THE POWER OF PURPOSE & BRAND HUMANIZATION FOR B2B MARKETERS

NBCUniversal

WE'VE BEGUN TO SEE GREATER EMPHASIS ON THE **INTERSECTION OF BRAND BUILDING & PURPOSE**

81%

of B2B companies plan to **invest more in brand marketing** over the next 5 years

79%

of Americans think companies should take action on important issues

57%

of B2B companies report being more focused on brand purpose today vs. 3 years ago

Source: WARC

MARKETING LEADERS RECOGNIZE ***THE NEED FOR CREATIVITY*** IN B2B ADVERTISING

NBCU Interviews conducted with leading Global B2B Marketers:

'My career has mainly been in big consumer marketing. I think the data around **emotion in B2B is actually stronger**…it's a far bigger decision than reaching out for a packet of detergent.'

John Rudaizky, Partner, Global Marketing

'If we all recognized our **decision makers and target audiences as human beings**, we would start to see more and more creativity. I think **B2B is ripe for creativity**…'

Alicia Tillman, Global CMO

'**I'm pushing my team towards more creativity all the time**. Sometimes the data-driven approach takes precedence and people forget the creativity.'

Iris Meijer, Global CMO

Source: B2B Marketing: Evolving in a Crisis, NBCUniversal + World Federation of Advertisers

YET STILL, B2B'S OFTEN FOCUS ON THE STRENGTHS OF THEIR PRODUCT

BUT FAIL TO EMBRACE THE HUMAN COMPONENT OF MARKETING

97%

of B2B marketers believe that it's important to **humanize** their brand

yet only

26%

say they have managed to do so already

Source: ANA

TO DIFFERENTIATE & CONNECT

B2B BRANDS NEED TO BE & TALK HUMAN

75% of B2B video ads **lack emotional resonance**

...but B2B ads that incorporate emotional content see

2x **stronger performance** vs. rational content

Additionally…

Avg. **attention index** for emotional ads increased **+12%**

(2021 vs. 2020)

Source: iSpot.tv

B2B marketers need to adopt **brand storytelling** that appeals to **human emotion**

…as opposed to purely focusing on the functional nature of a product or service

BUT STILL...

40%

OF B2B MARKETERS

FIND COMUNICATING THEIR BRAND'S

DIFFERENTIATION

FROM COMPETITORS ONE OF THEIR TOP CHALLENGES TODAY

Source: Allison+Partners

COMMUNICATING <u>BRAND PURPOSE</u> *CAN HELP APPEAL TO HUMAN EMOTION…*

AND ***<u>PURPOSE</u> CAN MANIFEST IN MANY DIFFERENT WAYS***

- Health & Wellness
- Innovation
- Education
- ESG
- DE&I
- Partnerships
- Community Service

NEW RESEARCH ALSO SHOWS THAT

PURPOSE & BRAND HUMANIZATION PLAYS A CRITICAL ROLE IN *INFLUENCING B2B BUYERS*

70%

said they made a choice to go with a vendor based on **positive perception of a brand's principles and what it stands for**

and

35%

say nowadays they **look much more closely at issues like sustainability & DE&I** when choosing which vendors to work with

Source: Globalwebindex (NBCU B2B Buyer research, Q1'22)

PURPOSE DRIVEN MESSAGING DRIVES **IMPACT AGAINST KEY CONSTITUENTS...**

A recent survey of B2B executives on the power of purpose:

BDMs

65% say it **influences BDM purchase decisioning**

Employees

73% agree it **motivates their existing sales teams**

End Consumers

71% say consumers are **more likely to buy from purpose-driven companies**

True business impact

82%

of B2B leaders saw ***greater business success*** when making purpose a core part of their messaging

Source: ANA Survey of B2B Professionals, 2020

PURPOSE ALSO APPEALS TO

THE NEW GENERATION OF KEY BUSINESS DECISION MAKERS

Key BDMs today are younger, more female & more diverse

- Millennial & Gen Z workers make up 62% of all B2B customers
- Compared to 2010, BDMs under age 40 increased +16%
- Proportion of women in senior mgmt. roles grew +29% in 2020
- Minority owned businesses account for +50% of new start ups

In many cases these audiences prioritize purpose over profits

- 63% of Millennial workers say the primary purpose of businesses should be “improving society” over “generating profit”
- 90% of Gen Z believe companies must act to help social and environmental issues

Sources: demandbase, grandviewresearch, forbes, adobe, NBCU custom research (Q1’22)

THIS IS WHY

B2B LEADERS

ARE TAKING NOTICE & ACTIVATING ON PURPOSE

88% of executives acknowledge that *now more than ever*, **companies must lead with purpose**

&

Over the past 15 years, **purpose-driven organizations have grown**

10% FASTER

than the market.

THE POWER OF PURPOSE IS EVIDENT ACROSS MANY B2B CATEGORIES

CATEGORY SPOTLIGHT: TECH

79% of tech leaders (c-suite) indicated they will pay a premium to work with vendors who incorporate sustainability into their business

80% of the time a tech company's stock price is positively influenced by sustainability practices

AWS is on track to power its entire operations with 100% renewable energy by 2025

Microsoft Azure supports a similar initiative to reach 100% renewable energy by 2025, in addition to further investments to improve water, waste disposal, and surrounding local ecosystems.

Google Cloud is committed to operating on carbon-free energy 24 hours a day by 2030, and the company has already achieved 100% renewable every year since 2017.

The CloudBolt Industry Insights Report, The Truth About IT Sustainability: Paying More Green to Get More Green,

THE POWER OF PURPOSE IS EVIDENT ACROSS MANY B2B CATEGORIES

CATEGORY SPOTLIGHT: TELECOM + THE DIGITAL DIVIDE

30% of corporate reputation is driven by good "citizenship" and "governance," more than any other factors (besides products & services)

Sustainable & ethical business practices is the 2nd-highest factor driving brand loyalty (after quality)

AT&T

AT&T committed $2B over 3 years to expand low-cost broadband & launch 20 Connected Learning Centers in underserved neighborhoods to provide AT&T Fiber, Wi-Fi, & laptops/tablets

Charter COMMUNICATIONS

Charter will spend $3.8B over 10 years to expand its broadband service to rural communities across 24+ states

COMCAST

Comcast is investing $1B to provide Wi-Fi-connected spaces in 1,000+ community centers and to expand its discounted internet program for low-income households

T-Mobile

T-Mobile is expanding its LTE fixed wireless access to 20M+ households and will provide 5G to 85% of the rural US in 3 years

verizon

By 2025, Verizon will invest $3B+ in vulnerable communities and continue its Innovative Learning STEM programs for Young Men of Color & Rural Young Women

Source: Deloitte, Fierce Telecom (1), Verizon,

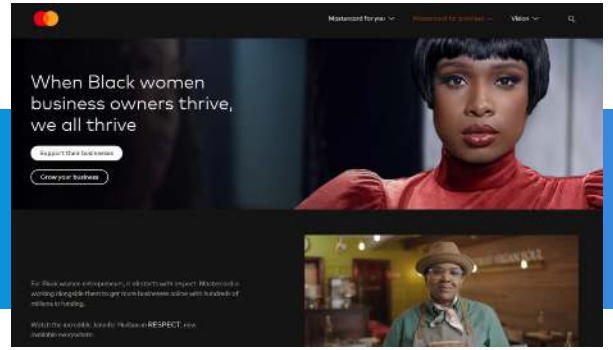
At the

INTERSECTION OF CREATIVITY & PURPOSE

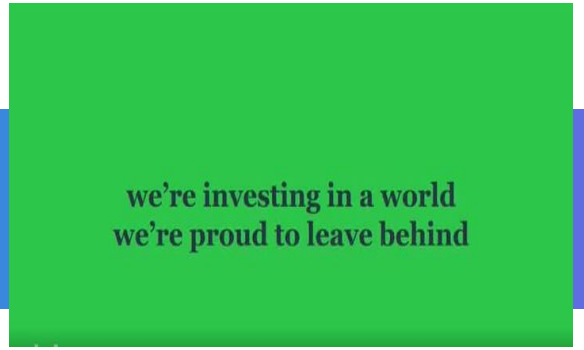
THERE ARE A LOT OF UNIQUE WAYS BRANDS ARE USING ***MEDIA & MARKETING*** TO SHOW UP

NBCUniversal

There are many recent examples of B2B marketers *tapping into emotion-driven human storytelling to convey their brand's purpose*



Mastercard champions **DE&I** for small business growth



Nuveen (TIAA) prioritizes **Sustainable Investing** in its ads

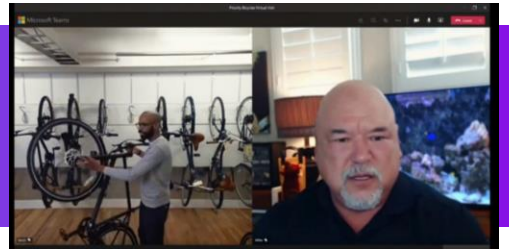
Ericsson ads on **empowering education & experiential learning**

Mayo Clinic focuses on setting a **new world standard in care**

Salesforce's *'Keep Helping'* campaign focuses on **doing good in the world**

Amex drives **impact for SMBs, communities and consumers**

IBM messages about **building a more environmentally sustainable future**



Microsoft Teams ads focus on **connecting the world & supporting small biz**

HUMANIZING B2B BRANDS DRIVES REAL IMPACT

"We made a significant pivot with our marketing to **focus more on emotional based marketing**, from what had been a traditional, very rational, often very transactional based marketing…B2B decision makers do want to make sure they find a vendor that can meet their business needs, but they also want to **make sure it aligns to the values of their brand**."

- **Alicia Tillman**
Former Global CMO, SAP

SAP's new core video creative *('Best Run')* focused on the idea that **the best companies make the world run better**.

After this pivot in messaging…

- SAP moved from 21 to 16 in Millward Brown's listing of the world's most valuable brands
- It became SAP's **highest performing campaign in the last 5 years**
- **+6% increase in purchase consideration & customer advocacy** in just several months

There are many recent examples of B2B marketers *tapping into emotion-driven human storytelling to convey their brand's purpose*

Spotlight

HP debuts a short film on Peacock showcasing **how data can unlock mysteries that can change the world.**

Creative collaboration between Giant Spoon & writers from Ozark and The Crown

There are many recent examples of B2B marketers *tapping into emotion-driven human storytelling to convey their brand's purpose*

Spotlight

SUSTAINABILITY

Matthew McConaughey Is #TeamEarth in Salesforce's Galvanizing Sustainability Campaign

The award-winning actor partners with the brand to launch a new platform addressing climate change

"The New Frontier" isn't space, but a more sustainable earth, according to McConaughey and the brand. Salesforce

The spot leads Salesforce's recently unveiled platform ***#TeamEarth*** which includes a website that breaks down crucial talking points like unconscious bias, accessible products and creating actionable climate plans.

"#TeamEarth is a rallying cry we hope will inspire people and companies to use their platforms for change," said Sarah Franklin, president and CMO at Salesforce.

"Guided by our **core values of trust, customer success, innovation and equality**, we are shining a light on how businesses and people can come together to build a better future."

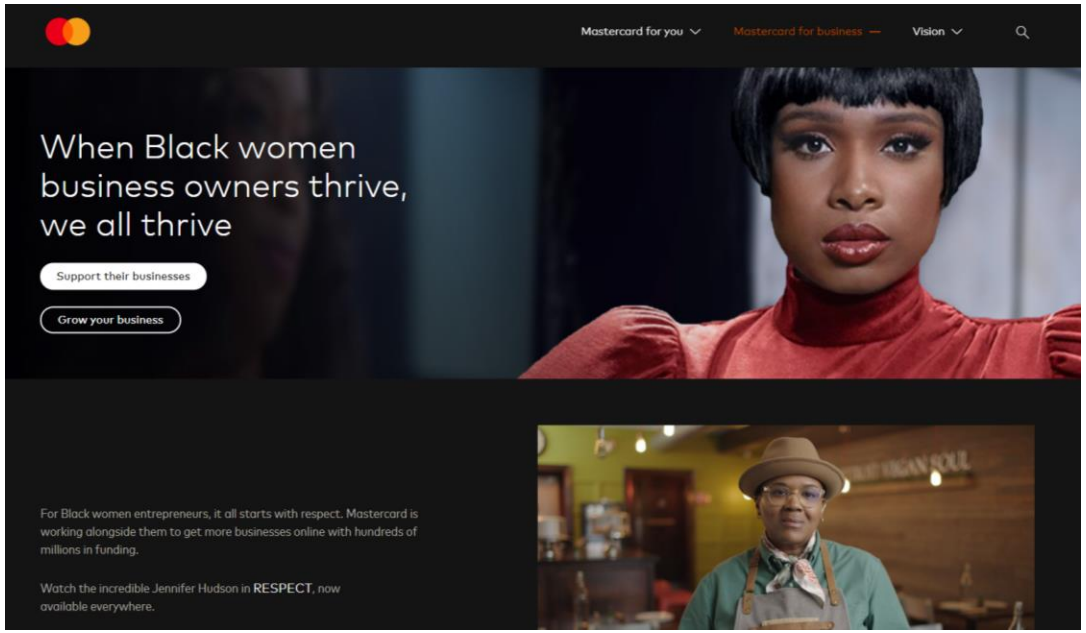
There are many recent examples of B2B marketers *tapping into emotion-driven human storytelling to convey their brand's purpose*

Spotlight

Mastercard and Jennifer Hudson launch multi-faceted platform supporting Black women-owned businesses

FEBRUARY 17, 2021 | PURCHASE, NY

Company issues call to shop, share and support Black women-owned businesses, launches grant program with Fearless Fund and educational road show



Black women-owned businesses are vital to our economy and are amongst the hardest hit by the impacts of the pandemic. Today, Mastercard is announcing the ***Strivers Initiative,*** **a consumer-facing platform, elevating the visibility of Black female business owners** overcoming obstacles to maintain and grow their business, as role models for the community and future generations. The **initiative will kick-off with a national ad spot featuring Black women business owners** from across the U.S. and GRAMMY Award winning singer/songwriter Jennifer Hudson.

The initiative will include a **grant program in partnership with Fearless Fund, a VC fund built by women of color for women of color.** This will be complemented by a **multi-city educational road show driving awareness** of the state of women and minority-owned business in cities across the U.S. and providing **insights into progressive actions cities can take to foster an equitable business climate.**

There are now many examples of B2B marketers *tapping into emotion-driven human storytelling to convey their brand's purpose*

nuveen
A TIAA Company

Spotlight

Nuveen (TIAA) prioritizes **Sustainable Investing** in its ads

There are now many examples of B2B marketers *tapping into emotion-driven human storytelling to convey their brand's purpose*

MAYO CLINIC

Spotlight

Mayo Clinic focuses on setting a **new world standard in care**

Creative focuses on **humanizing doctors, medical leaders and patients**

WHAT TYPES OF CHALLENGES DO B2B MARKETERS FACE IN PIVOTING TO EMPHASIZE MORE PURPOSE-DRIVEN MESSAGING

Coming Across as Inauthentic

May be afraid that the message doesn't reflect what the company truly stands for (ex: greenwashing)

Creative Production Costs

Investing in brand creative may be more expensive than product creative

Low Trust Levels

Some companies in the B2B Finance and Tech space are already challenged with low trust levels

Brand vs. Performance Priorities

Tension between different media goals/objectives

The idea of

PURPOSE

IS CORE TO NBCU'S BELIEFS

& there are

UNIQUE WAYS TO **TELL YOUR BRAND PURPOSE STORY**

&

REACH ALL CORE AUDIENCES

USING **THE POWER OF ONE PLATFORM**

NBCUniversal