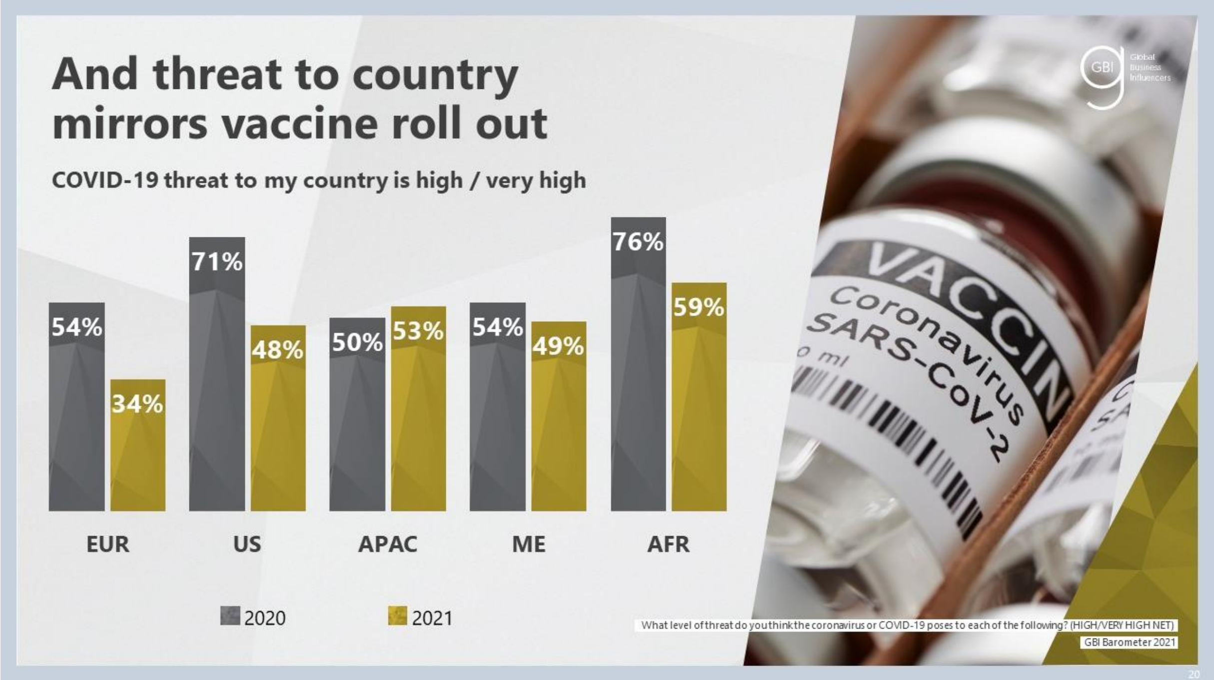


Vaccine Progress

Looking at Africa, it's clear why people are concerned about the threat of COVID-19 to them personally. As you can see here, the vaccination programme within the continent hasn't seen the progress that we've seen elsewhere.

Global Business Influencers all think differently about the pandemic, and how it's impacted them personally, based on where they are in the world and what stage of the pandemic they're currently at.

Therefore, we need to bear these sensitivities in mind when doing global business and when targeting this audience.

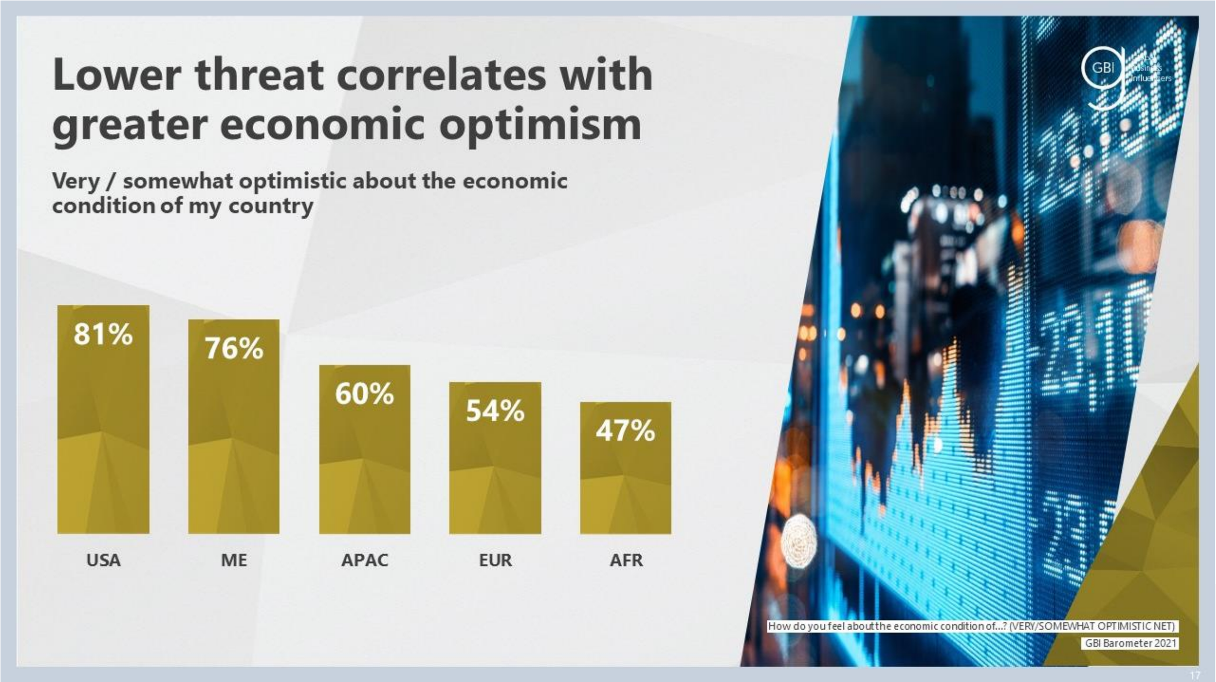


Vaccine Roll Out

Looking at threats to their country, there's more optimism this year in Europe and the US, where perceptions are probably again a reflection of how well the vaccinations are going. Things are starting to re-open, restrictions on foreign travel are lifting, etc. However, the US are under no illusions, with around half still saying the pandemic represents a high threat to their country.

In Asia-Pacific, again, we see very little variation between the threat to their country this year vs. last year.

In Africa, although there's a reduction in the levels of threat compared to last year, six in 10 African GBI still rate the threat to their country as being 'high', which is far greater than what we see elsewhere.



Economic Optimism

The lower their threat levels are, the more optimistic they are about the economic condition of their country.

As we saw last year, business leaders in the US are still much more bullish when it comes to the performance of their country's economy.

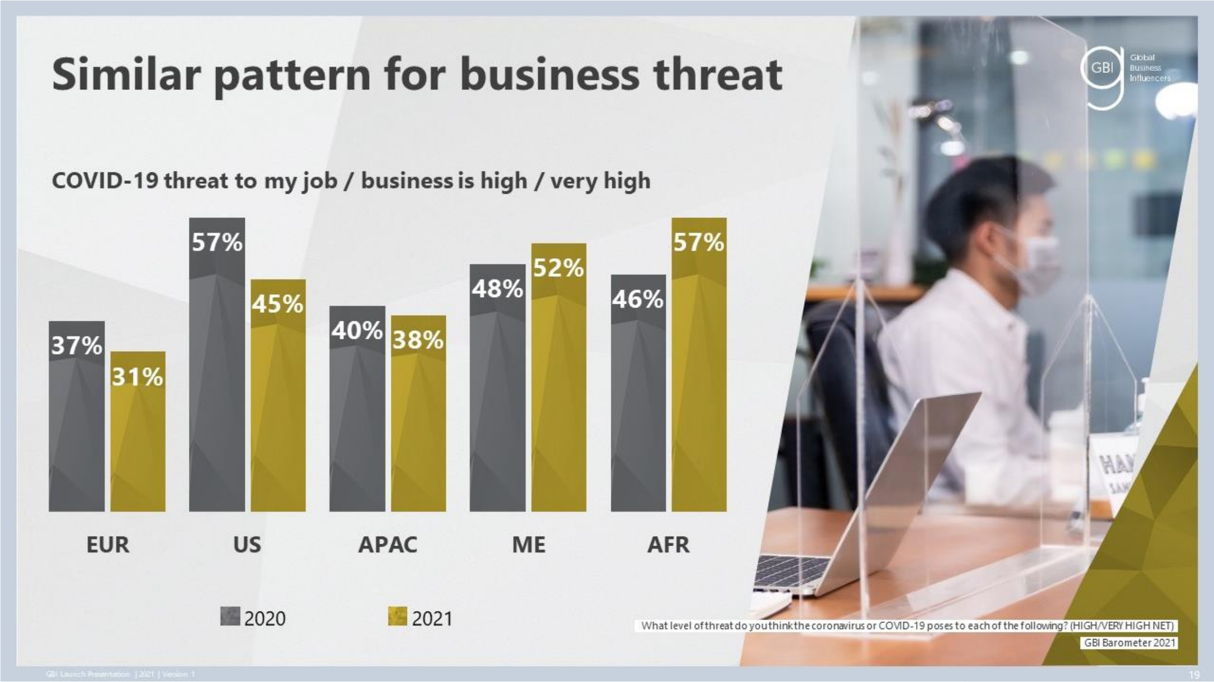
In Asia-Pacific, despite no change in their perceived levels of threat to last year, they also record high levels of optimism.

European GBI on the other hand, are cautiously optimistic, at 54%.

Lastly, around half of African GBI feel positive about the economic outlook of their country, which is the lowest levels seen across all markets.

Personal Impacts Of COVID-19

That was the effects of COVID-19 on them personally and their country. We'll now look at what impact it's had on their job and their business.



Similar Pattern for Business Threat

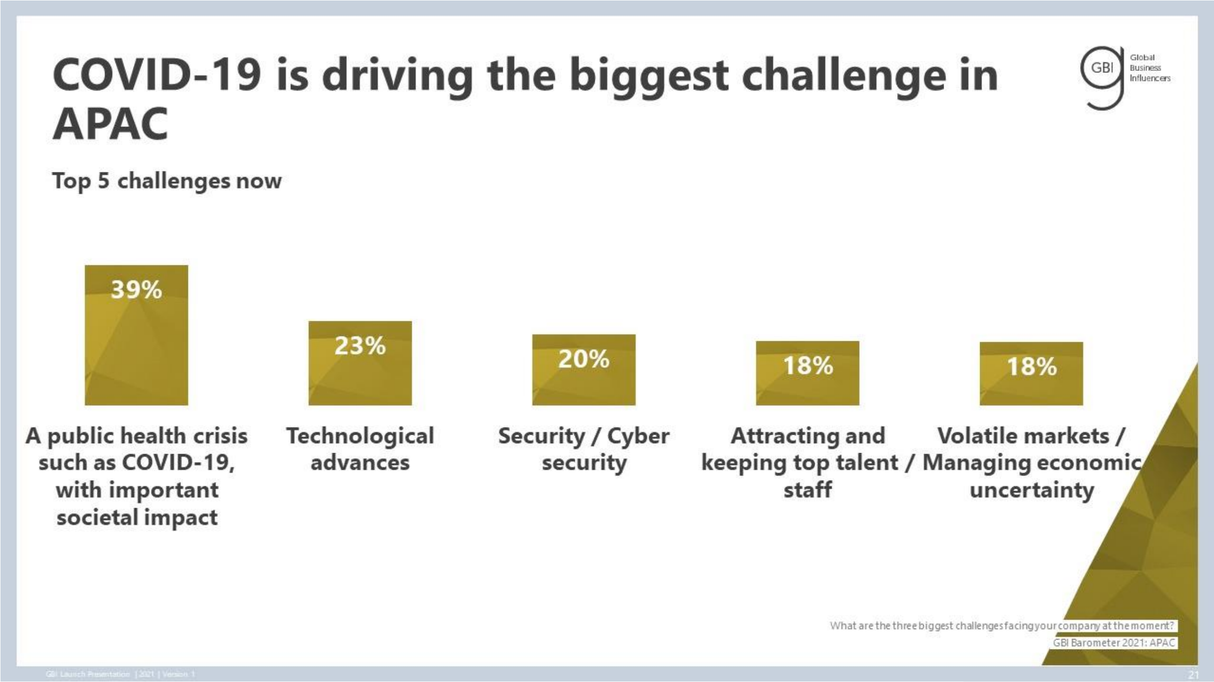
When asked the extent to which COVID-19 represents a threat to their business, the pattern is fairly consistent with what we've seen before.

Business leaders in Europe are the least likely to think that the pandemic represents a high threat to their business.

In the US, again, we see big reductions in perceived threat levels vs. last year. Whilst things in Asia-Pacific are basically aligned with what we saw 12 months ago.

However, in Africa, there appears to be a bigger threat to business this year than last year, which saw an increase to 57%.

There's a degree of sensitivity that needs to be considered when communicating with senior business leaders. They live in different parts of the world and are experiencing different restrictions or variations of lockdown. A "one-size-fits-all" approach is unlikely to work with this audience and communications will need to be tailored.

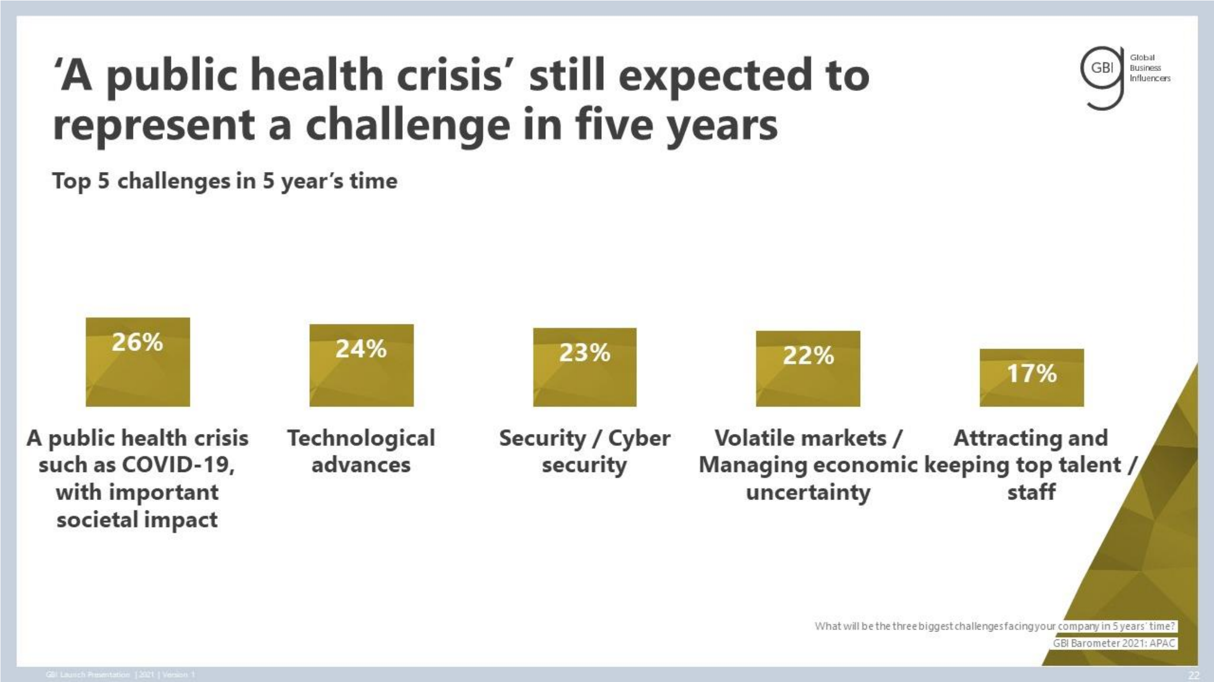


APAC's Biggest Challenge

Not only are Asian-Pacific GBI no more relaxed about the threat of COVID-19 to their business, but they're also as likely to say that 'A public health crisis' represents a key challenge to their business as they were last year. It was 43% last year and it's down very slightly to 39% this year.

Whether it's new waves of infections, or long periods of lockdown, all of these elements cause concern among business audiences, which we're seeing reflected in their challenges.

As with other regions, the challenge of navigating through COVID-19 is supplemented with what we call the 'business fundamentals', which are challenges associated with technology and security that still play an important role today, as they did pre-COVID-19.



Top Five Challenges In Five Year's Time

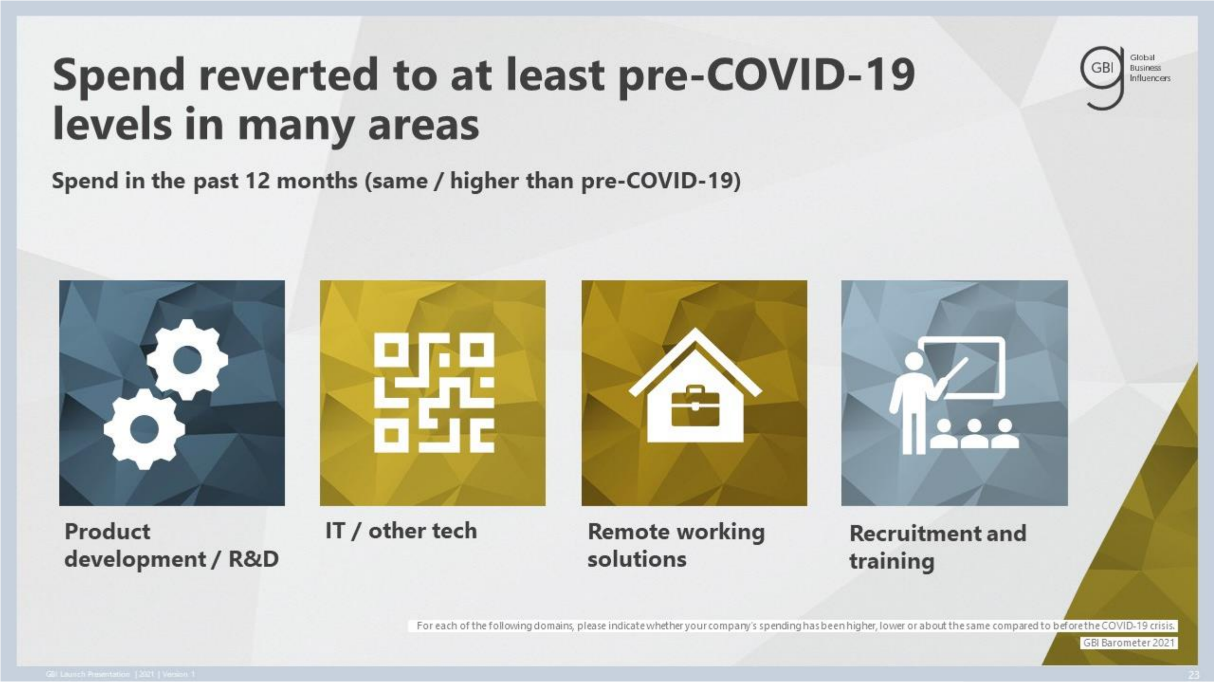
'A public health crisis' is still expected to feature as a key challenge in five year's time.

The previous slide stated 39% of Asian-Pacific business leaders highlighted it as a key challenge now. In five years, that number is expected to reduce to 26%. Although this is definitely a positive shift, it's still expected to be one of the biggest challenges they're facing in years to come.

The 26% is higher than what we see in Europe and the US and is in-line with what we see in Africa. For Asian-Pacific GBI, the expectation is that the effects of COVID-19 are still likely to have an impact in the long-term.

As with GBI in other regions, these business fundamentals are still set to play a role.

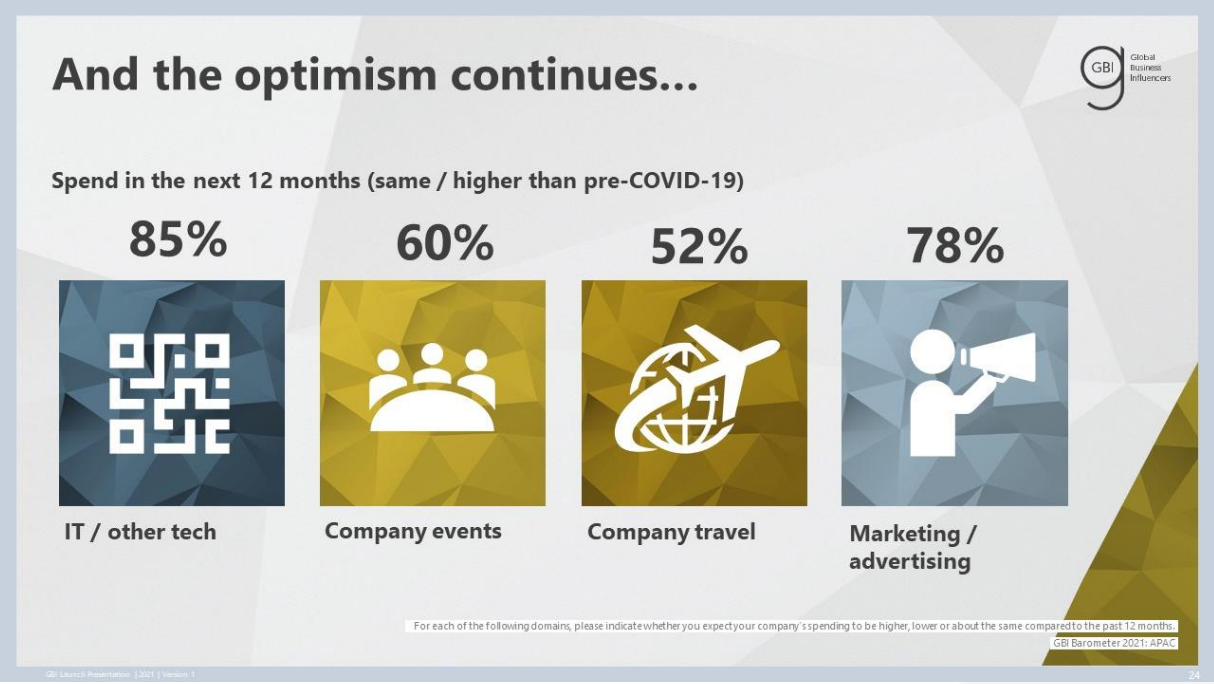
These are the challenges their companies are facing now and what they expect to face in the future, but what does this mean for their corporate spending?



Spend In The Past 12 Months

Spend over the past year has increased in areas such as 'product development', 'IT' and 'remote working' and these are all very much linked to the 'business fundamentals' of innovation and tech advancements.

There's also been somewhat of a revival. For around six in 10 Asian-Pacific GBI, spend on 'Recruitment and training' in the past 12 months has reverted to at least levels seen pre-COVID-19, if not higher. They're perhaps making up for some of the cuts they made at the start of the pandemic, and are now ensuring they've got the right people in place to deliver.



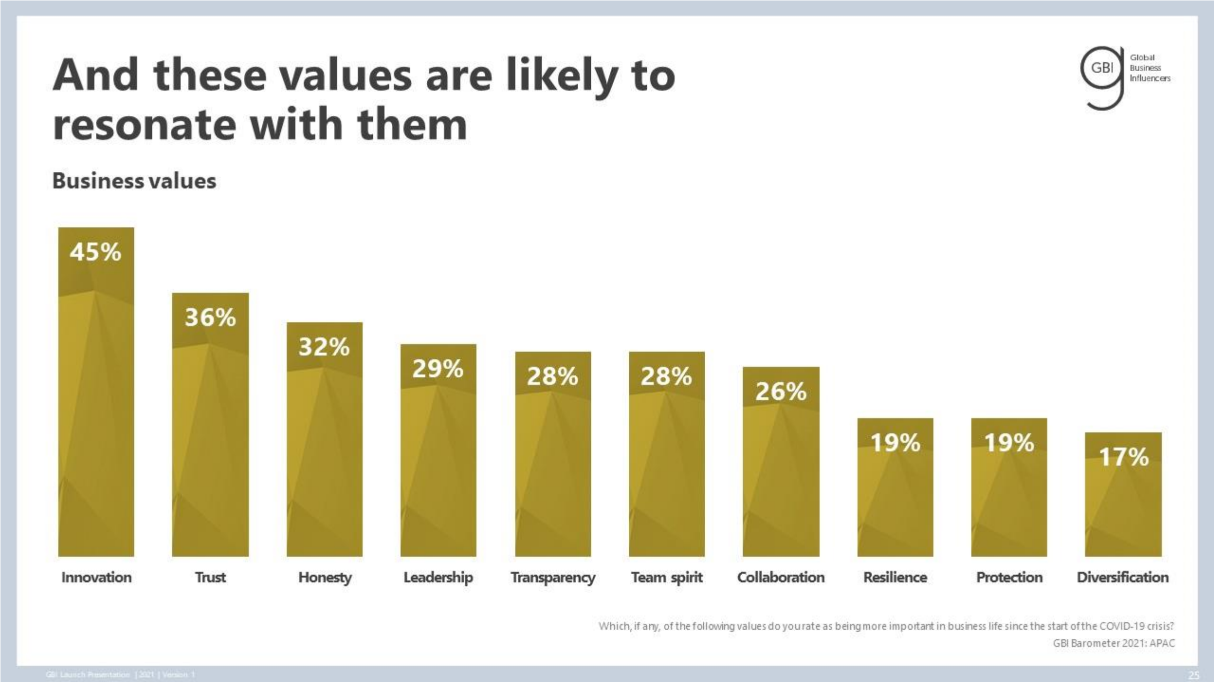
Spend In The Next 12 Months

Looking forward, there's even more optimism.

'IT and other tech' will continue to be huge for this audience.

Between five and six in 10 expect a revival of both company events and company travel, but importantly, spend on marketing and advertising is expected to reach at least the levels we saw pre-COVID-19.

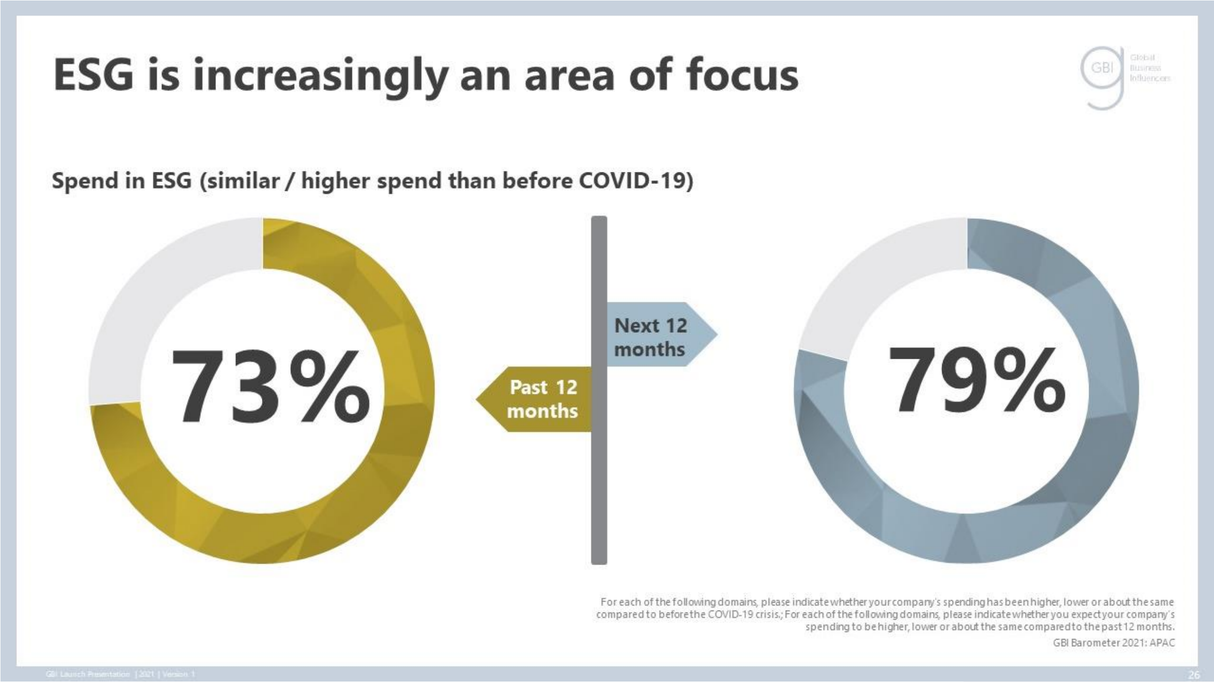
Their willingness to spend makes the next 12 months pivotal for reaching this audience. Things look like they're starting to return to normal, or at least that's the expectation of many GBI's, and now is the opportunity to engage with them.



Business Values

When you do engage with them, these are the values that matter most.

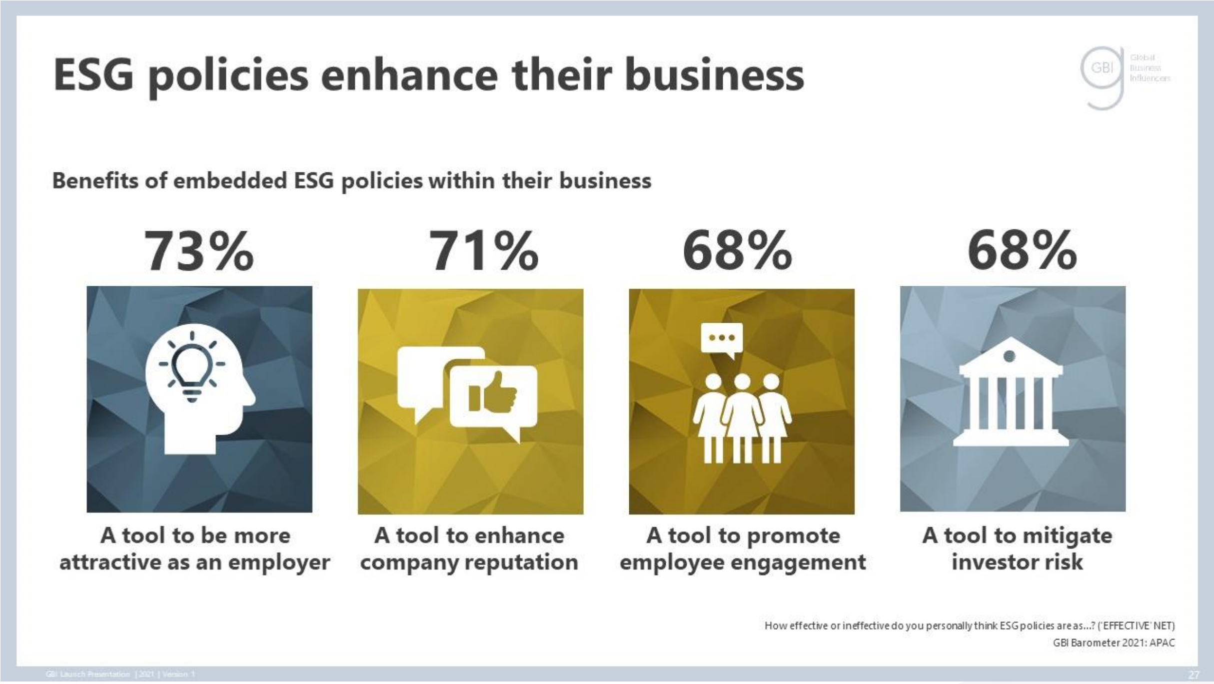
The importance of 'Innovation' shows that they're committed to production, but we also see that they want to have professional relationships built on honesty and trust, especially during a time where there's still relative uncertainty.



Spend In ESG

Another important area that these people value is ESG (Environmental, Social and Governance).

For Asian-Pacific GBI, over the past year, a large proportion saw spend in this area reach at least the levels we saw pre-COVID-19. It's also an area where they expect to increase spend in the next 12 months.



ESG Policies

Why is ESG an area where GBI are willing to allocate big corporate budgets?

Aside from doing good for the planet and society, they reference a number of benefits that these policies have on their business.

For example, they say it makes them a more attractive employer, it enhances reputation and it helps to engage employees.

ESG Policies

ESG isn't just important within their business, it also plays an important role in deciding who they do business with.

For Asian-Pacific GBI, 68% say this is important, and for context, this increases significantly to 81% in the US.

ESG Policies

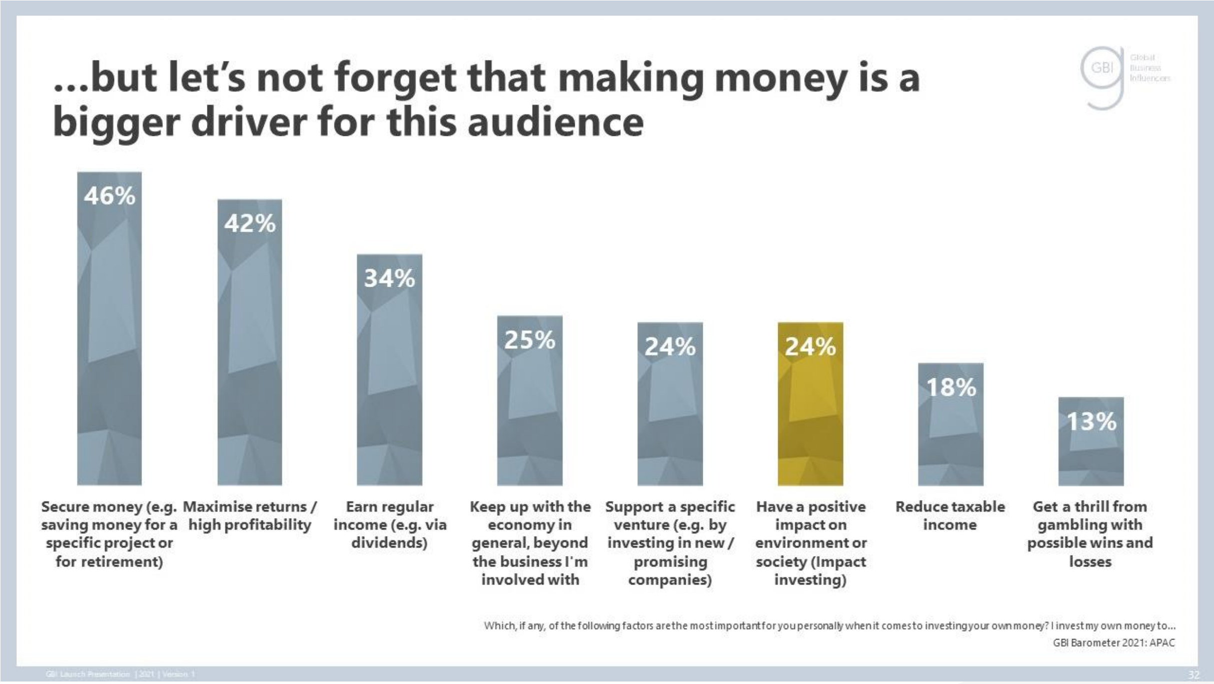
Of those who implement an ESG policy, they say they’re taking action in areas such as improving working conditions, pollution and mental and physical wellbeing.

Other Areas Of Pro-activeness

In addition to having ESG-specific policies in place, the vast majority of GBI (regardless of which region they're in) are also trying to be more pro-active when it comes to diversifying their workforce, reviewing gender pay-gaps and monitoring the 'greenness' of their supply chains.

Having A Positive Impact On Society Is On The Agenda

However, ESG and sustainability isn't just important from a business perspective; around a quarter of GBI say that 'having a positive impact on the environment' is one of the three most important factors when investing their own money.



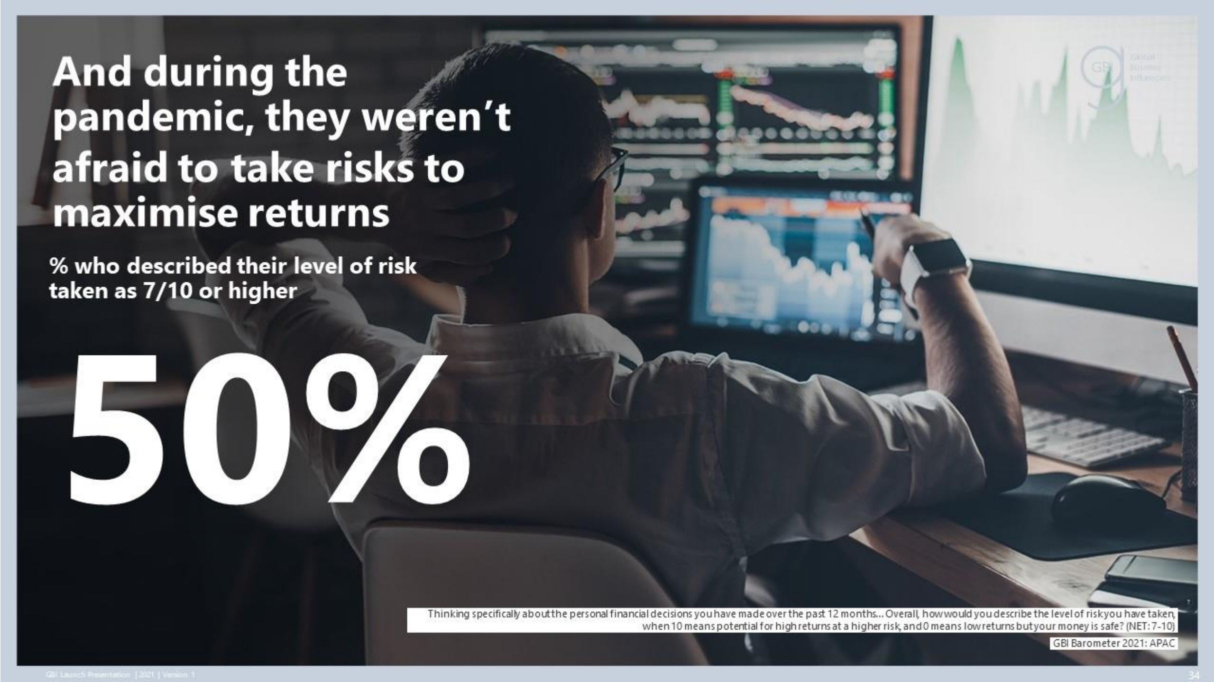
Making Money Is A Bigger Driver For This Audience

But it's really important to note for these people, that when they make personal investment decisions, it's ultimately all about making more money.

Around one in four say it's important to have a positive impact on society, but their main priority is securing money and maximising returns.

Larry Fink

This quote here from Larry Fink sums it up quite nicely. He talks about the role of sustainability in firstly, building more resilient portfolios but ultimately, getting better returns.



Taking Risks To Maximise Returns

Their ambition to enhance their financial portfolios helps to explain why, over the past year, around half of Global Business Influencers have taken greater risks in their personal investments.

It's during times like this; times of disruption and market volatility, that these people see opportunities for growth.

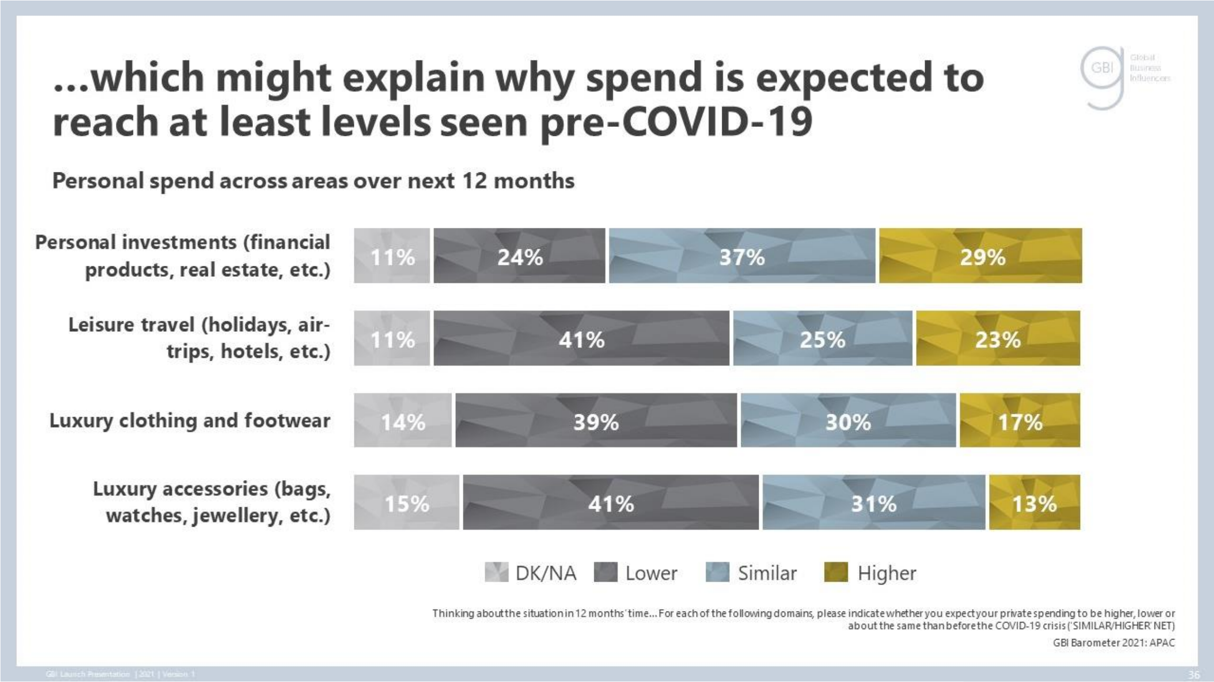
Therefore, they're still your most valuable audience from a business perspective, but this also emphasises their importance from a consumer and personal finance lens, as well.

There Is Optimism About Their Personal Financial Situation

Moving forward, they're optimistic about their personal financial situation, and they expect the value of their financial investments to grow or at least remain the same in the next 12 months.

To add further evidence of that 'bullishness' among US GBI that was mentioned earlier, these figures increase to 84% and 96% respectively but even still, the outlook for Asian-Pacific GBI is very positive.

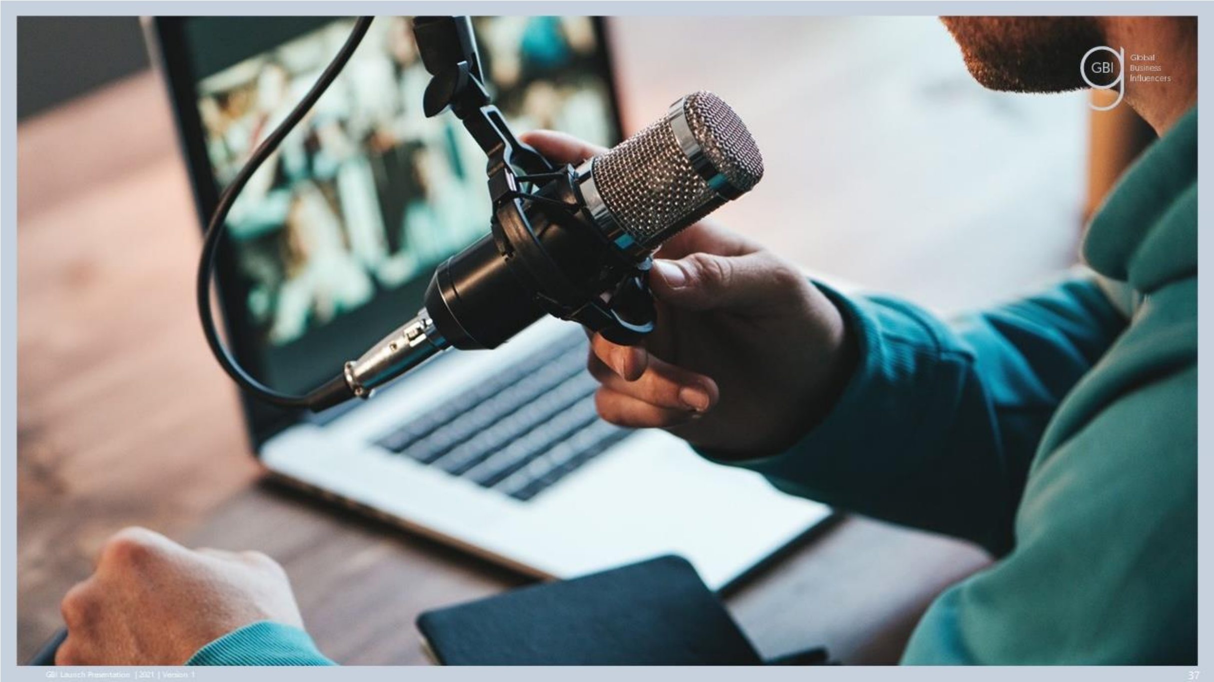
What does this positivity mean for the way in which they spend their disposable income?



Personal Spend Across Areas Over Next 12 Months

Reassuringly, spend across a number of areas is expected to reach at least the levels seen pre-COVID-19. Positively, a proportion even expect spend to be higher than what we've seen previously when it comes to things such as personal investments, leisure travel and luxury goods.

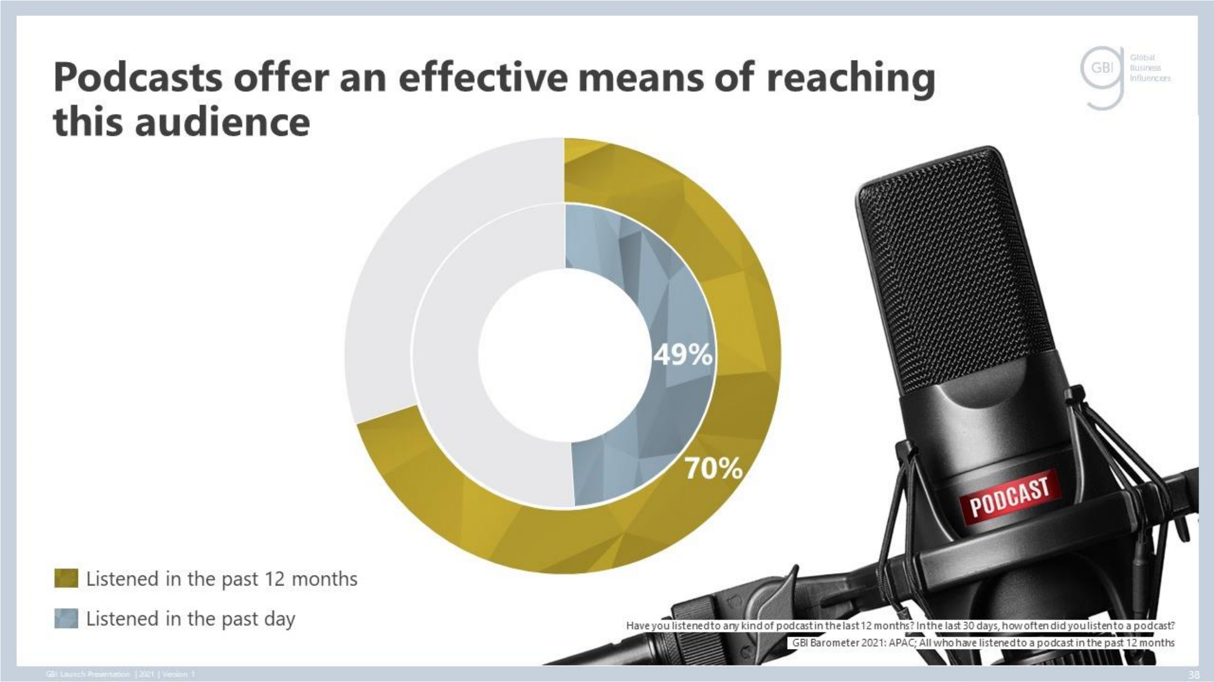
Despite being in a pandemic, this audience have coped fairly well financially. They've got money to spend, and they're certainly still key for sectors such as luxury and travel.



Podcasts

In this last section, we explore GBI's media habits, with a focus on podcasts.

One of the changes we've made this year is to introduce a question about the reach of brand-specific podcasts, allowing you to go beyond general podcast behaviours and begin to identify what podcasts they're most likely to be listening to.



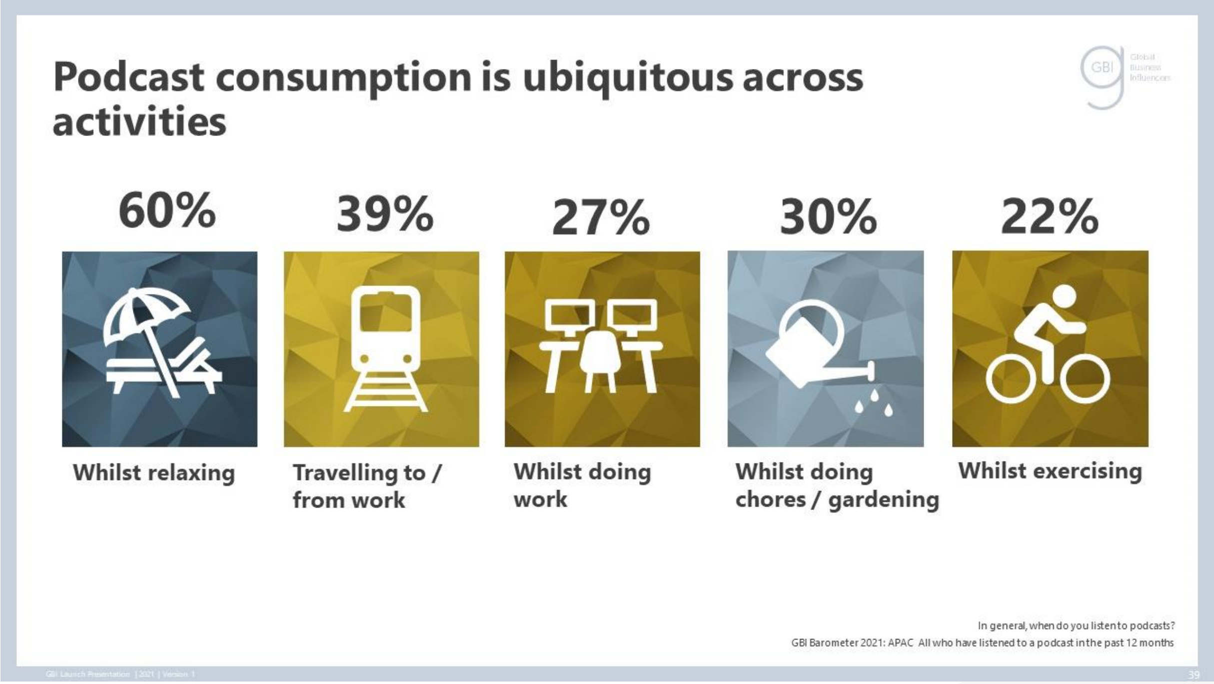
Podcasts Offer An Effective Means Of Reaching This Audience

Among Asian-Pacific GBI, podcasts are clearly very popular.

COVID-19 has certainly accelerated their growth.

Of those who have listened to a podcast in the past year, around half say that they listen daily.

For brands wanting to reach these senior business audiences, it's certainly worth at least considering podcasts as part of your marketing mix.



Podcast Consumption Is Ubiquitous Across Activities

When you consider the busy lives of this audience, it's no wonder they like to put their feet up occasionally. That's exactly when they're most likely to be listening to podcasts.

But they also listen when they work, when they travel and even when they're doing the gardening.

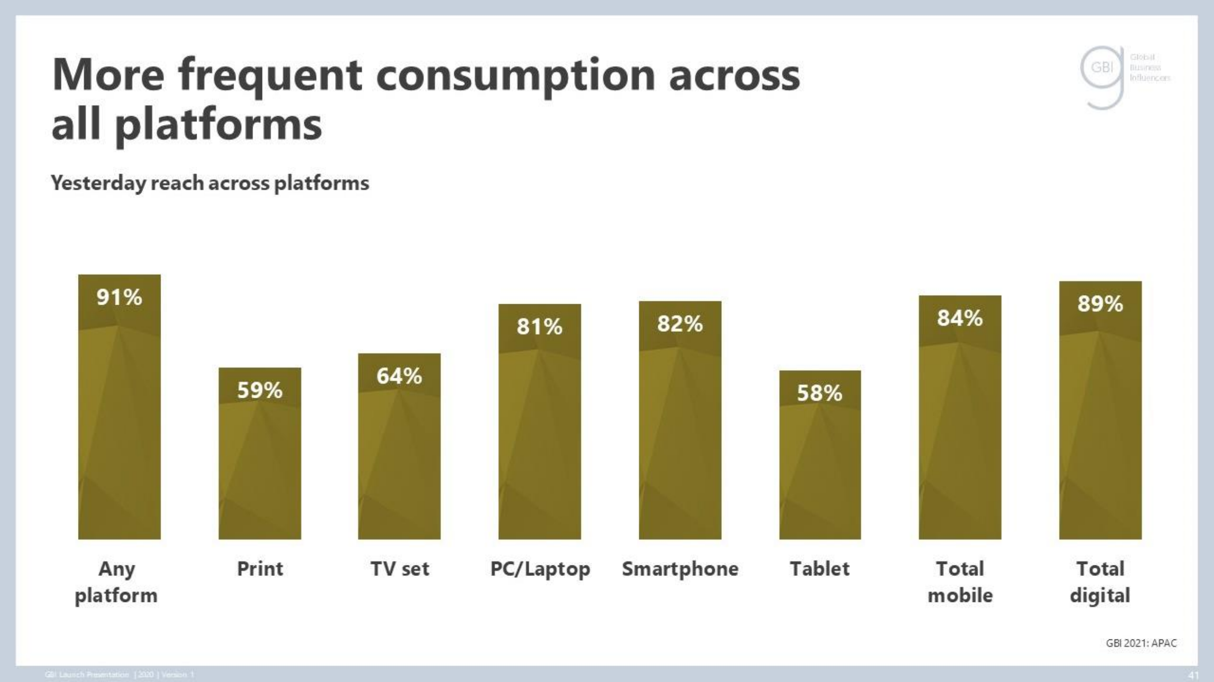
But what types of content are they most likely to be listening to?

Types Of Podcasts Listened To

They listen to topics that are of interest to them personally, such as ‘music’, ‘TV’ and ‘film’.

These senior business leaders also never truly switch off. Personal interests aside, they also listen to podcasts that are perhaps linked to their jobs, which is why we see topics such as ‘science and technology’ and ‘business and the economy’ also rank highly, too.

Not only does this data help us to understand more about this audience from a personal standpoint, but it’s also very useful in knowing how we can reach them.



More Frequent Consumption Across All Platforms

Their media habits are diverse. Here, we can see platforms accessed in the past day. Of course, digital is huge and podcasts will be playing a big role here, but we can't ignore the importance of more traditional media when communicating with this audience as well.

As we can see, 'print' and 'TV set' consumption is still very common, which means they shouldn't be over-looked, despite the dominance of mobile and other digital formats.

Three Key Takeaways

It’s absolutely essential that we consider the fact that different countries and regions around the world will all be at different stages in their response to COVID-19.

- In Asia-Pacific, we see lots of similarities between this year and last year when it comes to threat levels and business challenges posed by COVID-19
- However, globally, the story varies and we need to bear this in mind when communicating with this audience.

ESG is important for their business, determining who they work with, and in influencing their personal financial behaviours. We expect that it's going to become even more important in the coming years. Therefore, ESG needs to be considered in communications, or when launching new products.

With the GBI survey reflecting current business and consumer trends, and also giving us a view on media consumption habits, our data is unrivalled in helping you to understand and target this audience.

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