



FINANCIAL
TIMES



Board-Brand Rift 2020 Update

How COVID has changed brand perception
and management inside businesses

David Buttle

Global Marketing Director, Commercial

Enzo Diliberto

Global Insight Director

Board-Brand Rift – our original research

Examined how business leaders perceive and manage brands:

1.

**Belief in
brands**

2.

**Control of objectives
and balance**

3.

**Brand-building
know-how**

4.

**The contribution
of creativity**



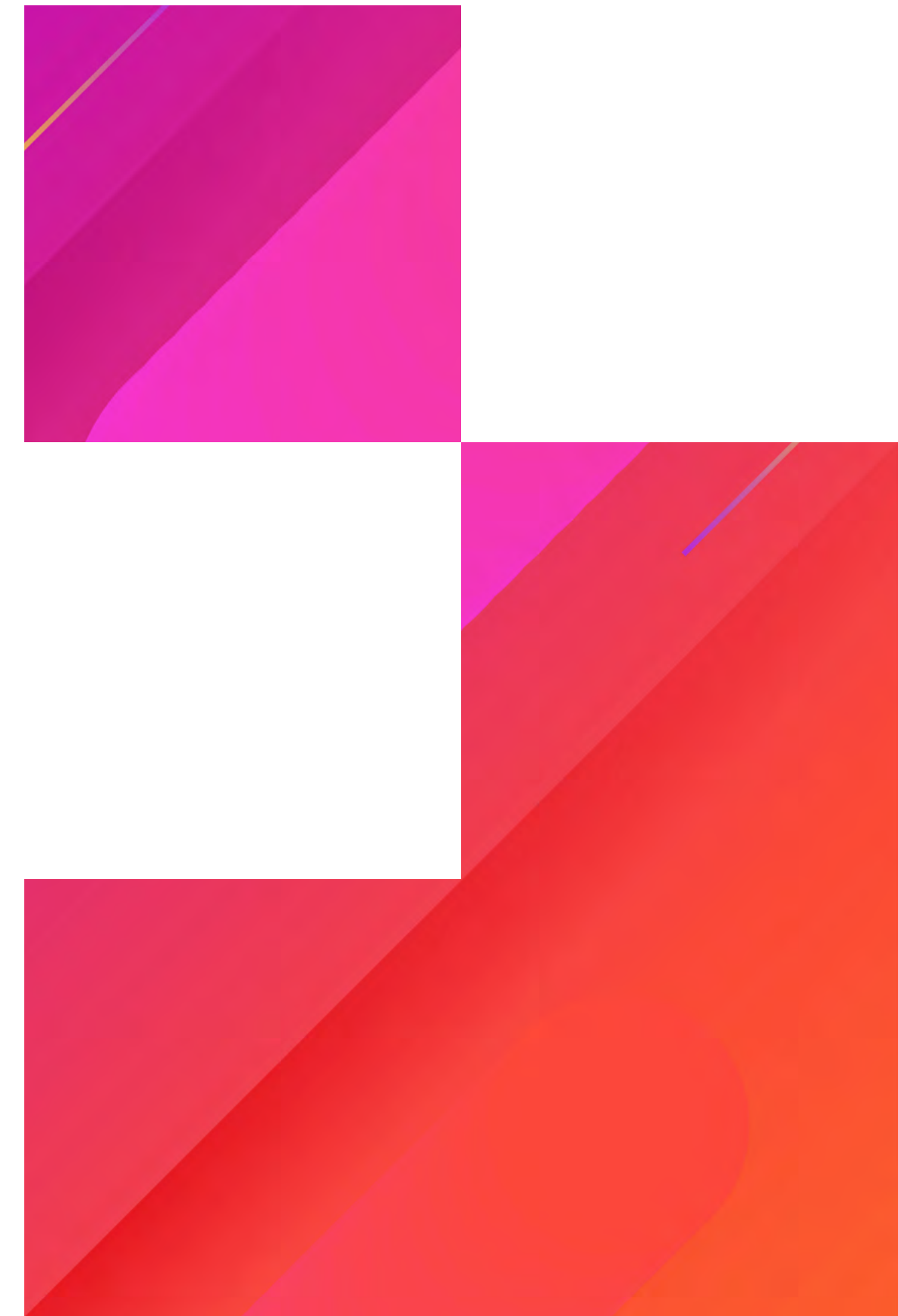
Our 2020 update - aims

To understand how the events of the last year may have impacted how brands are perceived and managed.

Specifically examining the impact of;

1. **Macroeconomic
outlook**

2. **Changing purchasing
behaviour**



Methodology, respondent profile

Survey sent to FT Global reader panel (BDMs)

581 Total responses

Fieldwork - September 2020

54%

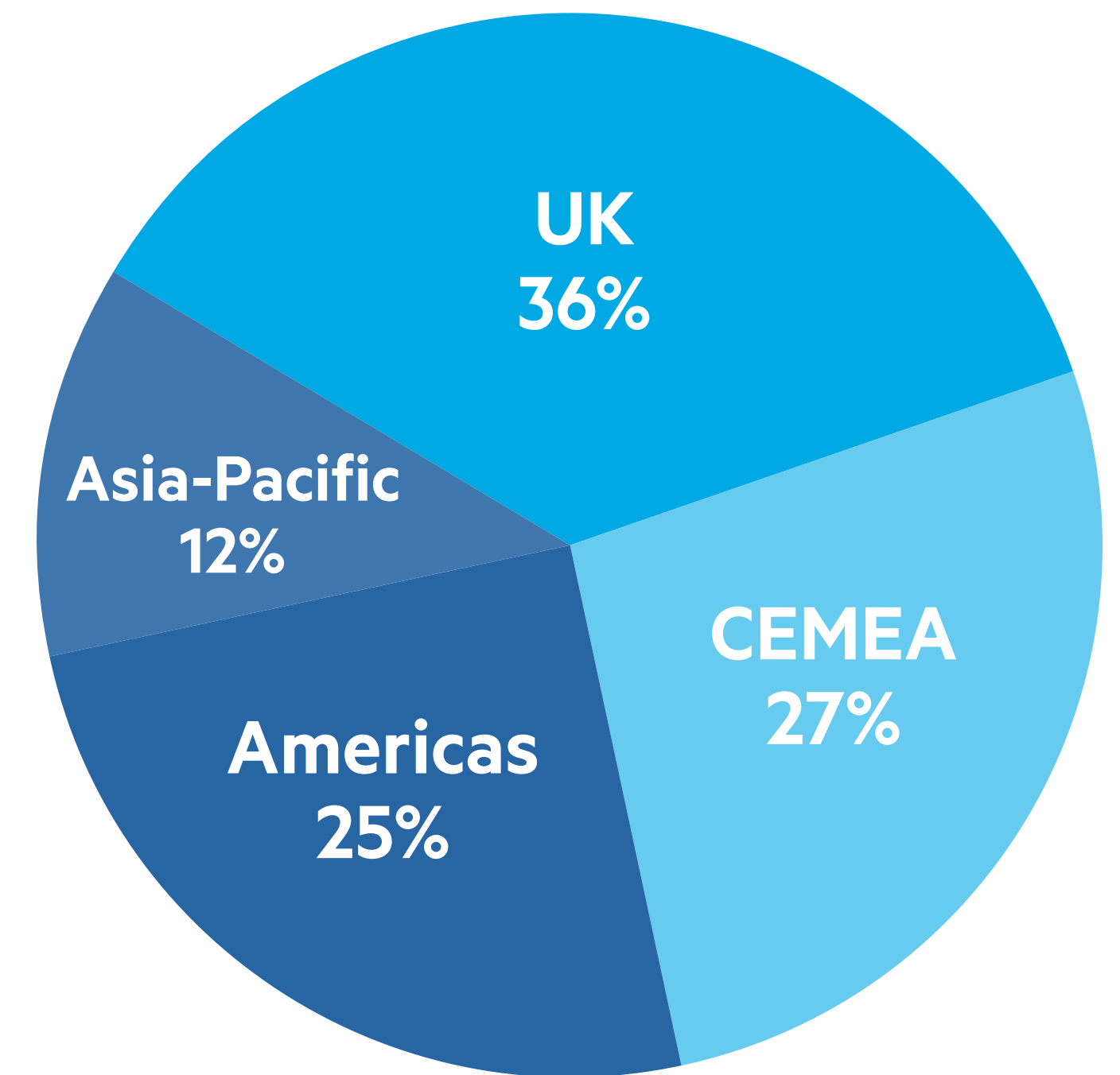
C-Suite

32%

**Marketing
Decision Makers**

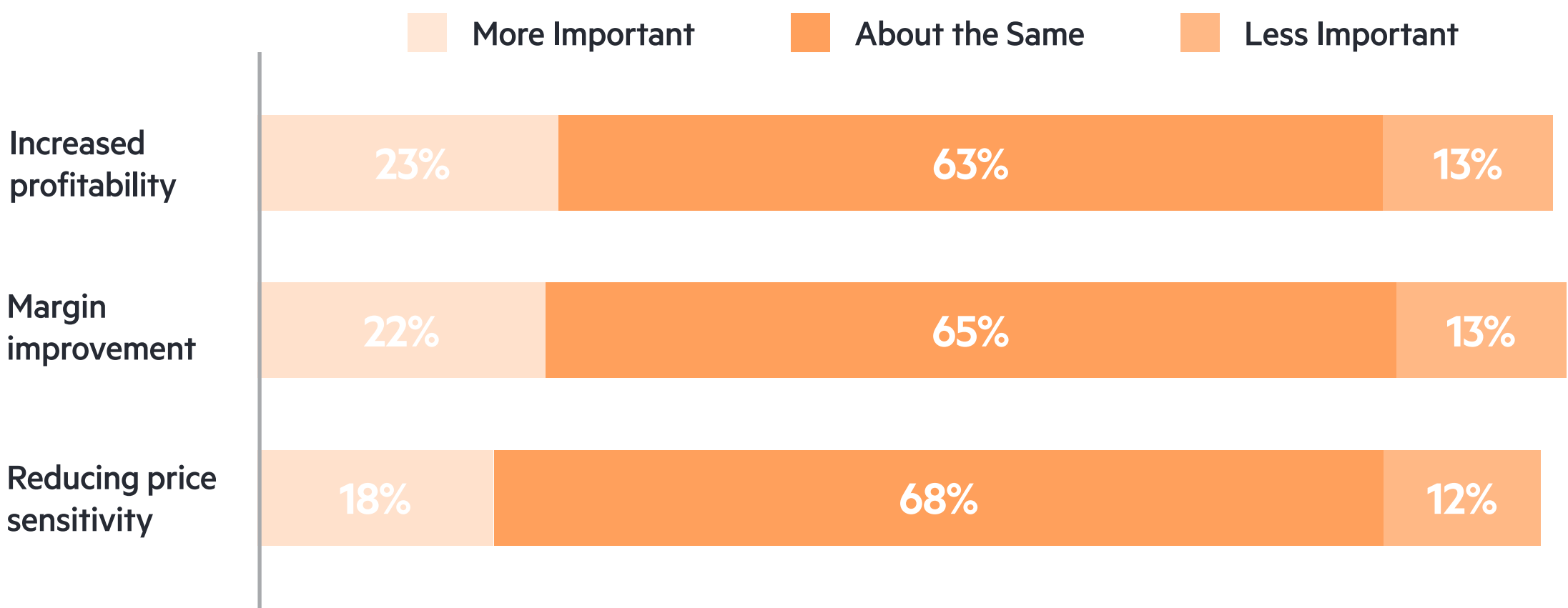
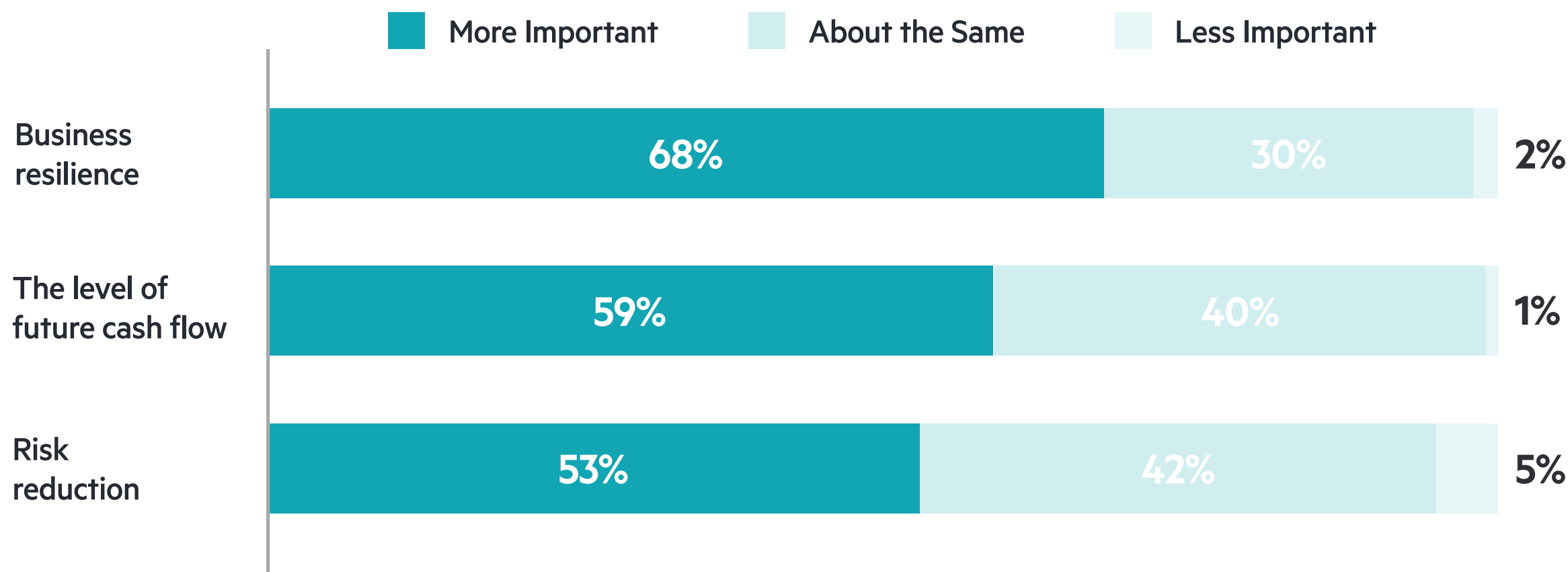
2,908

Average co. size:



Findings

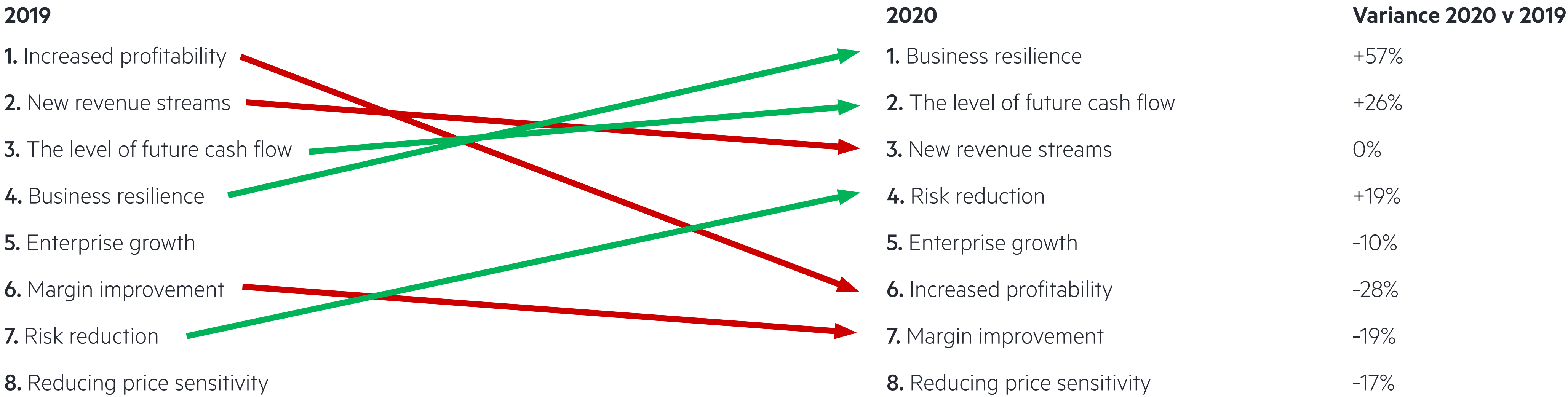
The pandemic has changed priorities



Businesses are in defensive mode

2

Very important 2020 vs 2019



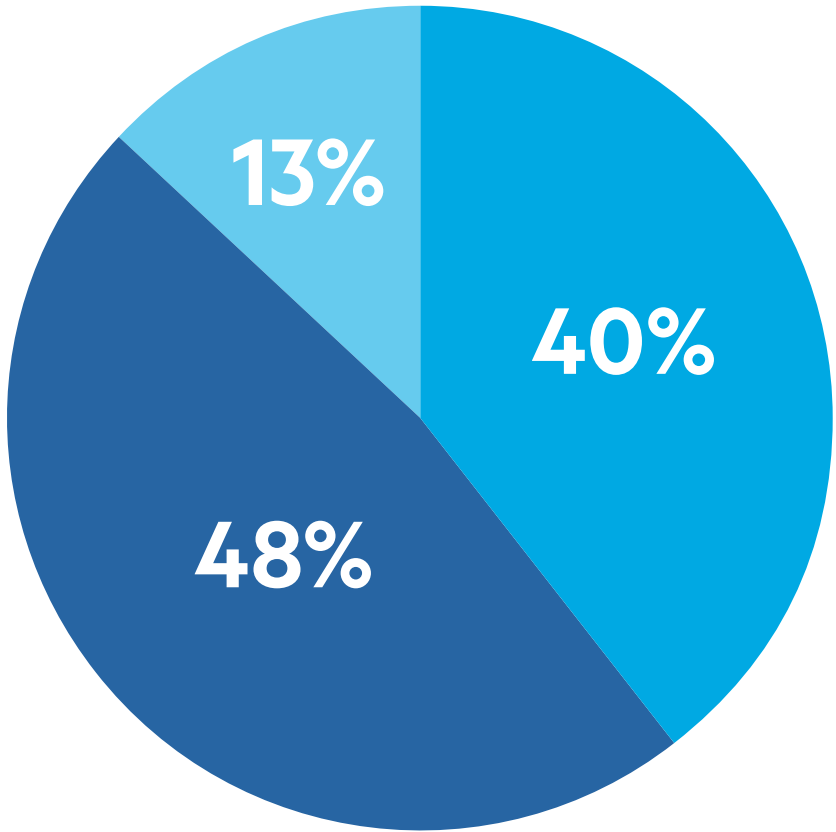
Consequently, decision-making horizons are shorter-term

3

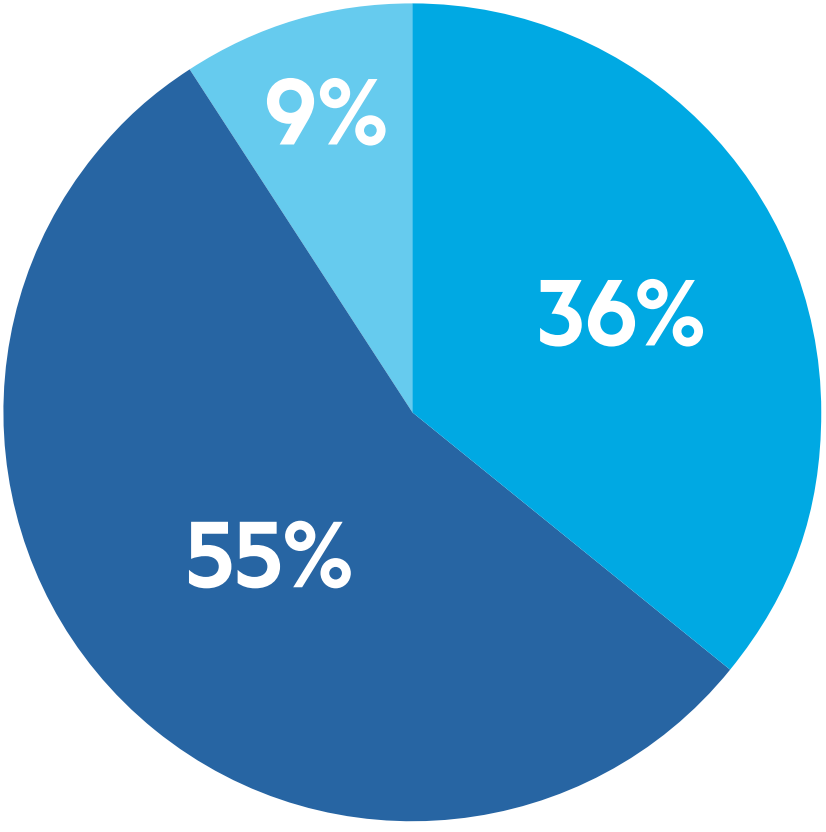
Commercial decision-making - **40%** say it's more short-term as a result of the pandemic

Marketing decision-making - **36%** say it's more short-term as a result of the pandemic

Commercial decision making



Marketing communications decision making



More short term About the Same More long term

Most businesses are remaining agile on spend

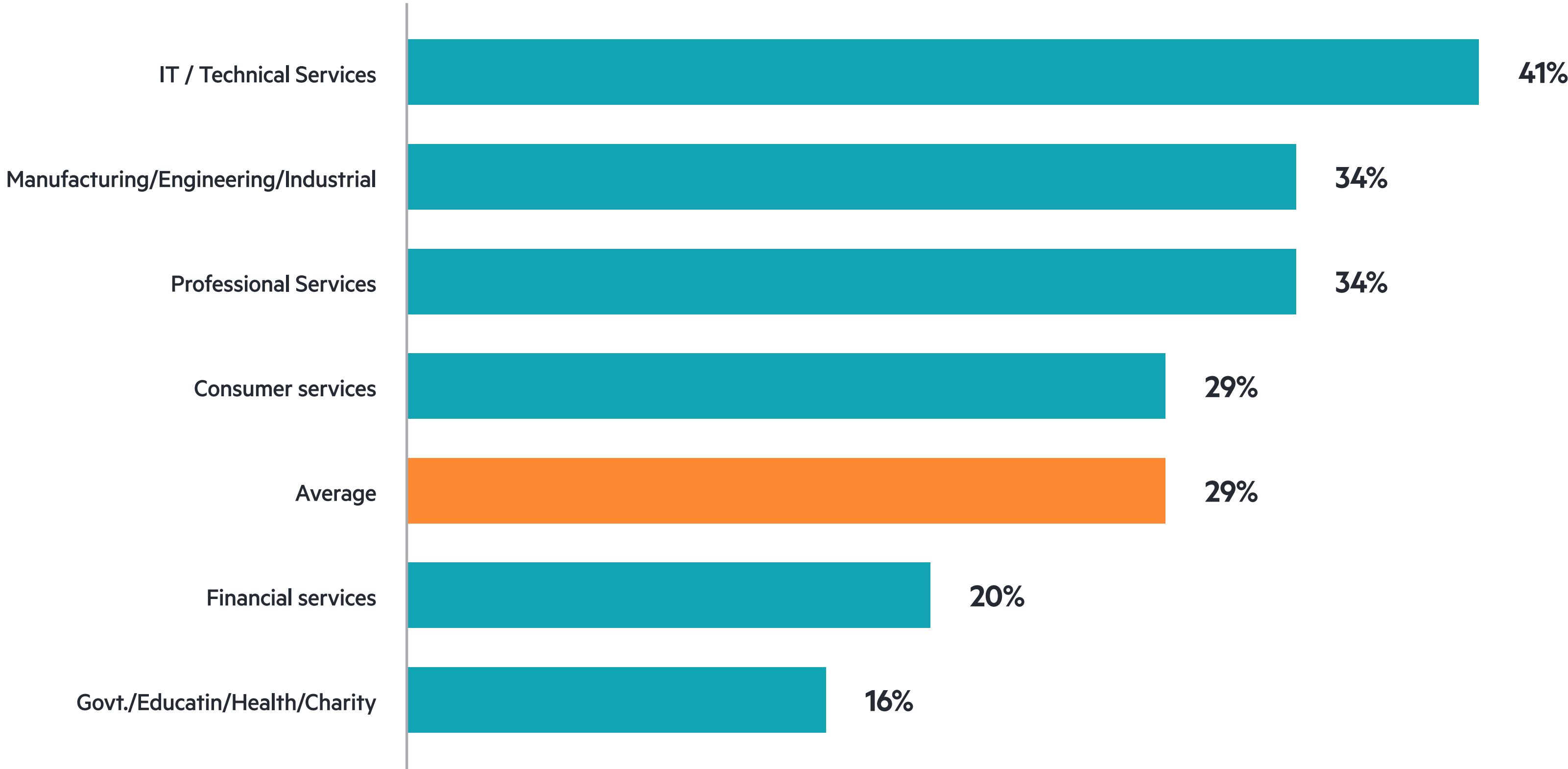


53% of respondents told us their business is ‘continually evaluating options and releasing funds when the time is right’.

“This is one area we have got right - we are continuing to invest in communications and marketing to keep us well positioned in the international marketplace”

Although some sectors are investing

Some industrial sectors are showing a greater appetite for marketing investment than others.



Agree: We are applying learning from other downturns and maintaining our marketing expenditure to ensure we emerge healthier than our competitors

Marketers appear distant from financial decision-making



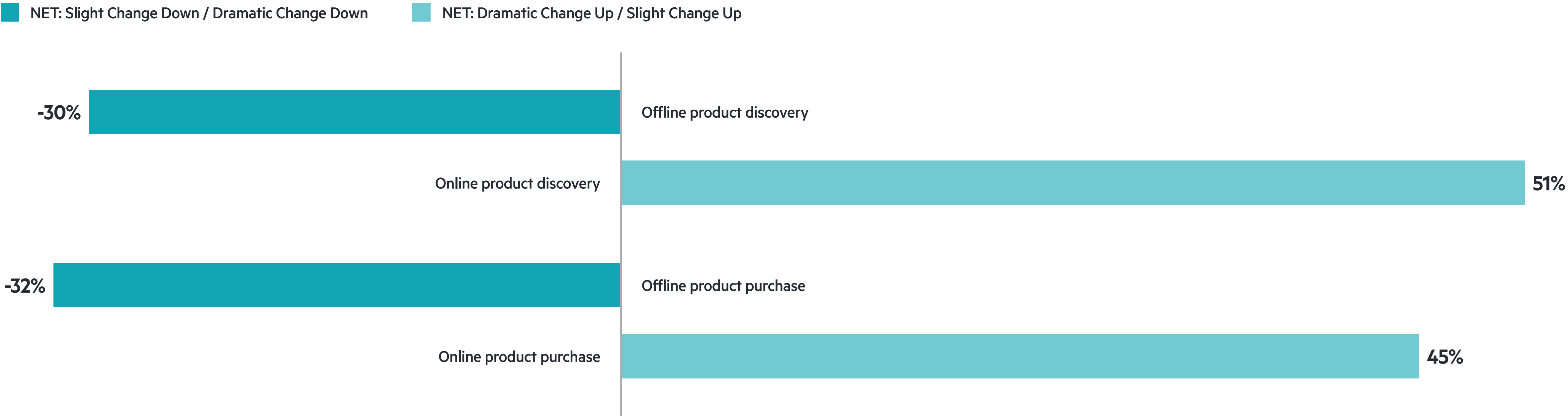
61% of respondents tell us that they are 'still committed to investing in our brand as before'



Customers are seen to be moving online



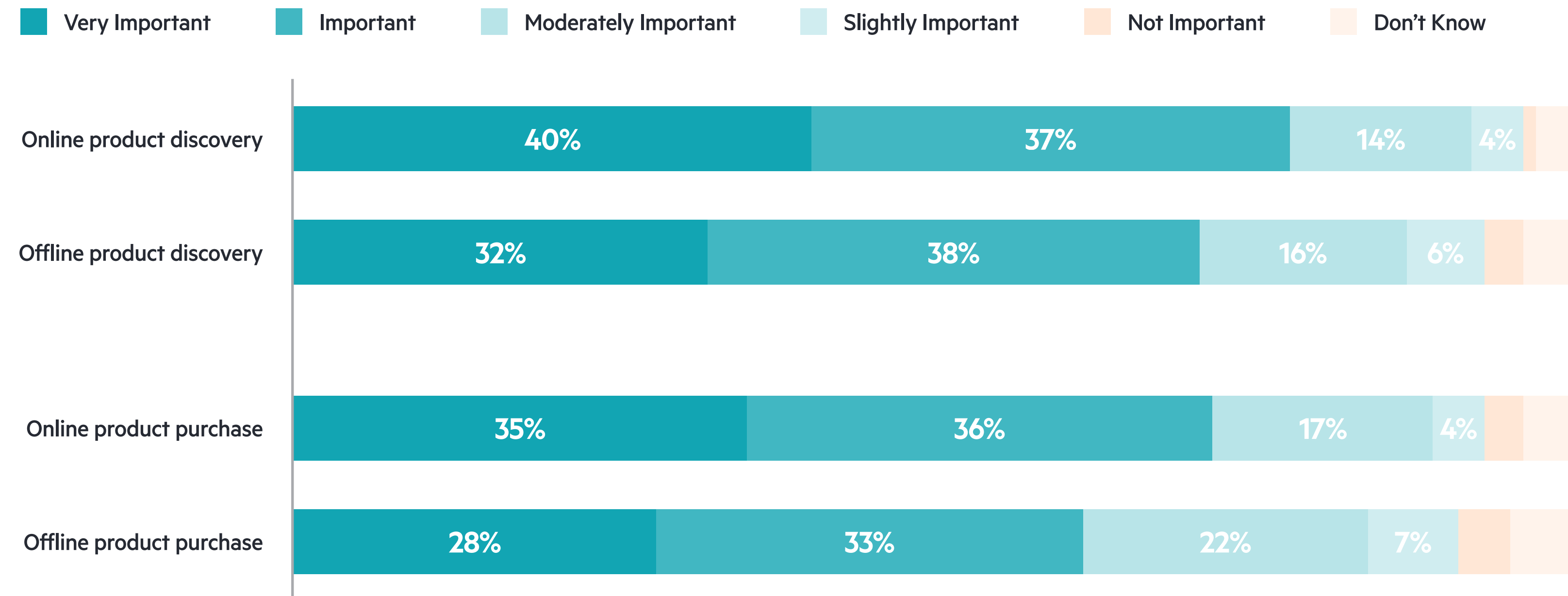
Respondents reported substantial changes in the way that customers are discovering and purchasing their products / services.



Brands are seen as more important in online contexts

Respondents told us that brand strength is even more important when customers discovery and purchase online.

8





FINANCIAL
TIMES



Thank you.

Questions?