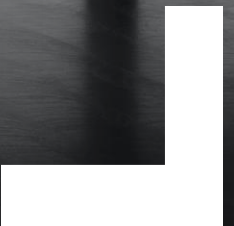


**NBCUniversal + sky**  
**Global Insights**

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# The Power of Marketing In B2B Decision Making



# Executive Summary

**Increased complexity**

BDMs feel the buying process is becoming more complex and unwieldy

**Multiple stakeholders**

With more internal staff involved in the approval process than previously

**Less vendor contact / opportunity to influence**

Meaning brands have less opportunity to directly influence and advise B2B buyers

**External comms are crucial**

Brand presence via comms is felt to be important to familiarize and educate the buying audience

**Brand strength simplifies approval and buy-in**

With buy-in easier to obtain for brands that have a strong presence via a broad comms strategy

The B2B Buying Journey

# A Lengthy Process Involving A Number of Stakeholders

**Decisions per year**

8.4

Vendor selection procedures undertaken per year (11.6 procedures in large corporations)

**Duration of evaluation**

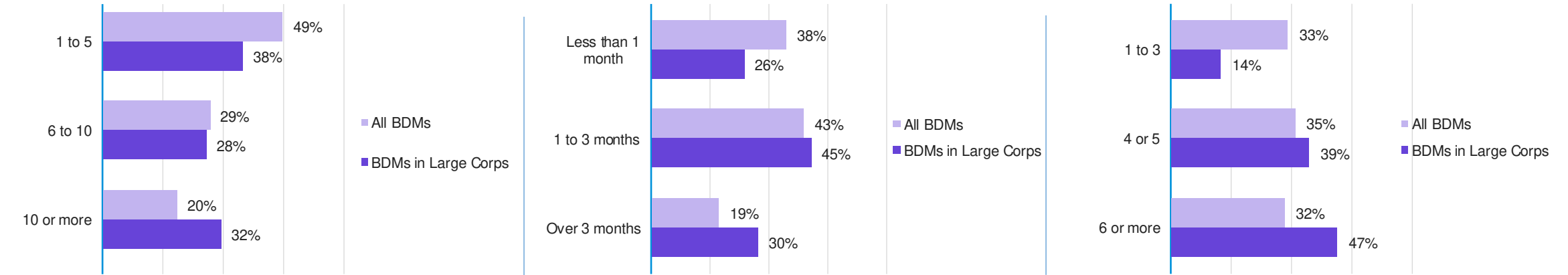
2.5 months

Average duration of vendor selection procedures (3.5 months in large corporations)

**Internal employees involved**

5.8

Number of employees typically involved in a vendor selection process (8.4 employees in large corporations)





# Increased Complexity in B2B Buying process

**73%** of BDMs in large corporations say 'the procurement process is more complicated nowadays'

Complexity

73%

“

Quotes from BDMs around an increase in complexity:

'Over the past couple years, our organization has aimed to have greater oversight by leadership and finance into all contracts so what was once an easy contract signed by myself has become a multi-step process of review and signature'

'The bigger the company, the more complicated the procurement due to hierarchical process and structures.'

'Bureaucracy in all organizations like mine are hard to navigate through for necessary approvals - There is a lot of documentation required even before a project can be approved, all the way through vendor selection.'

# More Stakeholders Involved In The B2B Buying Process

68% of BDMs in large corporations say “The procurement process involves more people than previously”

More people

68%

‘The procurement process starts with the end-use customers and goes all the way through to the vendors, the people in between such as the admin teams, the departmental heads, accounts department, operations department, quality department all are involved in this process.’

‘I definitely think for smaller contracts, value wise, there likely needs to be less people reviewing and signing than what we currently do. For some of our larger contracts, I'm ok with having multiple eyes on it so we're not missing anything.’

‘Online purchasing options means more team managers get involved in sourcing and purchasing decisions which adds complexity to the purchasing journey.’

“

Quotes from BDMs around an increase in stakeholders:

# Increasing Levels Of In-housing And Self-Serve Procurement

**89%** of BDMs in large corporations say “A lot of vendor evaluation is conducted in-house before any contact with vendors”

In-house  
evaluation  
**89%**

“

Quotes from BDMs around  
less vendor contact:

‘Now just about everything is submitted electronically and we rarely need to speak with someone unless there is an issue or question.’

‘I think most buyers are using tools like SAP and Ariba to interact with buyers at the sales level, and are not communicating via phone or email as much. This is to maintain legal records, reduce error in communication, and save time. .’

‘Nowadays it seems like a lot of the RFP process has been removed, and there is less interaction with account managers.’



# Vendors Have Less Opportunity for Direct Contact With Buyers

81% of BDMs in large corporations say “The buying process involves less direct contact with vendors than previously”

Less vendor  
contact

81%

‘I agree there is less contact because we purchase all of our inventory through digital means and do not have any direct contact with vendors.’

‘I think most buyers are using tools like SAP and Ariba to interact with buyers at the sales level, and are not communicating via phone or email as much. This is to maintain legal records, reduce error in communication, and save time. .’

‘Nowadays it seems like a lot of the RFP process has been removed, and there is less interaction with account managers.’

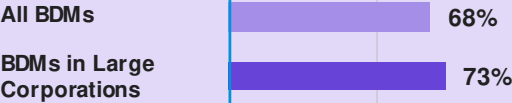
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Quotes from BDMs regarding less vendor contact:



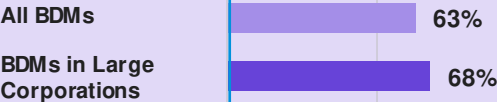
# Reduced Opportunity for Vendors to Directly Influence

More complex



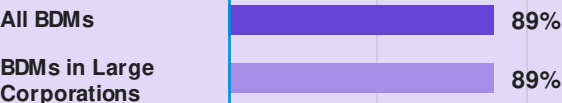
% agreeing 'The procurement process is more complicated nowadays'

More stakeholders



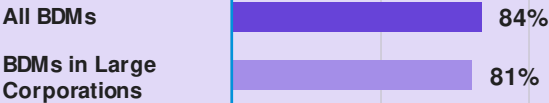
% agreeing 'The procurement process involves more people than previously.'

More evaluation



% agreeing 'A lot of vendor evaluation is conducted in-house before any contact with vendors.'

Less contact

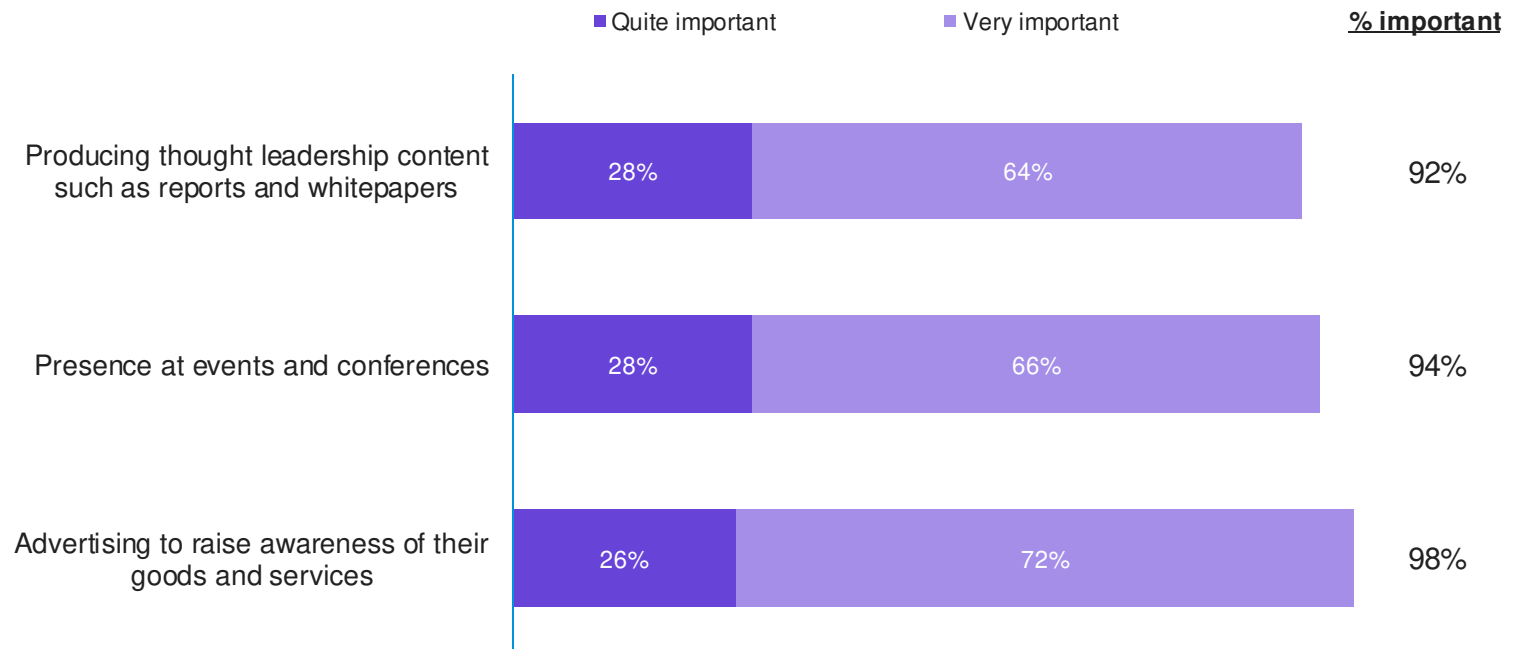


% agreeing 'The buying process involves less direct contact with vendors than previously.'



# Effective Marketing Is Essential To Engage The B2B Buying Audience

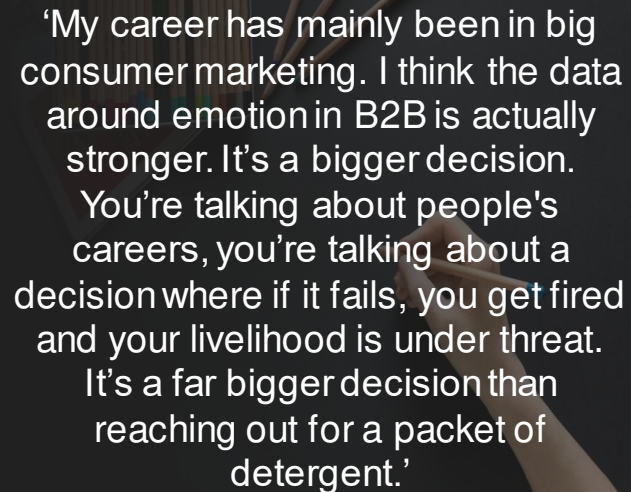
## Importance of key marketing channels



Base: BDMs in Large Corporations (150), NBCU B2B Purchase Journey Research, Q1 2022. Source: GWI  
Q: How important are each of the following ways vendors market their goods and services?

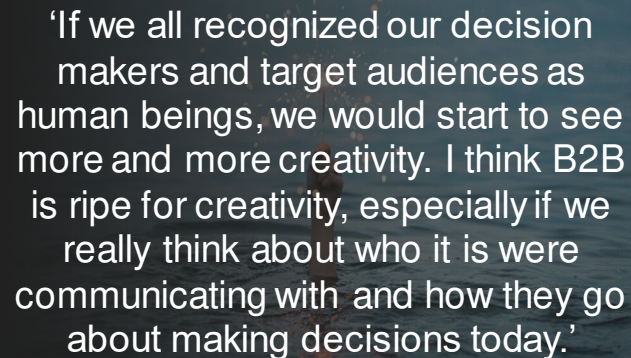
# Marketing Leaders Recognize The Need For Creativity in B2B Advertising

Interviews conducted with leading Global B2B Marketers:



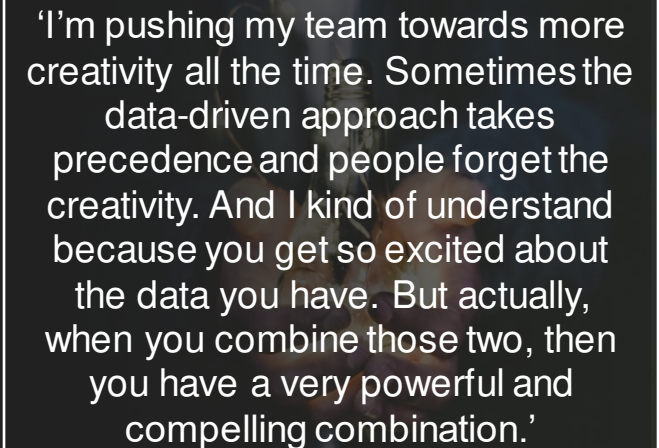
'My career has mainly been in big consumer marketing. I think the data around emotion in B2B is actually stronger. It's a bigger decision. You're talking about people's careers, you're talking about a decision where if it fails, you get fired and your livelihood is under threat. It's a far bigger decision than reaching out for a packet of detergent.'

John Rudaizky, Partner,  
Global Brand & Marketing, EY



'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, especially if we really think about who it is we're communicating with and how they go about making decisions today.'

Alicia Tillman, Global CMO  
SAP

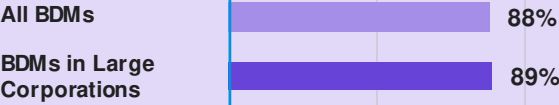


'I'm pushing my team towards more creativity all the time. Sometimes the data-driven approach takes precedence and people forget the creativity. And I kind of understand because you get so excited about the data you have. But actually, when you combine those two, then you have a very powerful and compelling combination.'

Iris Meijer, Global Chief Marketing Officer  
Vodafone Business

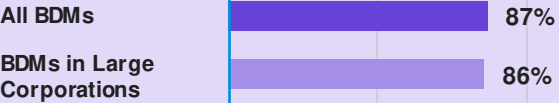
# Advertising Crucial To Create Awareness, Credibility And Endorsement

More share of mind



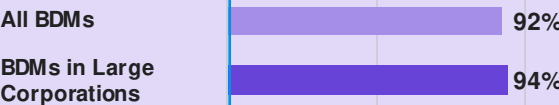
% agreeing ‘Seeing advertising for potential vendors helps keep them top of mind.’

More credibility



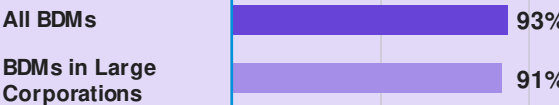
% agreeing ‘If I see a brand either advertising or producing content in association with a trusted media brand it makes them more credible to me’

More buy-in



% agreeing ‘It’s easier to get internal buy-in for a potential vendor if it is a strong, well-known and established brand’

More consideration



% agreeing ‘I’m more likely to consider a brand if they are associated with content that shows that they are experts in their area.’



# Advertising Working Throughout The Procurement Process

Greater  
Share Of Mind

'Advertising for potential vendors helps keep them top of mind.'

**Attract**

*'Advertising is helpful in understanding what capabilities and services organizations have to offer'*

*'Absolutely, we have lost potential customers simply due to them recognizing our competitors from ads.'*

Greater  
Credibility

'Content in association with a trusted media brand makes a brand more credible to me.'

**Engage**

*'This makes them seem like a larger and more well known company and that I can trust them.'*

*'I am not in favor of getting "9 touches" from a marketer in "9 days". Having an advertisement outside my work life that impacts my work is more likely to get my attention.'*

Greater  
Consideration

'I'm more likely to consider a brand if content shows that they are experts in their area.'

**Convert**

*'For us, we really focus upon white papers and reports where we can get more detail when doing our research.'*

*'If reports and content familiarize me with the brand, then I will feel more positive and confident about the choice and will be able to convince others as well.'*

Greater  
Buy-In

'It's easier to get internal buy-in if it is a strong, well-known and established brand.'

**Close**

*'It is definitely easier to get someone to agree to use a vendor that is familiar and well respected when lobbying others'*

*'It is easier to get procurement buy in for a better known company, even a more expensive company, simply due to brand recognition.'*



Reaching The B2B Decision Making Audience

# Wherever They Are, Whatever They Are Watching



Cross-Portfolio  
(All Content)

**129**  
Index

**159M**  
Reach



NBCUniversal + Sky  
Entertainment

**125**  
Index

**97M**  
Reach



NBCUniversal + Sky  
Sports

**124**  
Index

**37M**  
Reach



NBCUniversal + Sky  
News

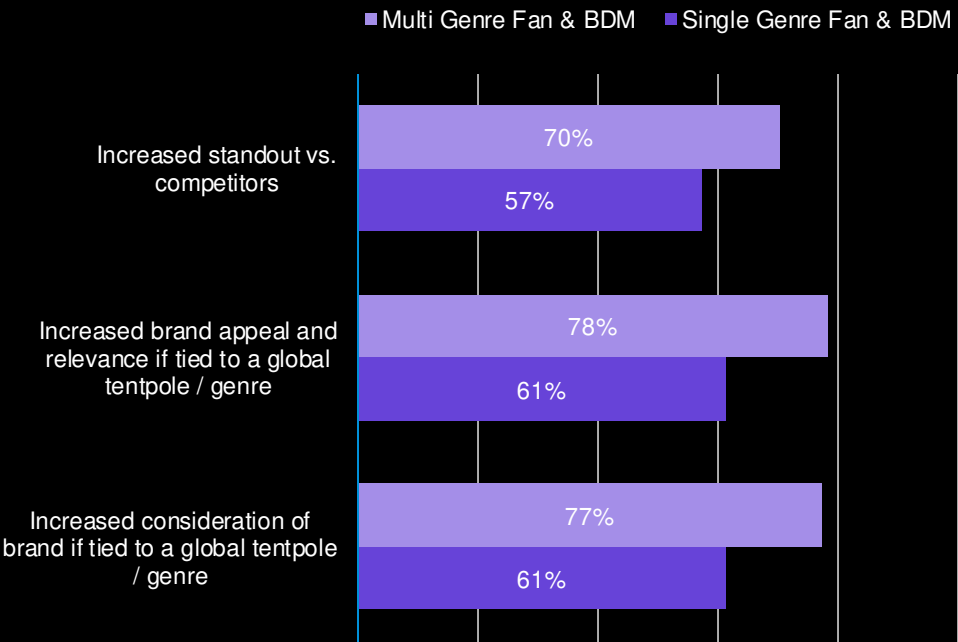
**139**  
Index

**108M**  
Reach

# Multiplier Effect Delivered Via Our Renowned News, Sport and Entertainment Portfolio

Activity that straddles genres means that a brand reaches a more engaged audience, with enhanced opportunities to see, engage and convert

Attitudes to towards brand association with tentpoles / genres



Base: All B2B BDMs (1152), BDMs in Large Corporations (150)  
NBCU B2B Buyer Research, Q1 2022. Source: Globalw ebindex.

## News



## Sports



## Entertainment



## NBCU & Sky B2B Case Study

# Communicating Across Multiple Genres

A leading B2B software brand have had a longstanding partnership with NBCU & Sky, leveraging News and Sports assets to dovetailing with their sports sponsorship portfolio with a creative showcasing sports with a touch of humor:



### Feedback from B2B Decision Makers Regarding the Creative Approach



'Using this approach to promote a B2B brand is a lot broader in its appeal. It still says a lot about the business brand and its capabilities but is also fun to watch.'



'The advert was really interesting and this approach helped the advert not be boring and kept me hooked throughout'

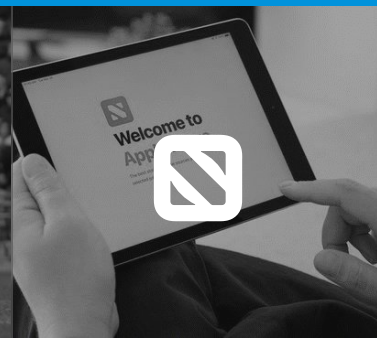
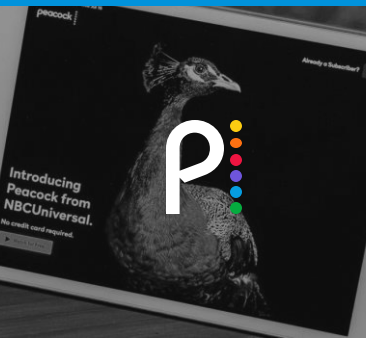


'I think that commercial in particular reaches its target audience well and is funny. I think it does great job standing out vs. competitors.'



'I think targeting different audiences through different media channels is useful to help build brand and product awareness.'

NBCU Qualitative B2B Buyer Research, Q1 2022 – Source: NBCU Insight Lab





## NBCU & Sky B2B Case Study

# Reaching BDMs via Thought Leadership

A Big 4 consultancy worked with NBCU across the News portfolio to showcase a study targeting and featuring Global C-Suites via a live launch event in 2021.

## Impact of the event partnership with NBCUniversal + Sky:

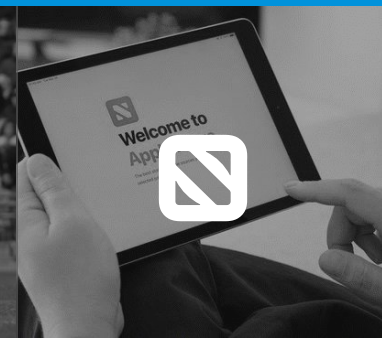
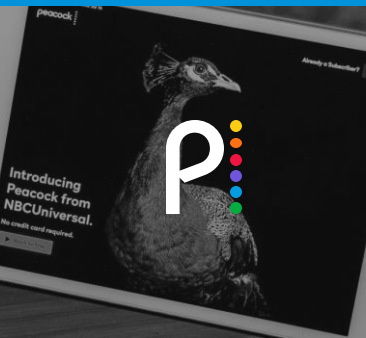
89% of those exposed to the event said it increased the credibility of the brand

93% of those exposed to the event said they learnt more about the brand

87% of those exposed to the event said they are now more likely to consider the brand in future

Those exposed to the event content were **2.8x** more likely to name the brand as the market leader in its category

Client Effectiveness Study Q2 2021 – Source: Globalw ebindex





# Summary and Conclusions

The purchase journey is now more complex and involves more stakeholders than ever before

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Vendors are often distanced from the buying process due to in-house scoping and evaluation

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Buyers feel advertising and marketing is essential to build brand awareness and credibility amongst an internal audience

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Advertising that goes beyond the traditional B2B route helps to create cut-through and brand strength

**NBCUniversal + sky**  
**Global Insights**

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# The Power of Marketing In B2B Decision Making

