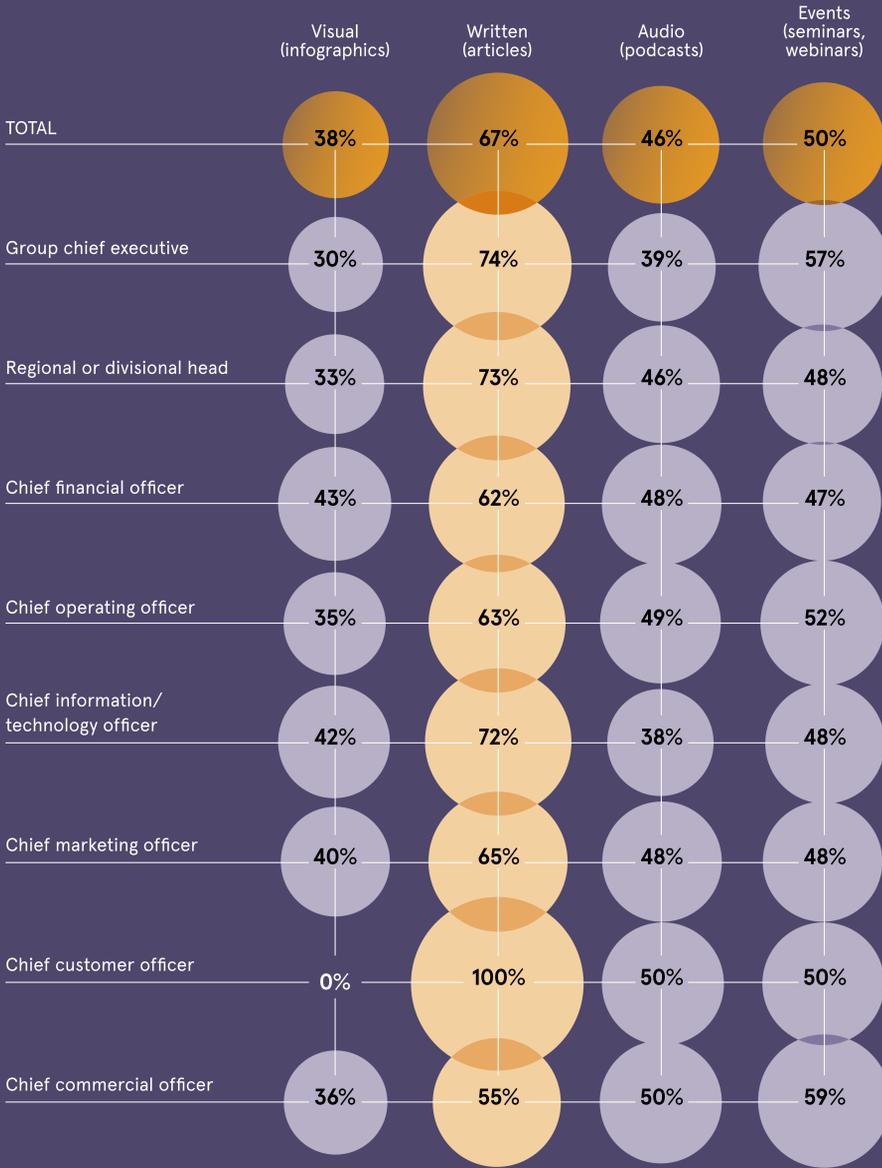


ENGAGING THE C-SUITE WITH CONTENT

As a marketer, getting through to the elusive C-level executive audience can be tough. They're time poor, and more demanding, analytical and disparaging than the average consumer. They think most branded content is boring, predictable and repetitive. So how do you deliver original, thought-provoking fresh thinking to cut through the crowd? Raconteur research looked into the how, where, who and when of content marketing to help answer this dilemma

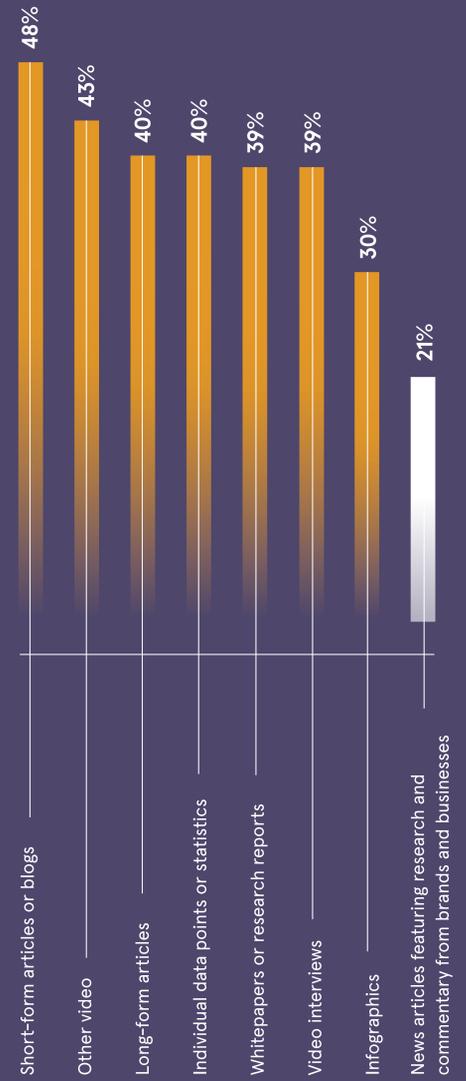
Most valuable content

What types of content do you find most valuable?



Most shareable content formats

What types of thought-leadership formats do people you know share with you the most (top three choices)?

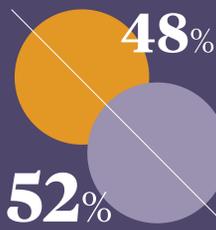


C-suite executives are highly critical

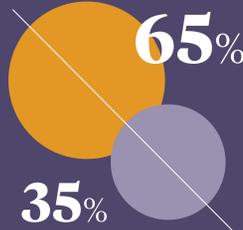
To what extent do you agree or disagree with the following statements?

Agree ◆ Disagree ◆

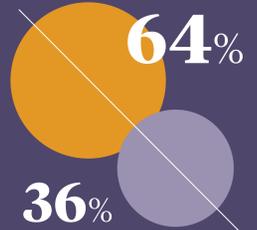
I distrust most content produced by brands and businesses because it tends to be too self-serving



Most branded content I see simply provides commentary on established industry trends rather than creating and leading future-focused conversation

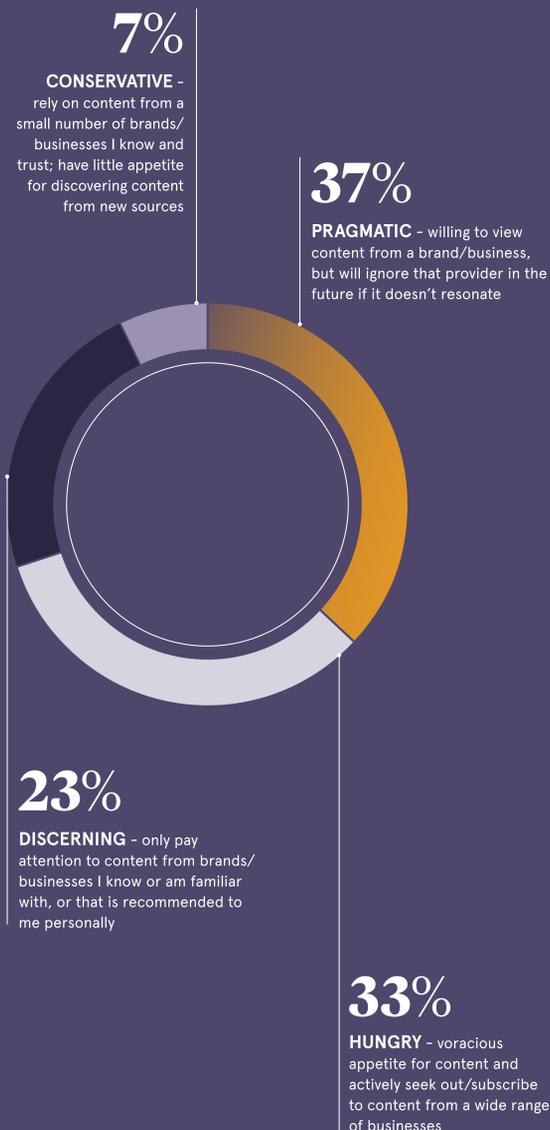


I prefer content that takes bold, contrarian or even provocative points of view



Approaches to consuming content are mixed

Which of the following statements best describes your approach to consuming content?



Choice of medium depends on time of day

Raconteur

When C-suite executives spend more of their time consuming content and how they typically access it*

- ◆ When do you spend most of your time consuming/exploring content (top three choices)?
- ◆ On a smartphone
- ◆ On a tablet
- ◆ On a desktop or laptop
- ◆ Printed material produced by the brand or business

Raconteur conducted interviews with 500 European C-suite executives in May 2017; respondents were representative of the leading industries and key geographies in the region. For more details and further results, please visit custom.raconteur.net/c-suitestudy

