

**UPA**



**POLITECNICO  
MILANO 1863  
SCHOOL OF MANAGEMENT**

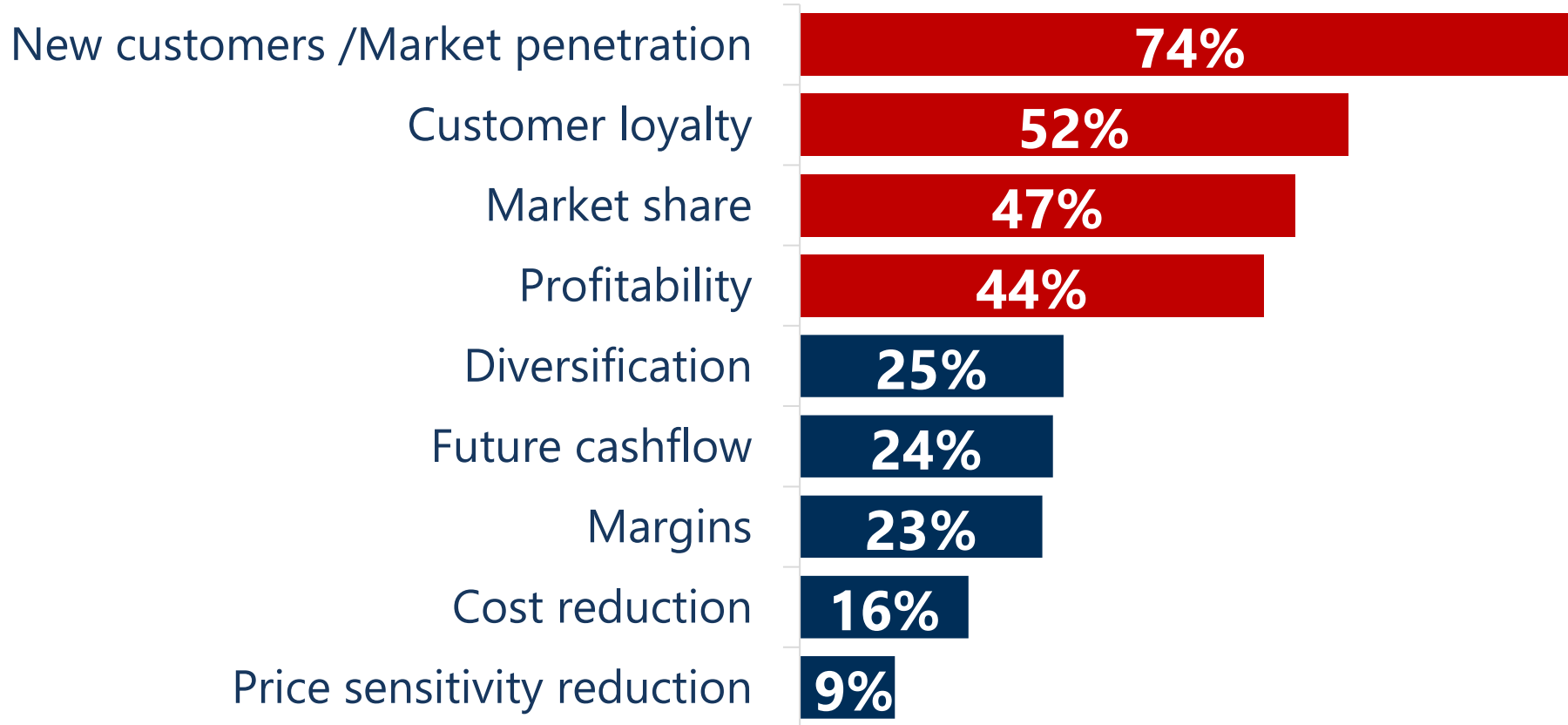
# BRANDING

e aziende B2B

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

**WebAds**

# PRIMARY BUSINESS OBJECTIVES PURSUED



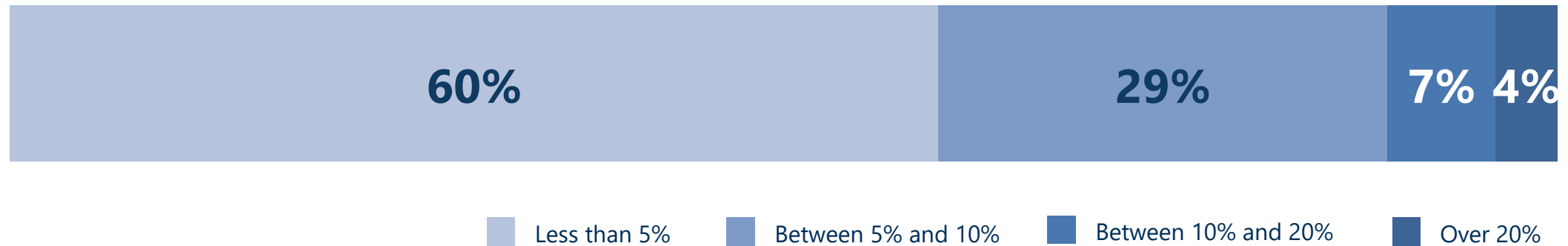
Which are the primary **business objectives** your company pursues? Select the first three business objectives.

Extensive Research

% Respondents – Multiple choice – Base: 219 Respondents

# MARKETING & COMMUNICATION BUDGET

as a % of the turnover

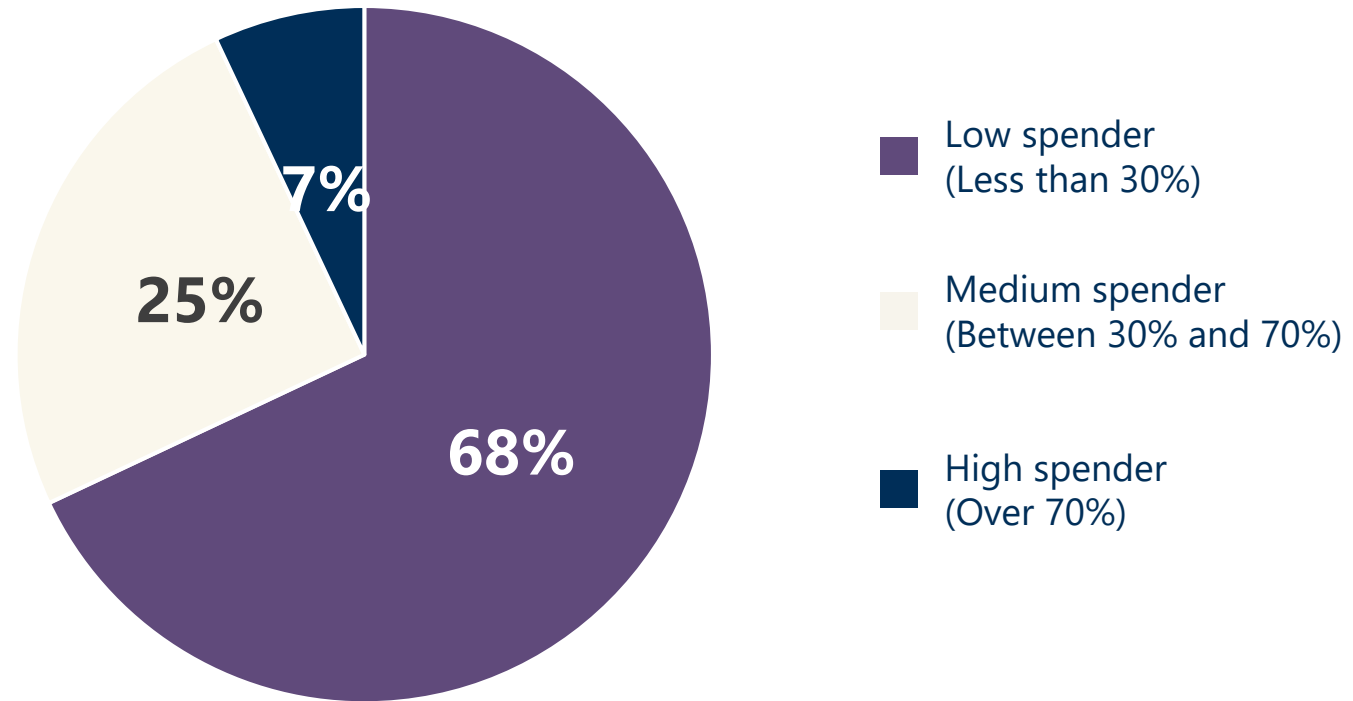


In your company, **in relation to the turnover**, how much do you invest in **marketing & communication**?

Extensive Research  
% Respondents – Base: 194 Respondents

# BRAND BUILDING INITIATIVES:

## **DEDICATED BUDGET** as a % of the markom budget

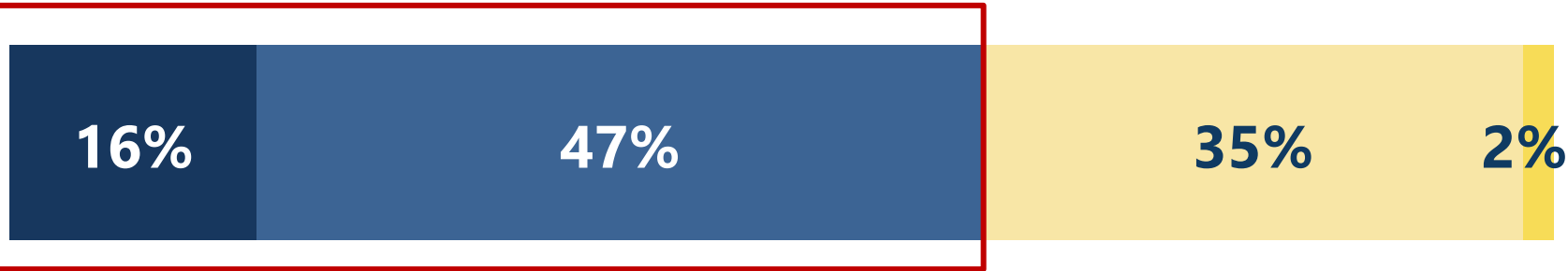


In your company, what is the percentage of marketing & communication investments dedicated to **Brand Building initiatives**?

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.

■ Very undersized ■ Undersized ■ Appropriate ■ Oversized ■ Very oversized

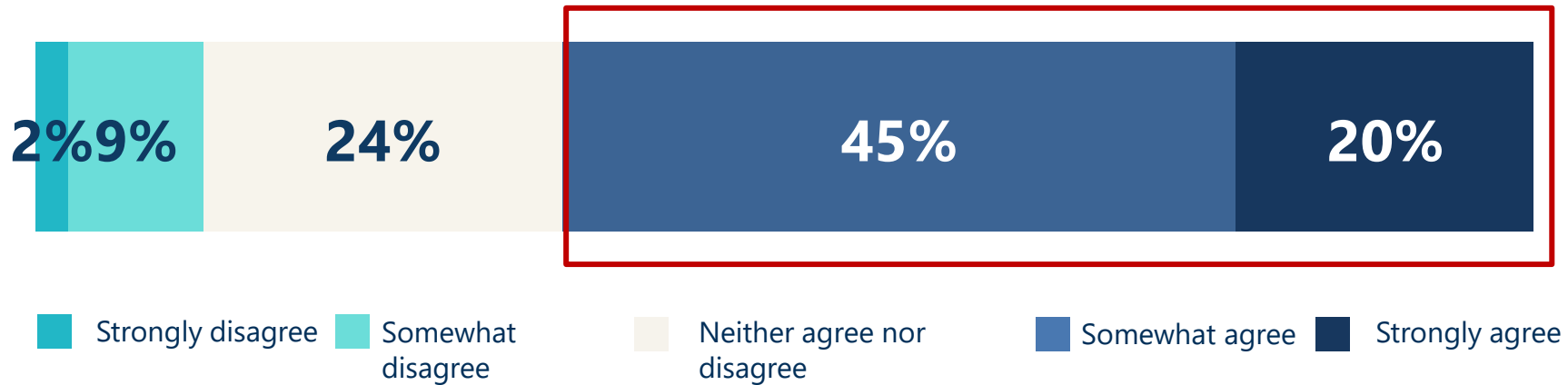
Now consider the investments dedicated to **Brand Building initiatives**. Do you believe that the **current level of investments** is:

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?



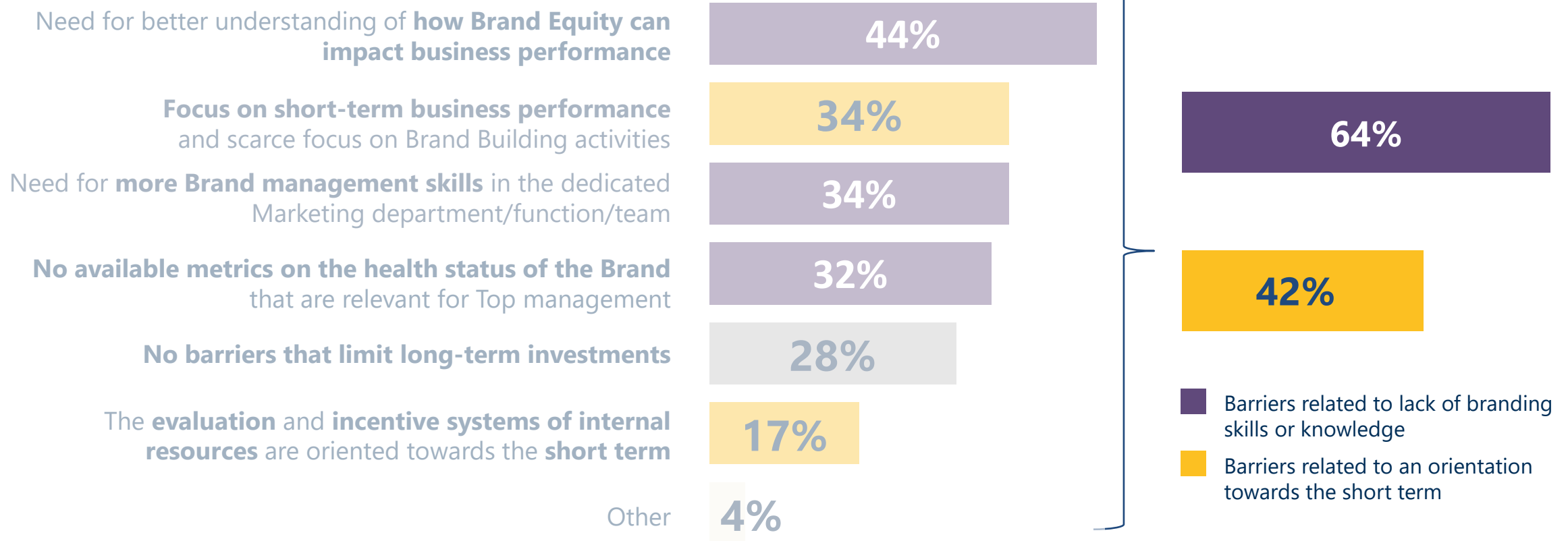
**65% of B2B companies believe that Brand Equity represents a fundamental driver of business performance.**

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

# BRAND BUILDING INITIATIVES: ARE THERE BARRIERS TO INVESTMENTS?

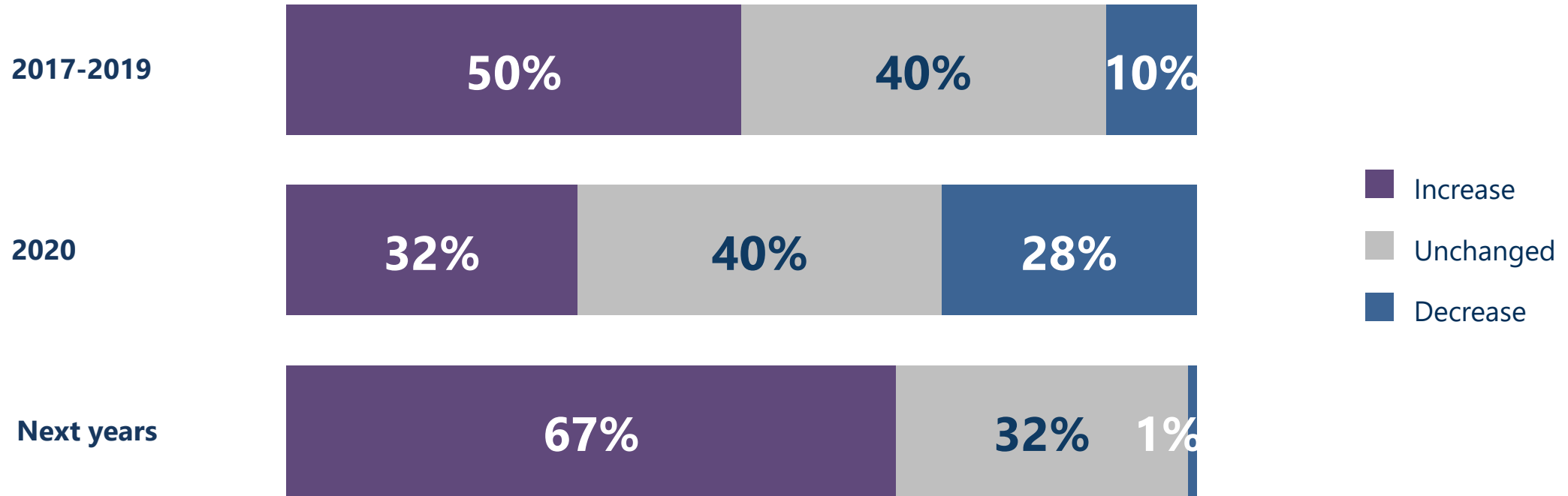


Do you believe in your company there are **barriers to investments in Brand Building initiatives**? If so, indicate the three barriers that you consider the most relevant ones.

Extensive Research

% Respondents – Multiple choice – Base: 196 Respondents

# 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?

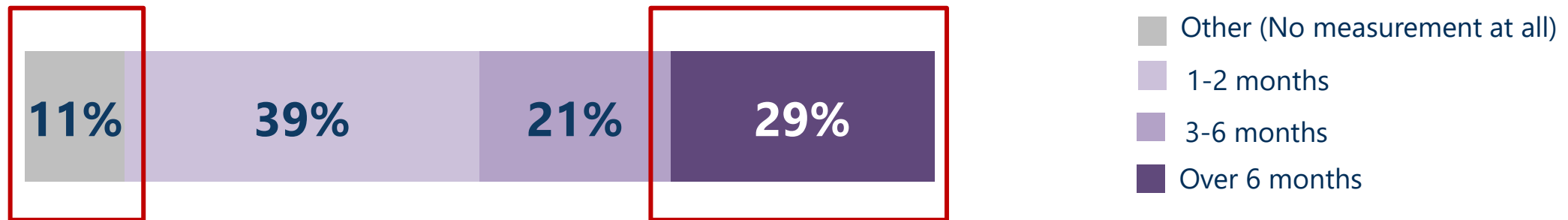
Extensive Research

% Respondents – Base: 194 Respondents



# SALES ACTIVATION & 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: USAGE AND THEIR AIMS



Traditional media (Tv,  
Radio, Press, etc.)

**45%**

**55%**

**26%**

**19%**

Digital media (Digital Video,  
Digital Banner, Social Media, etc.)

**91%**

**38%**

**41%**

**21%**

Fairs, events and  
conferences

**76%**

**23%**

**38%**

**39%**

■ Usage

■ Mainly for Brand  
Building initiatives

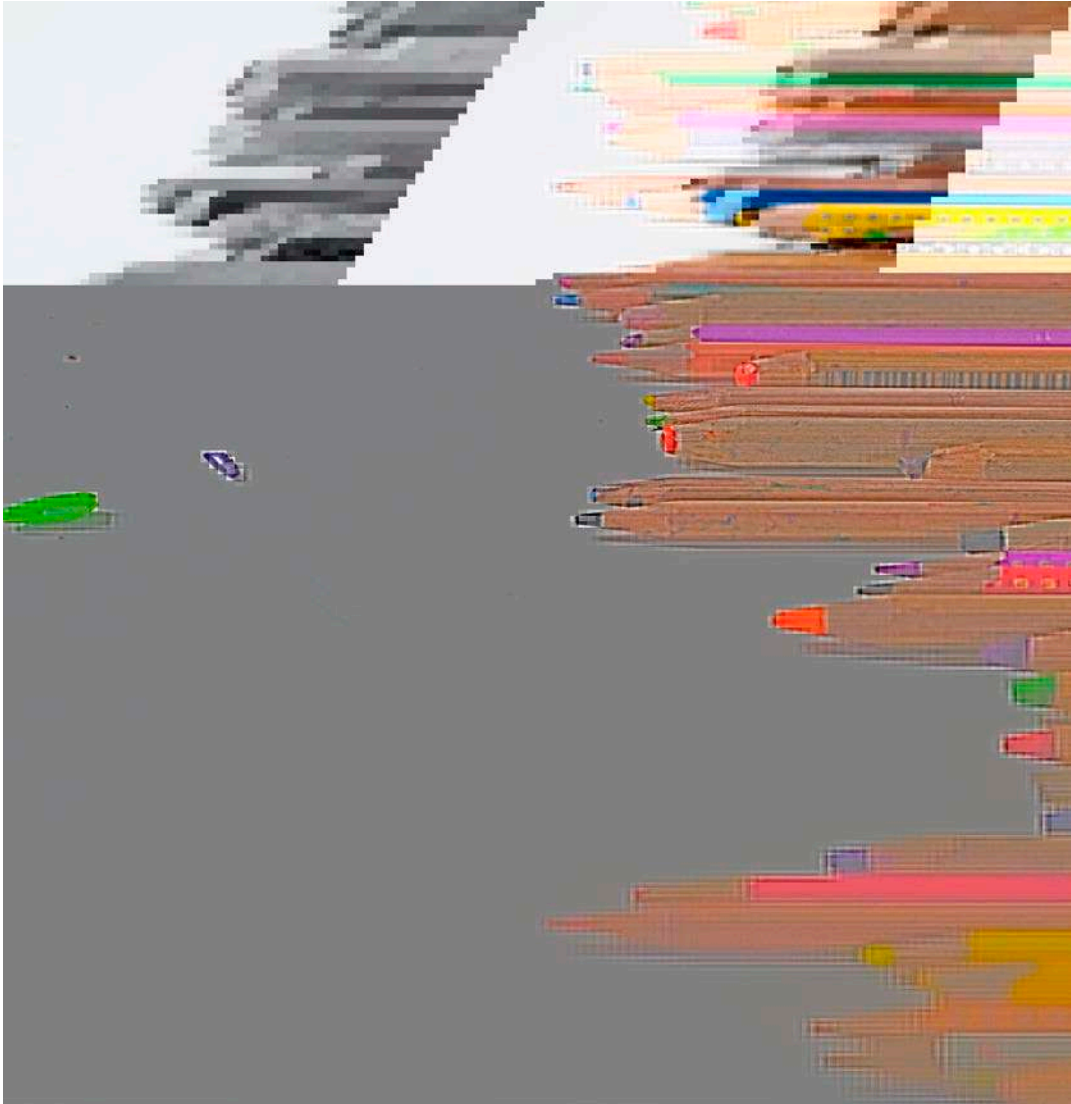
■ For both equally

■ Mainly for Sales  
Activation initiatives

Below you will find a list of **means of communication**. Indicate, for each one, for what **purpose** it is mainly used within your company. If a media/mean of communication is used very sporadically, in a limited way or is not used, please select the relative column.

Extensive Research

% Respondents – Base: 185 Respondents



## METHODOLOGY

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

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

**Sample:** 240 B2B respondent firms