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**BRANDING**

e aziende B2B

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# BRANDING

e aziende B2B

The B<sup>2</sup>B Institute

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**Presentazione della ricerca Branding e le aziende B2B**

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- **Alberto Vivaldelli**, *Responsabile Digital UPA*

# OBJECTIVES & RESEARCH METHODOLOGY





## OBJECTIVES

- 1 Relationship between **B2B business performance** and **brand equity**
- 2 **Barriers** to investments
- 3 Investments **Trends**
- 4 The role of **digital channels**



## METHODOLOGY

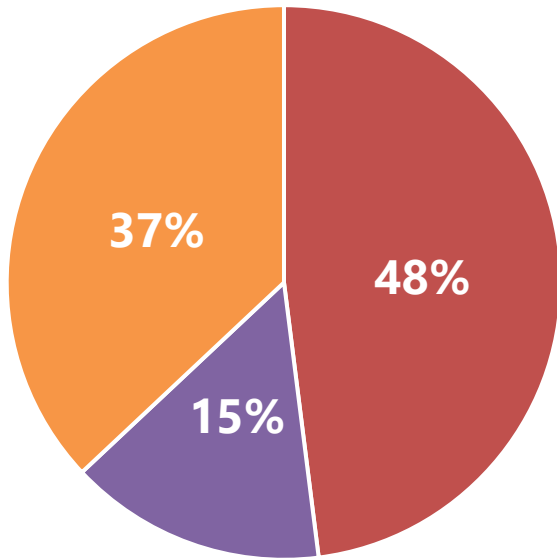
The research is realised through an **online survey**

**Duration:** 7° of December 2020 - 18° of January 2021

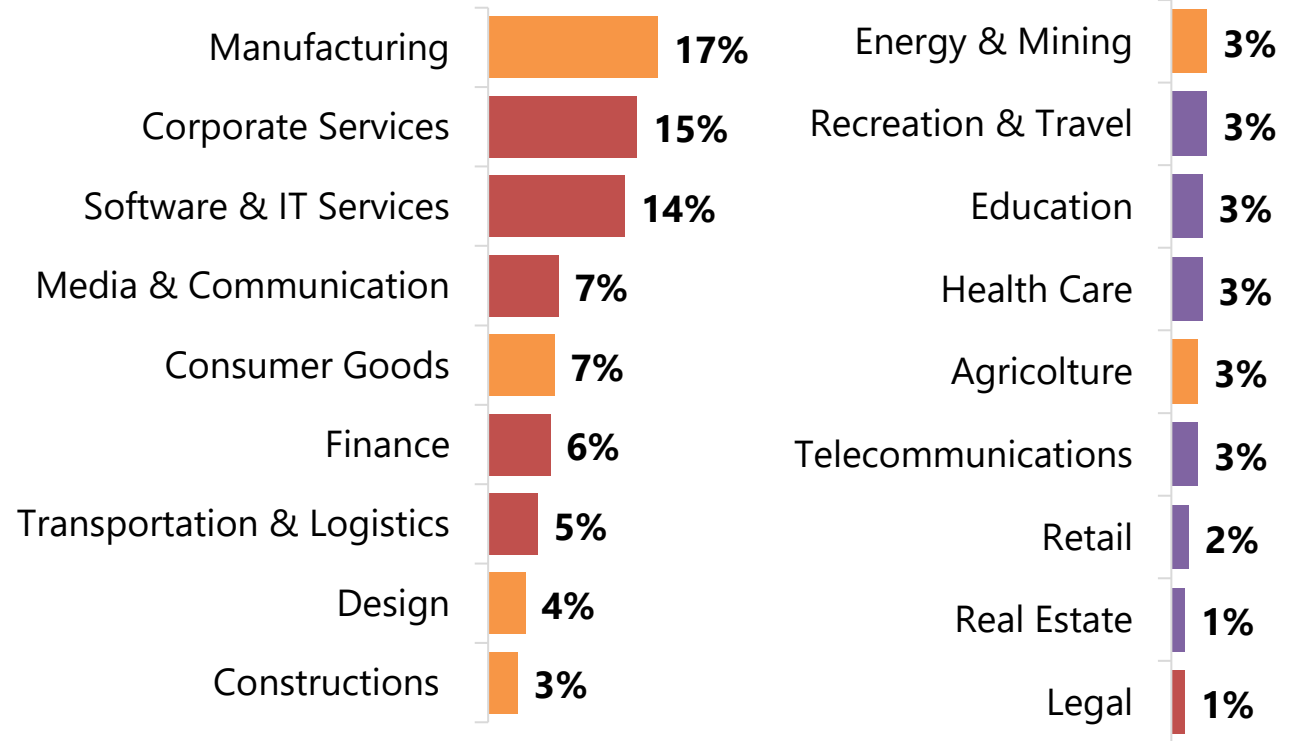
**Sample:** 240 B2B respondent firms

# METHODOLOGY

## REPRESENTED SECTORS



■ **Corporate Services**   ■ **Human Services**  
 ■ **Material Production**



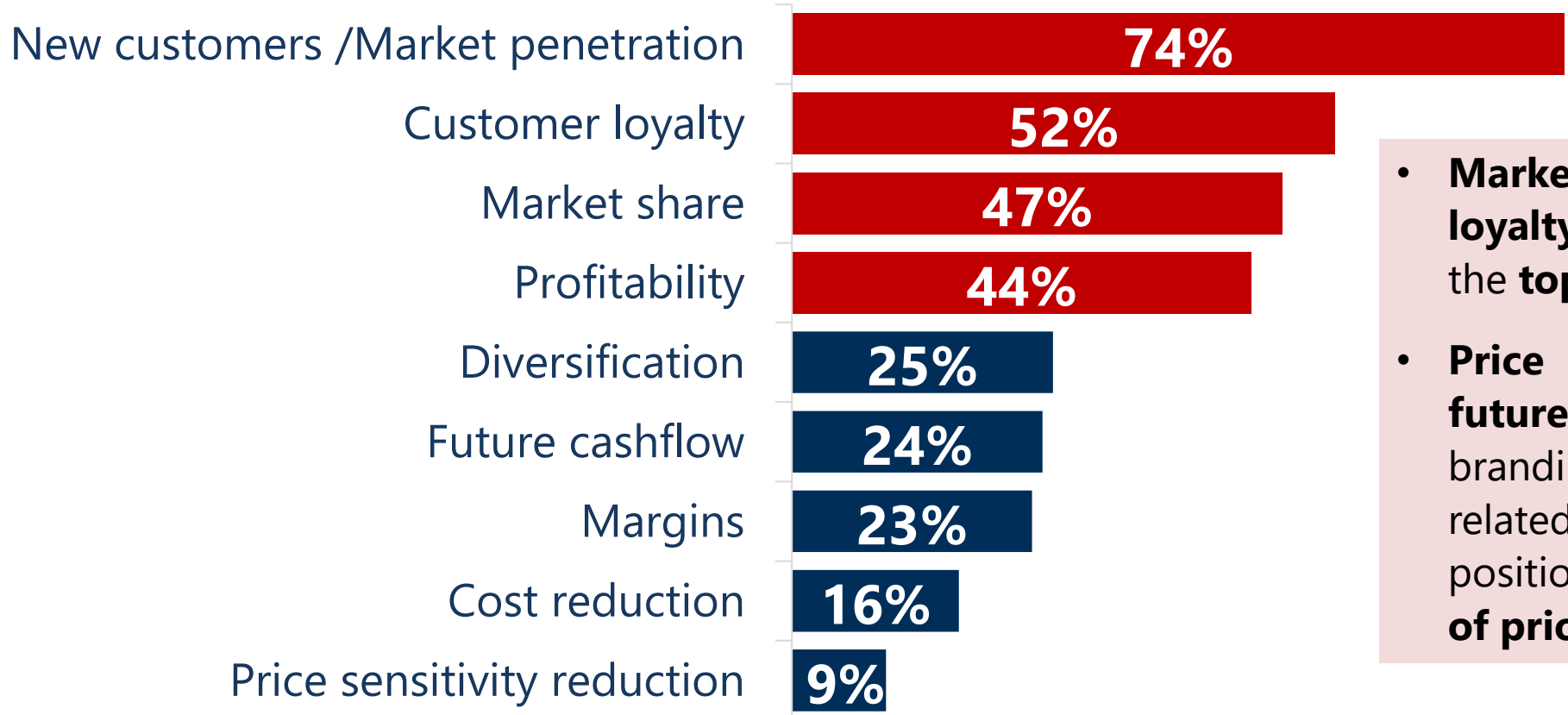
Among the following **sectors**, which ones does your company belong to? Select the sectors in which you identify your company.

Extensive Research

% Respondents – Multiple choice – Base: 240 Respondents

# BRAND EQUITY

# PRIMARY BUSINESS OBJECTIVES PURSUED



- **Market penetration, customer loyalty** and **market share** rank in the **top positions**
- **Price sensitivity reduction** and **future cash flow** – which in the B2C branding study were most often related to Brand Building – are positioned at the **bottom of the list of priorities.**

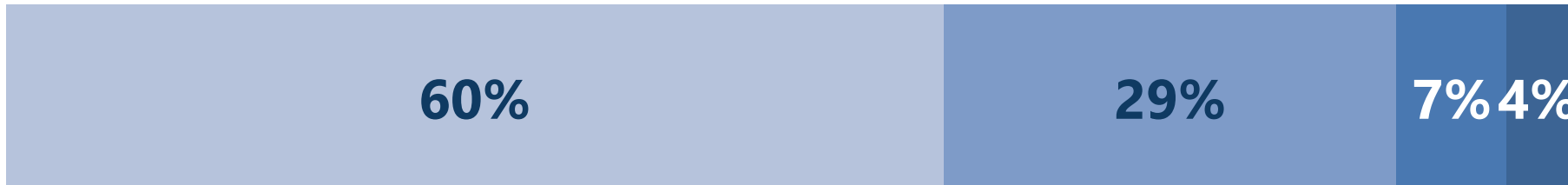
Which are the primary **business objectives** your company pursues? Select the first three business objectives.

Extensive Research  
% Respondents – Multiple choice – Base: 219 Respondents



# MARKETING & COMMUNICATION BUDGET

as a % of the turnover



■ Less than 5%   ■ Between 5% and 10%   ■ Between 10% and 20%   ■ Over 20%

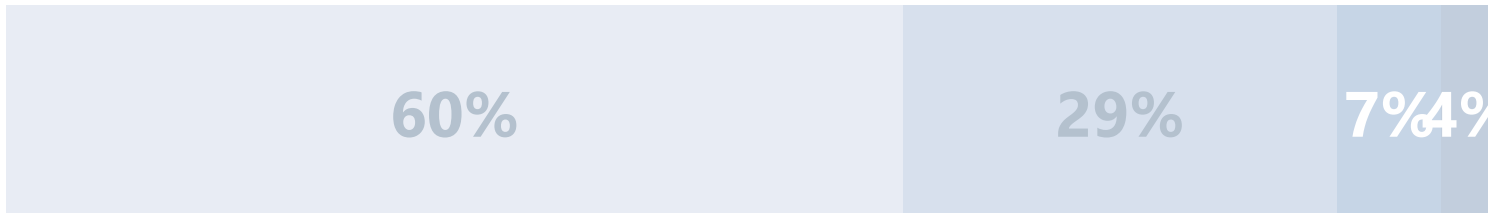
In your company, **in relation to the turnover**, how much do you invest in **marketing & communication**?

Extensive Research

% Respondents – Base: 194 Respondents

# MARKETING & COMMUNICATION BUDGET

as a % of the turnover



## MACRO SECTOR

- CORPORATE SERVICES
- HUMAN SERVICES
- MATERIAL PRODUCTION

■ Less than 5%   ■ Between 5% and 10%   ■ Between 10% and 20%   ■ Over 20%

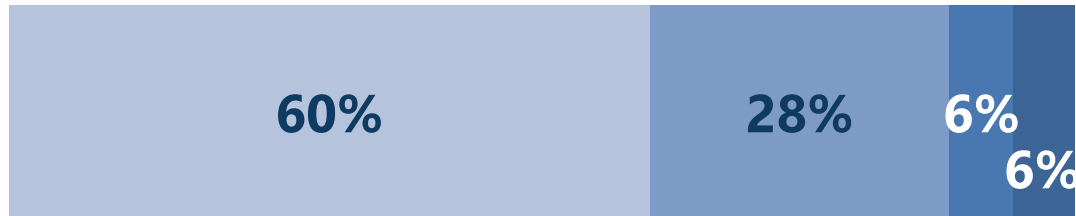
In your company, **in relation to the turnover**, how much do you invest in **marketing & communication**?

Extensive Research

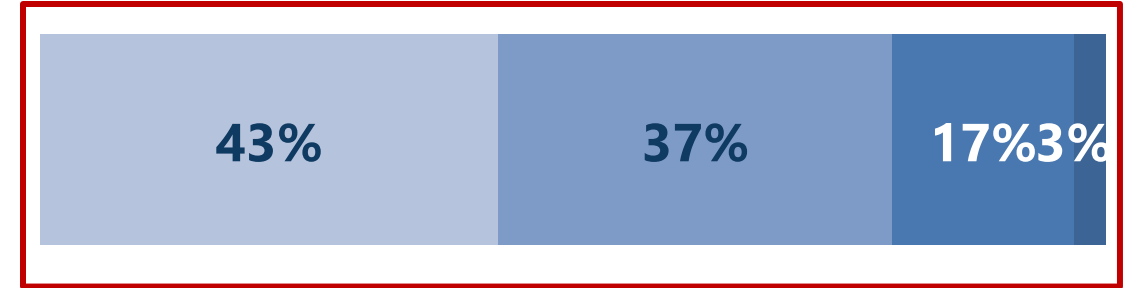
% Respondents – Base: 194 Respondents

# MARKETING & COMMUNICATION BUDGET as a % of the turnover

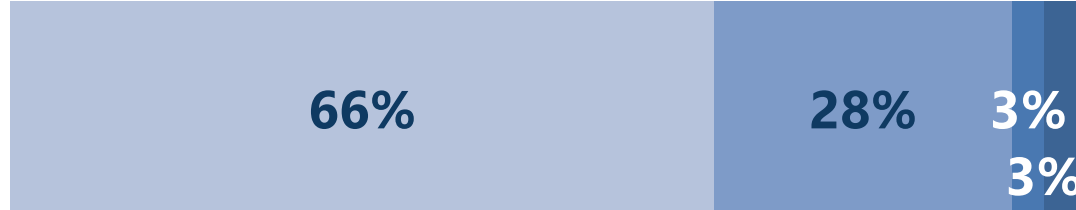
## MACRO SECTOR: CORPORATE SERVICES



## MACRO SECTOR: HUMAN SERVICES



## MACRO SECTOR: MATERIAL PRODUCTION



Less than 5%
  Between 5% and 10%
  Between 10% and 20%
  Over 20%

In your company, **in relation to the turnover**, how much do you invest in **marketing & communication**?

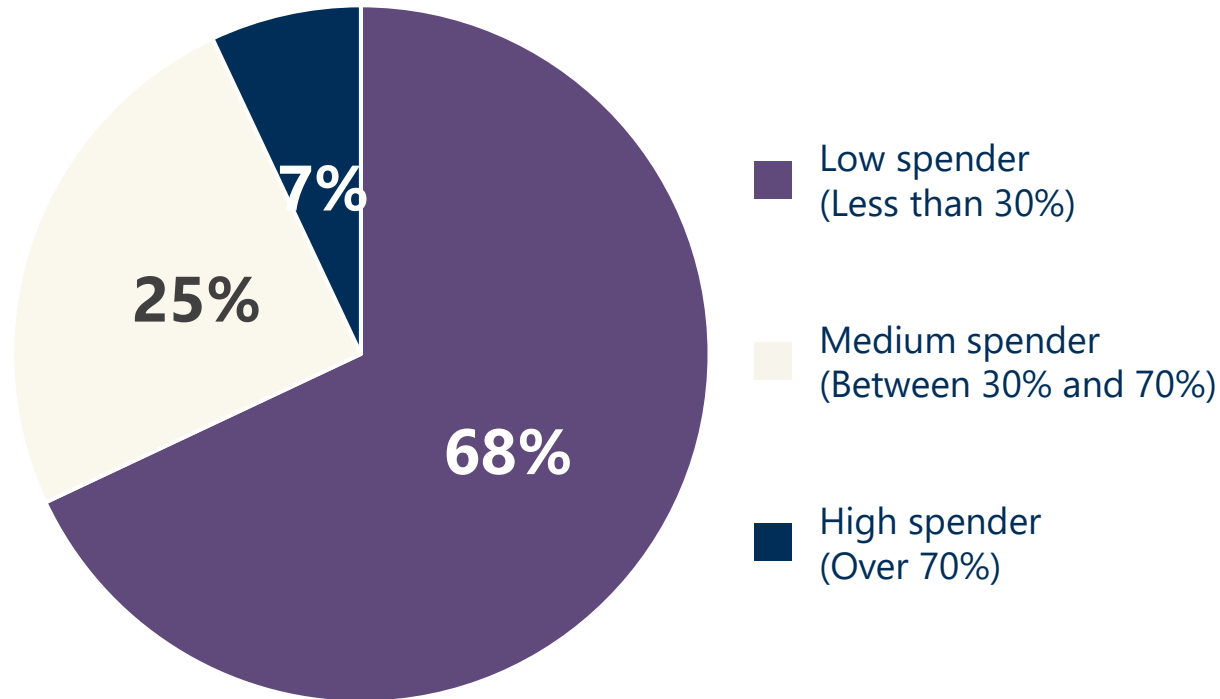
Extensive Research

% Respondents – Base: 194 Respondents



# BRAND BUILDING INITIATIVES:

## DEDICATED BUDGET as a % of the markom budget



- **68% of B2B companies** invest **less than 30%** of the markom budget in **Brand Building** initiatives.
- With regards to **B2C companies**, that percentage is lower and it is equal to **39%**. Overall, the majority of **both B2B (83%)** and **B2C companies (64%)** invests **less than 50%** of the markom budget in **Brand Building** initiatives.\*

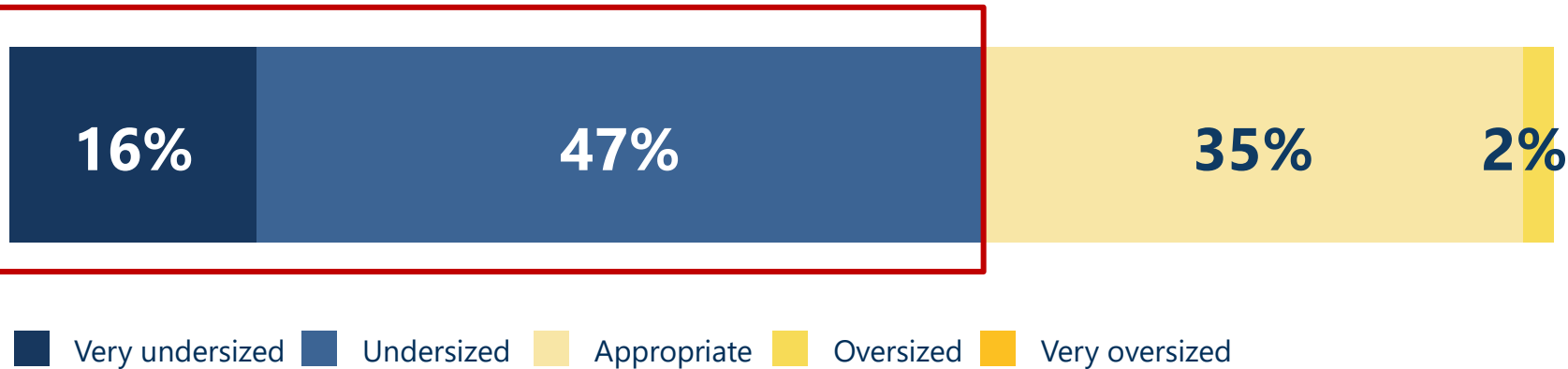
*\*The literature (Field) suggests that the optimum balance of Brand Building and Sales Activation expenditure is about 60% and 40%.*

In your company, what is the percentage of marketing & communication investments dedicated to **Brand Building initiatives**?

Extensive Research

% Respondents – Base: 190 Respondents

# BRAND BUILDING INITIATIVES: CURRENT LEVEL OF INVESTMENTS



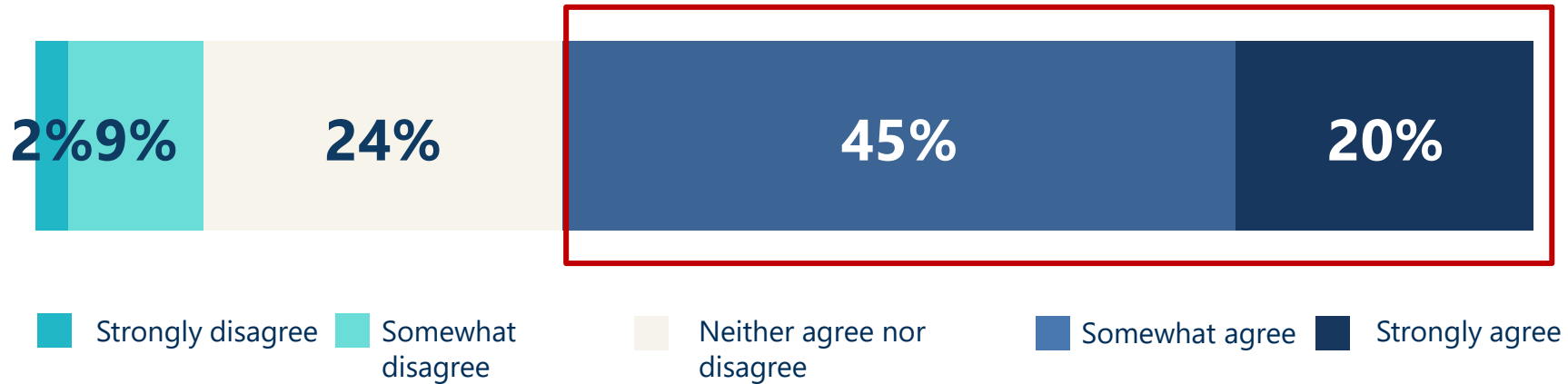
- **63% of B2B companies** believe that the **current level of investments in Brand Building initiatives** is undersized or severely undersized.
- That percentage is similar for **B2C companies (55%)**. Then, approximately **one B2B company out of three (35%)** believes that the current level of investments in Brand Building is **appropriate**.

Now consider the investments dedicated to **Brand Building initiatives**. Do you believe that the **current level of investments** is:

Extensive Research  
% Respondents – Base: 196 Respondents

# BUSINESS PERFORMANCE AND BRAND EQUITY

Does the top management believe that Brand Equity is a fundamental driver of business performance?



- **65% of B2B companies** believe that **Brand Equity** represents a **fundamental driver of business performance**.
- With regards to **B2C companies**, that percentage is higher than and equal to **78%**.

How much the following statement is suitable with your company? «*The Top Management of my company believes that **Brand Equity** is a **fundamental element in determining business performance***».

Extensive Research

% Respondents – Base: 220 Respondents



# COMPANY BOARD AND MARKETING EXPERIENCE



Number of **Board members**, on **AVG**

4,3



Number of **Board members with marketing experience**, on **AVG**

1,6



**AVG percentage** of Board members with marketing experience

36%

Consider the **Board** of your company. How many **members** is it made up of? How many of these have **marketing experience**?

Extensive Research  
% Respondents – Base: 212 Respondents

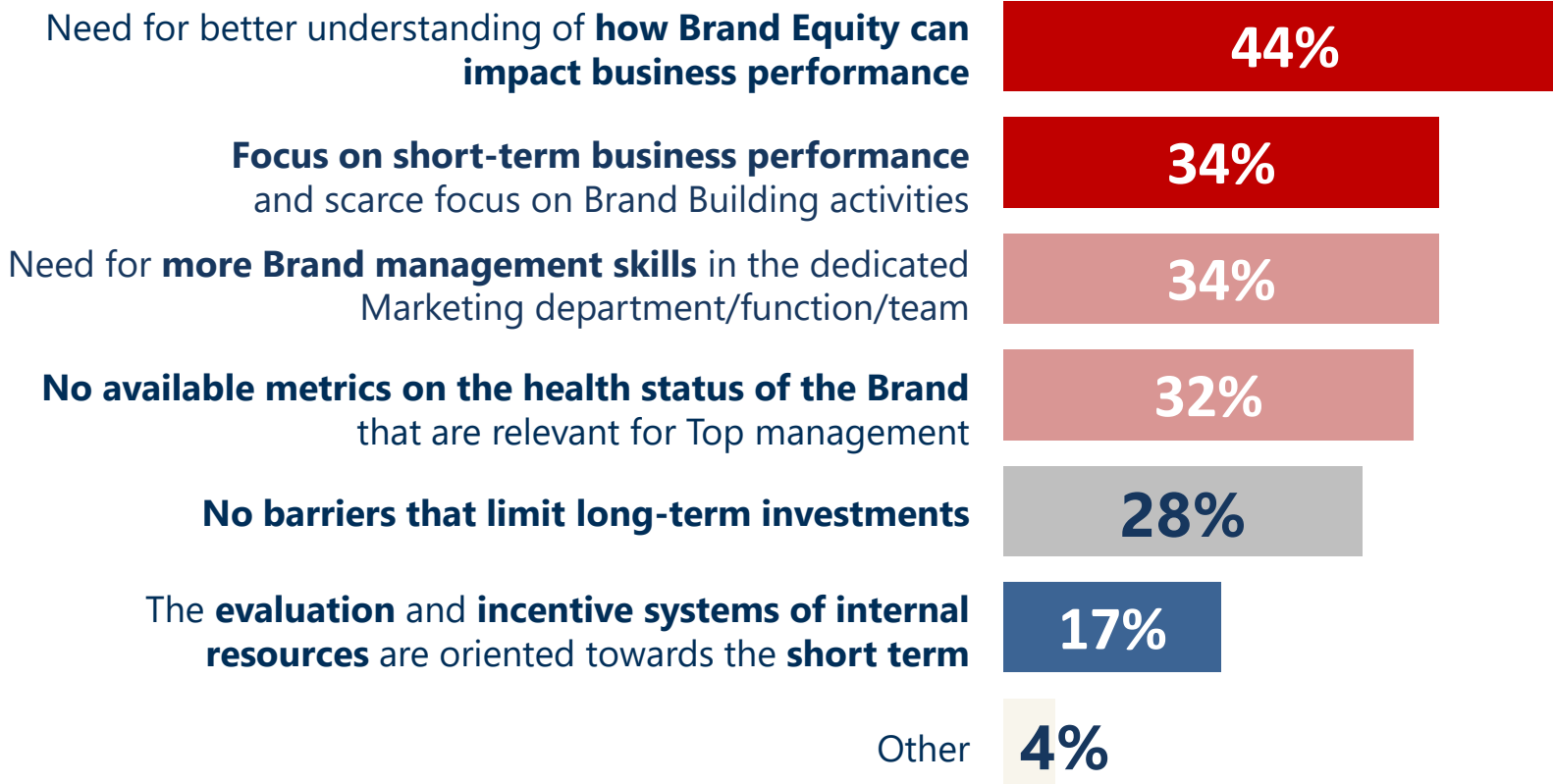


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# BARRIERS TO INVESTMENTS

# BRAND BUILDING INITIATIVES: ARE THERE BARRIERS TO INVESTMENTS?



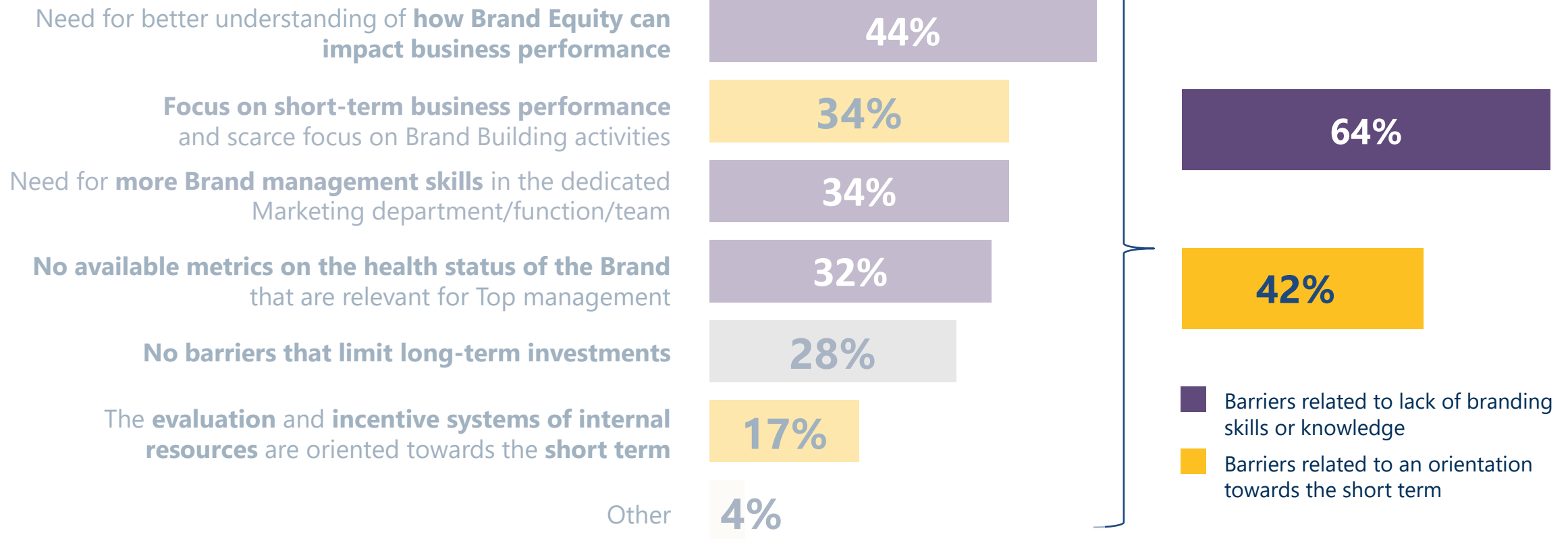
• For **B2C companies** instead, the main barriers are represented by the **absence of econometric models (48%)** – not considered in the B2B research – and the **orientation towards the short-term (47%)**.

Do you believe in your company there are **barriers to investments in Brand Building initiatives**? If so, indicate the three barriers that you consider the most relevant ones.

Extensive Research  
% Respondents – Multiple choice – Base: 196 Respondents



# BRAND BUILDING INITIATIVES: ARE THERE BARRIERS TO INVESTMENTS?



Do you believe in your company there are **barriers to investments in Brand Building initiatives**? If so, indicate the three barriers that you consider the most relevant ones.

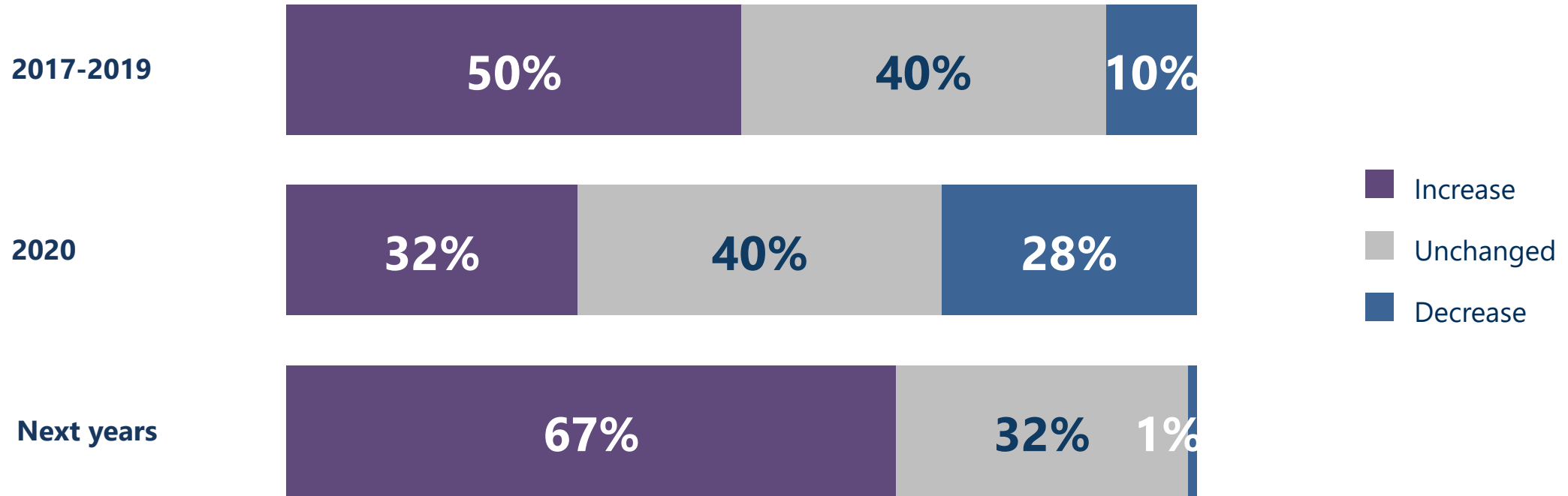
Extensive Research

% Respondents – Multiple choice – Base: 196 Respondents



# INVESTMENTS TRENDS

# BRAND BUILDING INITIATIVES: INVESTMENTS TRENDS



Consider the marketing & communication investments dedicated to Brand Building initiatives.

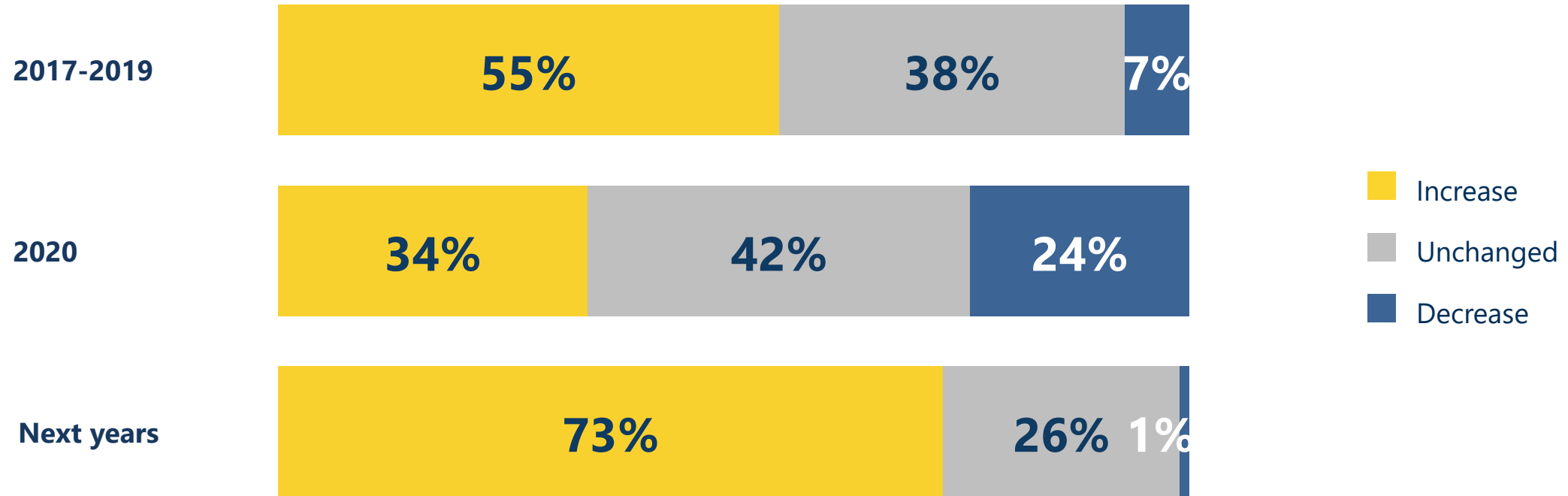
- A. During 2017, 2018 and 2019** have they increased, decreased or been unchanged?
- B. During 2020 and the Covid-19 pandemic**, have they increased, decreased or been unchanged?
- C. Looking to next years**, do you think they will increase, decrease or be unchanged?

Extensive Research

% Respondents – Base: 194 Respondents



# SALES ACTIVATION INITIATIVES: INVESTMENTS TRENDS



Consider the marketing & communication investments dedicated to Sales Activation initiatives.

- A. During 2017, 2018 and 2019** have they increased, decreased or been unchanged?
- B. During 2020 and the Covid-19 pandemic**, have they increased, decreased or been unchanged?
- C. Looking to next years**, do you think they will increase, decrease or be unchanged?

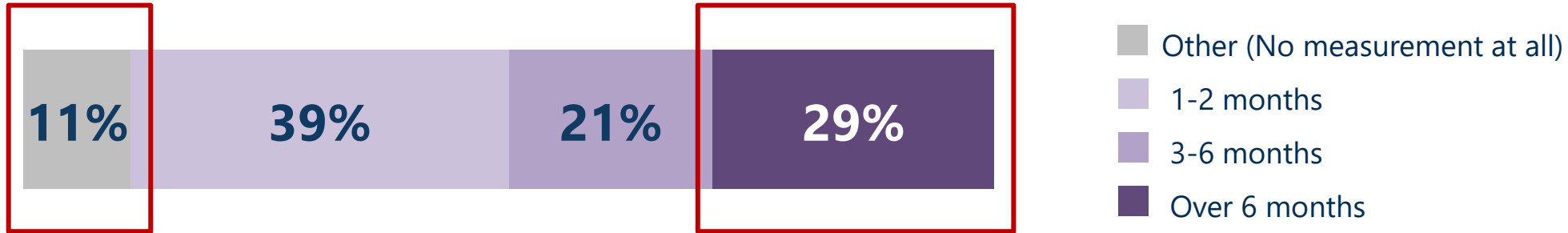
Extensive Research

% Respondents – Base: 194 Respondents

# MEASURING ACTIVITIES

# SALES ACTIVATION & BRAND BUILDING INITIATIVES: MEASURING ACTIVITIES

## Brand Building initiatives



Usually, in your company, after the end of Brand Building campaigns/initiatives, **for how long** do you **measure their results** through measuring activities?

Extensive Research

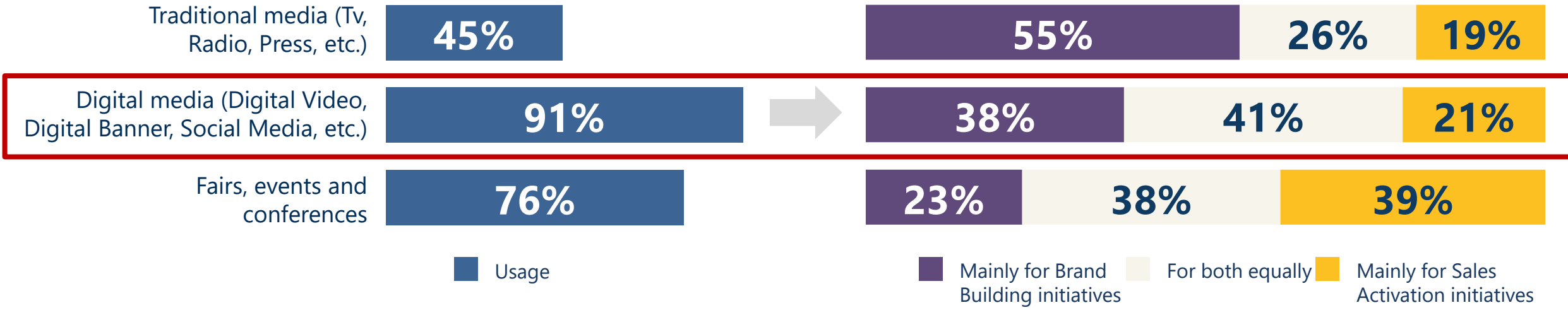
% Respondents – Base: 183 Respondents



# MEANS OF COMMUNICATION



# MEANS OF COMMUNICATION: USAGE AND THEIR AIMS



Below you will find a list of **means of communication**. Indicate, for each one, for what **purpose** it is mainly used within your company.

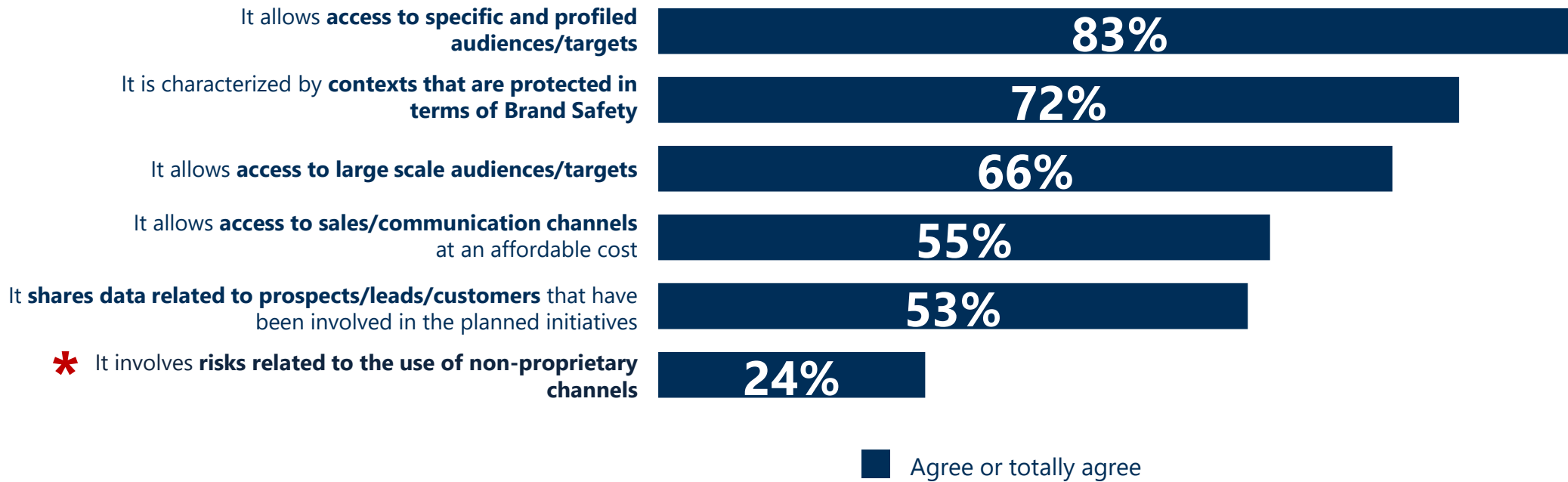
Extensive Research  
% Respondents – Base: 185 Respondents



# DIGITAL PLATFORMS

# LINKEDIN:

## LEAD GENERATION ACTIVITIES (TOP2)



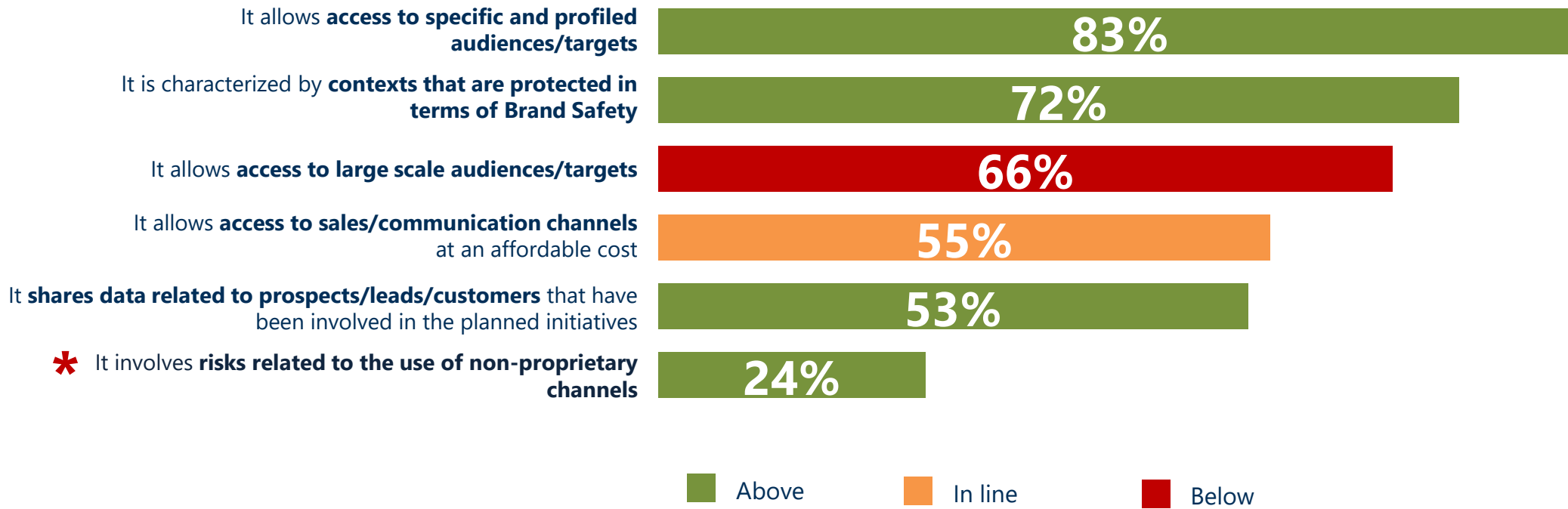
Now, consider the **lead generation activities** that can be carried out on **LinkedIn**. How much do you agree with each of the following statements?

Extensive Research

% Respondents – Base: 184 Respondents

# LINKEDIN:

## LEAD GENERATION ACTIVITIES (TOP2)



Now, consider the **lead generation activities** that can be carried out on **LinkedIn**. How much do you agree with each of the following statements?

Extensive Research

% Respondents – Base: 184 Respondents

# KEY FINDINGS



- 1** B2B firms are **starting to build their Brand Equity** and **adopting B2C communication approaches**. The final goal: **building a Brand that is recognizable even by the end consumer**
- 2** A significant chasm exists between the **level of investments in Brand Building initiatives that is thought to be adequate** by marketers **and the amount which is actually devoted**
- 3** **There is still a lack of understanding (and skills to enable that understanding) of the inner mechanisms by which Brand Equity translates into business performance**

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