

# Bloomberg Media

C-Suite Insights | July 2022



# The C-Suite's responsibilities have broadened, and they are increasingly expected to solve society's problems.



## Consumers expect business leaders to solve society's problems more than ever

80% of people expect brands to solve "society's problems".

In Bloomberg Media's #ChangeTheWorld Report 2022, **2 CEOs, Elon Musk and Bill Gates**, were ranked the world's largest changemakers, beating out politicians and activists.

## Sustainability and ESG are more of a central focus

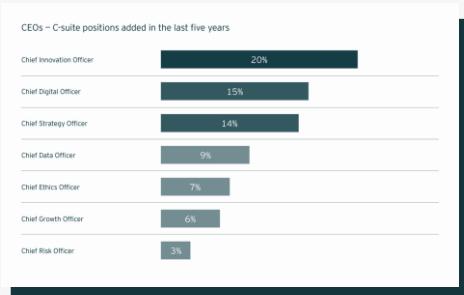
87% of C-Suite frequently think about **ESG efforts** and **company reputation** to meet their job responsibilities.

40% of them take ESG issues into consideration in their **business decisions** because their personal **performance metrics** require it.

## Adopting new and emerging technologies is critical to success

The topic of **Artificial Intelligence** appeared in the **top 10** concepts associated with C-Suite's role—the topic was outside of the rankings 10 years ago.

# The composition of the C-Suite is shifting too to adapt to their evolving demands.



**New roles created to meet the shifting needs with outsized demand for ESG-focused positions**

Chief Innovation Officer, Chief Digital Officer and Chief Strategy Officer roles have seen the largest growth in the past 5 years.

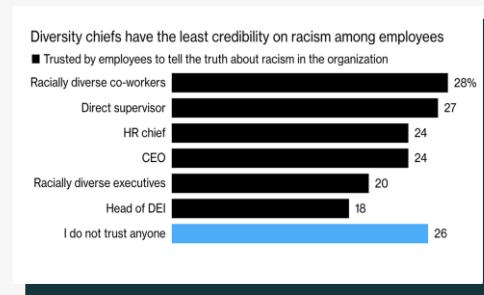
Hiring for **Chief Diversity and Inclusion Officers** soared 111%, as a share of all hires, from September 2020 to August 2021. Demand for **Chief Sustainability Officer** has grown by 228% over the past decade.



**More companies are taking actions to close the gap**

72% of companies in Bloomberg Gender-Equality Index (GEI)\* have a **Chief Diversity Officer**; 61% require a **gender diverse slate** of management position candidates.

\*Bloomberg Gender-Equality Index (GEI) tracks the performance of companies who are leaders committed to transparency in gender reporting.



**Despite progress, there's still a trust deficit in these new roles**

Trust in employers to “do what is right” regarding racism has **declined** over the past year, particularly among Black and Asian workers who believe racism exists.

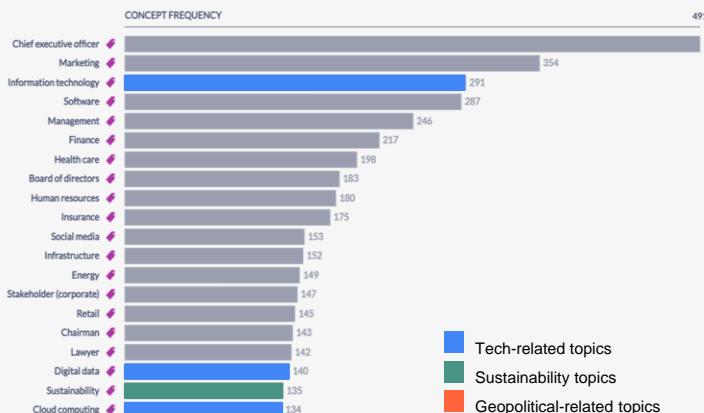
Just **18%** of workers trust their diversity chief to tell truth.

# The C-Suite's evolving remit is recognized in media, showing their new information needs.

Top 20 concepts associated with C-Suite's responsibilities in global media, between...

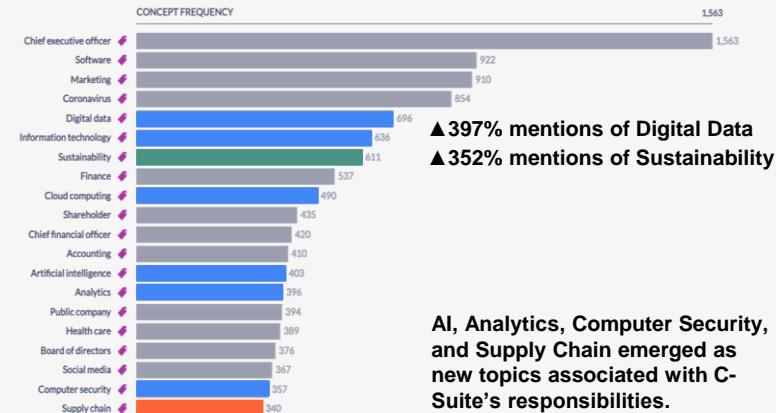
## 2016-2017

Media coverage of C-Suite's responsibilities shows a more unified and straightforward narrative focused on leadership and collaboration with other executive roles, with some mentions of technologies.



## 2021-2022

Media coverage paints a more robust and dynamic picture of C-Suite's broadening responsibilities, inclusive of a growing number of emerging technologies, the rising prominence of sustainability, and geopolitical challenges.



AI, Analytics, Computer Security, and Supply Chain emerged as new topics associated with C-Suite's responsibilities.

# In EMEA, C-Suite consumption trends on Bloomberg are reflective of their diverse priorities -- they are most interested in insights on the cutting edge of tech and ESG.

## Topic Interest

### Future-looking

With growing responsibilities in adopting new technologies and assessing geopolitical risks, the C-Suite consumes more future-forward content than the average Bloomberg audience.

### Genetic Engineering 2.4x

### Web3 2.3x

### Artificial General Intelligence 1.7x

### Future of Work 1.6x

### Future Innovation 1.4x

### Sustainability and Equality

C-Suite is significantly more likely to engage with ESG content, leaning into this new component of their responsibilities:

### Sustainability:

Greenhouse Gases 1.7x  
Nuclear Energy 1.6x

### Equality:

Financial Inclusion 1.9x  
Housing Shortage 1.8x  
Gender Equality 1.7x

## Media Habit

### Mixed-channel & Large screen

They prefer a mixed channel of media, and prefer a bigger screen to digest data-heavy and info-rich content.

### Prefer bigger screen:

Desktop 1.4x

### More likely to engage with habit-forming content:

Newsletter 2.0x

### Go to Bloomberg for first hand info:

Direct 1.6x

### In-depth Content

They are more likely to consume in-depth reporting and multimedia interactive content.

### Interactive and image-heavy content:

graphic 1.7x

### Deep-dive stories :

feature 1.7x

### Video content:

video 1.4x

Innovation, tech investment, customer-centricity and corporate governance are key drivers for brands to stand out in the eyes of the C-Suite audience.



**Attributes tested with the C-Suite audience in the Bloomberg Brand Accelerator correlated to Trust and to Vision are critical in building brand leadership in the eyes of the C-Suite.**

To stand out in front of C-Suite audience, it is critical for brands to build upon perceptions of **innovation and investment in technology** to enhance brand Vision, and to build on perceptions of **transparency, quality and customer-centricity** to boost brand Trust.

#### Brand Imagery Driver Analysis for EMEA C-Suite Audience



# Takeaways and opportunities for brands connecting with the C-Suite audience:

## 1 Build perceptions of innovation and investing in technology to resonate with the C-Suite.

Brands have an opportunity to raise profile and build perceptions in areas that are the most critical in the eye of the modern C-Suite.

## 2 Amplify commitment made and actions taken in ESG, especially around corporate governance.

With the growing responsibilities in responding to the public's expectation and taking ESG into consideration for business decision making, there's an opportunity for brands to prove trust through amplifying their ESG commitment and progress.

## 3 Solution the fast-shifting industry landscape, technologies and workplace with the C-Suite.

The C-Suite is faced with increasing challenges from the fast-shifting business landscape, and they are eager to future-proof the workplace and the workforce. Brands could provide tangible value by navigating the future landscape with them.

### Potential Opportunities

Activate brand messaging, initiatives, and thought leadership at Bloomberg New Economy, where the C-Suite seek insights and solutions around finance, commerce, sustainability, resiliency and security from global leaders.



Partner with Bloomberg for the Q3 2022 launch of new vertical Work Shift focused on the forces powering the future of work and business, enabling the C-Suite to future-proof their decision-making.



## More about the Bloomberg Media Audience Insight Series

Introduced in 2021, this monthly series from Bloomberg Media Data Science and Insight is designed to fuel marketers around the world with exclusive data and insight about key audience segments.

These data explorations leverage a variety of in-house tools and studies like:

### BloombergAiQ®

BloombergAiQ, our proprietary audience and content analysis platform which analyses data from 30,000 global publishers, including Bloomberg first party data, to deliver focused intelligence on content engagement and consumption patterns.

### Bloomberg Brand Accelerator

The Bloomberg Brand Accelerator, measures 15,000+ global decision-makers' perceptions of 700+ brands on Vision, Strength, Trust, Relevance and Familiarity along with 50+ specific drivers that relate to those categories.

### Bloomberg Intelligence

Bloomberg Intelligence, a team of 350+ global research professionals delivering independent perspective providing interactive data and research across industries and global markets.



Real-time, actionable information on audiences within our modern leader universe helps our partners form strategies that connect their messages with deeply engaged influencers. It's especially powerful amid the extreme uncertainties of the past year and the emerging optimism, even as challenges remain.

Duncan Chater, Managing Director, Europe, Bloomberg Media