


## 6

TAKEAWAYS FROM  
**THE SCIENCE OF  
BUSINESS SHARING**conducted by Alpha Grid  
in partnership with Unruly

A lot is known about how millennials consume media but the online video consumption habits of global decision makers ('GDMs') have been under-reported until now. Alpha Grid surveyed 87 senior business and governmental leaders in person and online - using questions and analysis overseen by Unruly - to find out if, how, when, where and why senior business leaders consume online video. **Our objective was to understand how content makers can use video to influence these global influencers.**

87   
GDMs surveyed

1

**RET: Relevance, Entertainment and Trust**

The three most popular reasons given by GDMs for clicking on a web video were: 'relevance to industry', 'it was entertaining' and 'referred by a trusted contact'. The importance of relevance and entertainment was reinforced in a later question, which explored the purpose for which they would seek out web videos. The two most popular responses were 'to gain information for my job' (49%) and 'to be entertained' (43%).

2

**Shy Sharers**

GDMs will share video but with caution. Half of all respondents said they had shared a video that day or in the previous week. But an overwhelming majority preferred to share one-to-one as opposed to one-to-many. Their most common sharing methods were: email (76%), Facebook (32%) and in person (20%). They also told us they were most likely to share with their close circle – colleagues, partners and family.

3

**Primetime is Downtime**

Hands down, the primetime for online viewing among the GDMs we studied was after work, with 54% saying they watched videos in the evening or at night. Next was midday (30%) followed by first thing - "upon waking up" - at 10%.

4

**Less is More**

More than half said that if they were watching in the evening or midday they would only watch videos of three minutes or less.

5

**Big Thinkers**

When asked what kind of video they found most appealing, 69% said they liked videos featuring somebody they respected, such as a journalist or big thinker. At the same time they gave a resounding thumbs down to raw, unedited video, with just 6% saying they found this appealing. These are busy people; they want their content curated for efficiency by somebody they trust.

6

**Upwardly Immobile**

GDMs are trailing the masses with mobile usage; 82% of those who answered our questions online used a laptop or desktop to do so and only 18% used a smartphone or iPad. Fewer than 50% said they watched videos on their phone, so there is room for improvement in terms of CEOs optimising their small screen experience.

“ When watching a video what worries me most is to disturb other people, that's why I tend to do it on a PC.”

Dominic Barton  
Global Managing Director, McKinsey



“ What attracts me to video online is humour. I still haven't learnt my son's trick of being able to watch TV and watch something else at the same time.”

Charles Robertson  
Global Chief Economist, Renaissance Capital



“ And I think of my son, who is generation Z... his concept of learning is through YouTube. So we need to take advantage of these technologies.”

Paul Chong  
Director of Watson Group, IBM



“ There is a sharpness and a power of getting a few very powerful ideas that video is very good for.”

Rich Lesser  
CEO, Boston Consulting Group

“ Sometimes if I'm on a train I might watch some Netflix or YouTube videos. I might watch in the evening at home by Chromecasting to my TV.”

Matt Brittin  
President, EMEA Business & Operations, Google

“ 3 minutes is probably the [limit] of how long an online video can be for me to consume it.”

Arup Banerji  
Regional Director for Operations, EU, World Bank

# 6

PILLARS FOR

# ENGAGING GLOBAL DECISION MAKERS

WITH ONLINE VIDEO

To help you remember our advice we recommend you hum your way through it; we've labelled each pillar with a song title



## A MATTER OF TRUST

BILLY JOEL

### A Matter of Trust

Coming from a trusted source is key to getting GDMs clicking, so if you are emailing videos to senior audiences you should enlist the most senior person in your company to send the email.



## LET ME ENTERTAIN YOU

ROBBIE WILLIAMS

### Let Me Entertain You!

Importance is no excuse for boredom in video content. Your GDM videos need to contain relevant and rigorous content but this alone is not enough. To work optimally the content must also be packaged in an engaging way. Dry, grey, talking heads don't cut it.

## PRIVATE DANCER

TINA TURNER

### Private Dancer(s)

Today, if you want GDMs to help spread your video, encourage them to email it to their close community. For most of them, invitations to share via Facebook, Twitter or LinkedIn will fall on deaf ears... but we expect this to change quickly, so review your strategy regularly.

## WHEN THE NIGHT COMES

JOE COCKER

### When the Night Comes

Experiment with sending video links outside office hours – in the evening or very early as recipients are waking up. Currently, the popular video push times to business leaders are midday and afternoon but we encourage you to be bold and experiment with either end of the day.

## DONT WASTE MY TIME

KEYSHA COLE

### Don't Waste My Time

We recommend you consider using video for brief and emotionally engaging messages. For complex, detail-heavy messaging, text may be more successful.

## HOT SHOT

SHAGGY

### Hotshot

If you have a limited budget, invest it in securing big thinkers and respected speakers and packaging their insight in a slick, entertaining or engaging way. We believe for this audience, a £20k video featuring a candid, concise interview with Warren Buffett would outperform a multi-million dollar film shoot featuring an unknown.



We surveyed C-Suite executives, Presidents or Chairmen from Google, Fujitsu, McKinsey, Deloitte, KPMG, Boston Consulting Group, ICAP and Schneider Electric among numerous others.

Our sample included:

**27**

Presidents and  
C-suite executives  
(CEO, CIO, CFO etc.)

**30**

Directors,  
Managing Directors  
or Divisional Heads

**8**

Senior Vice Presidents  
or Executive Vice  
Presidents

**8**

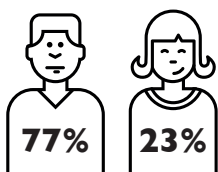
Treasurers,  
Financial Directors  
or Economists

**3**

Chairmen

**11**

'Other' including  
Barristers, Professors  
and a Government  
Minister



male

female



**35<**

95% were aged  
35 and over

Of those that are in the leadership of companies...

**1 000+**

60% employ more than  
1,000 people

**10,000+**

37% employ more  
than 10,000

Regions/countries our recipients listed as having professional accountability for:  
Worldwide, EMEA, Africa, US, UK, China, India, Ghana, Turkey, Switzerland, Tunisia, Estonia, Malaysia, Myanmar, Shanghai

