Brand Trust Dimensions

Growing Stronger Brands
Across Inclusive Audiences

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What can brands do to strengthen trust across inclusive audiences?

Trust is critical for creating strong, enduring brands

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Our Questions

01 →

Dimensions of Trust

What are the components of brand trust? How does brand trust vary by industry vertical and across inclusive audiences?

02 →

Levers for Building Trust

What actions can brands take to strengthen trust across inclusive audiences?

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The Scope

Who

Nationally representative sample

AAPI
Black
Hispanic / Latine
White
(Total N = 4,968)

What

32 brands tested across 4 industry verticals

Fast Casual Dining
Finance
Automotive
Over-the-Counter Medications

How

10 dimensions of brand trust

- Reliable
- Authentic in how they represent themselves
- Relatable
- Inclusive of all different types of people
- Easy to communicate with
- Ethical in how they run their business
- Community minded
- Respectable
- Innovative in how they run their business
- Socially conscious

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Methodology

Recruitment

Participants recruited from representative online panel. Survey offered in English and Spanish

N = 4,968

Trust Ratings

Participants randomized to rate 2 brands they are familiar with from different verticals

Brand Familiarity

Participants rate familiarity of brands

Actions

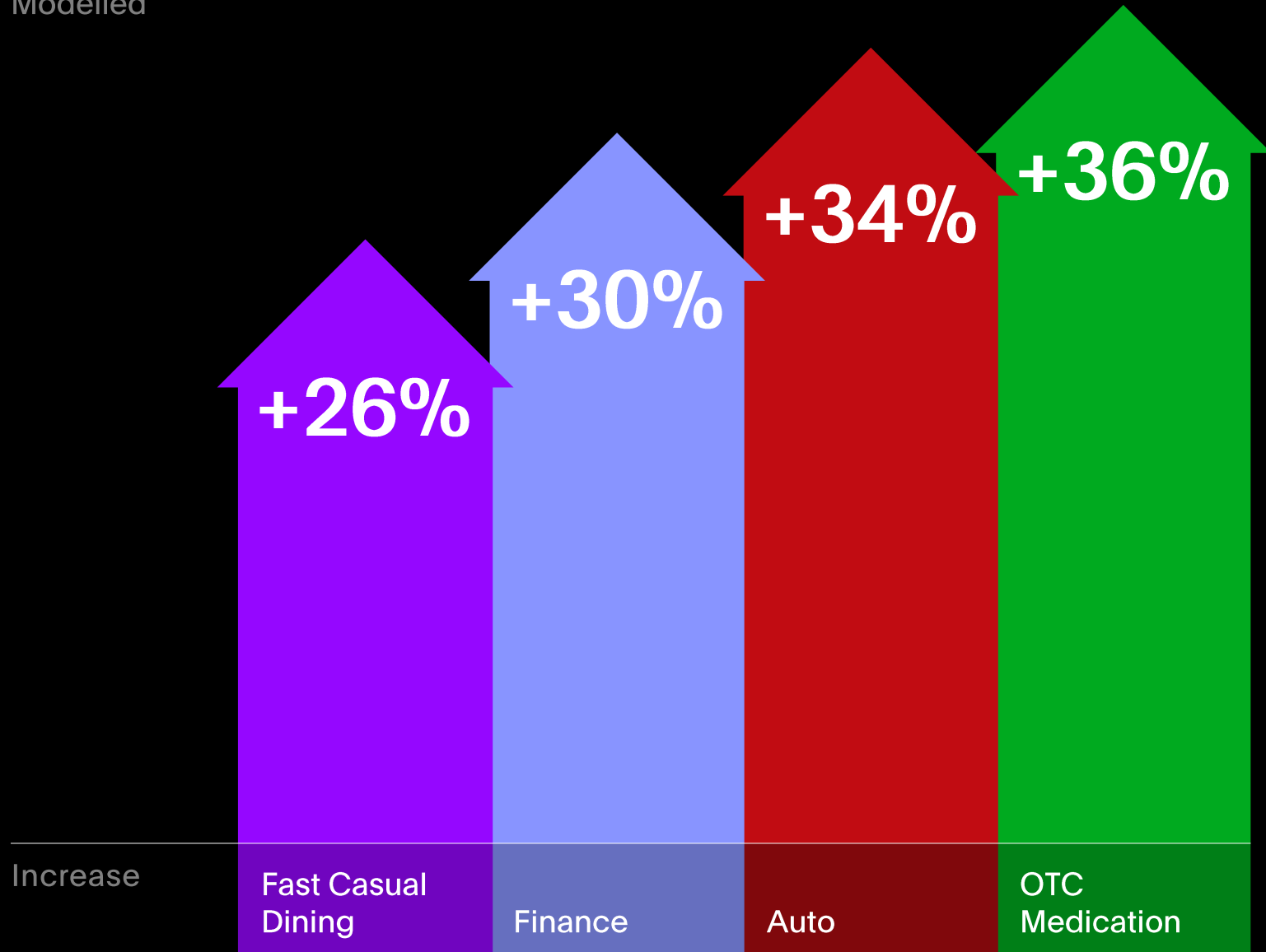Deep dive into actions brands can take to strengthen trust

Trust Foundations

The basics of brand trust

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Trust has substantial impact on the bottom line across verticals

For example, for every point increase in trust, purchase intent increases for fast casual dining by an average of 26%
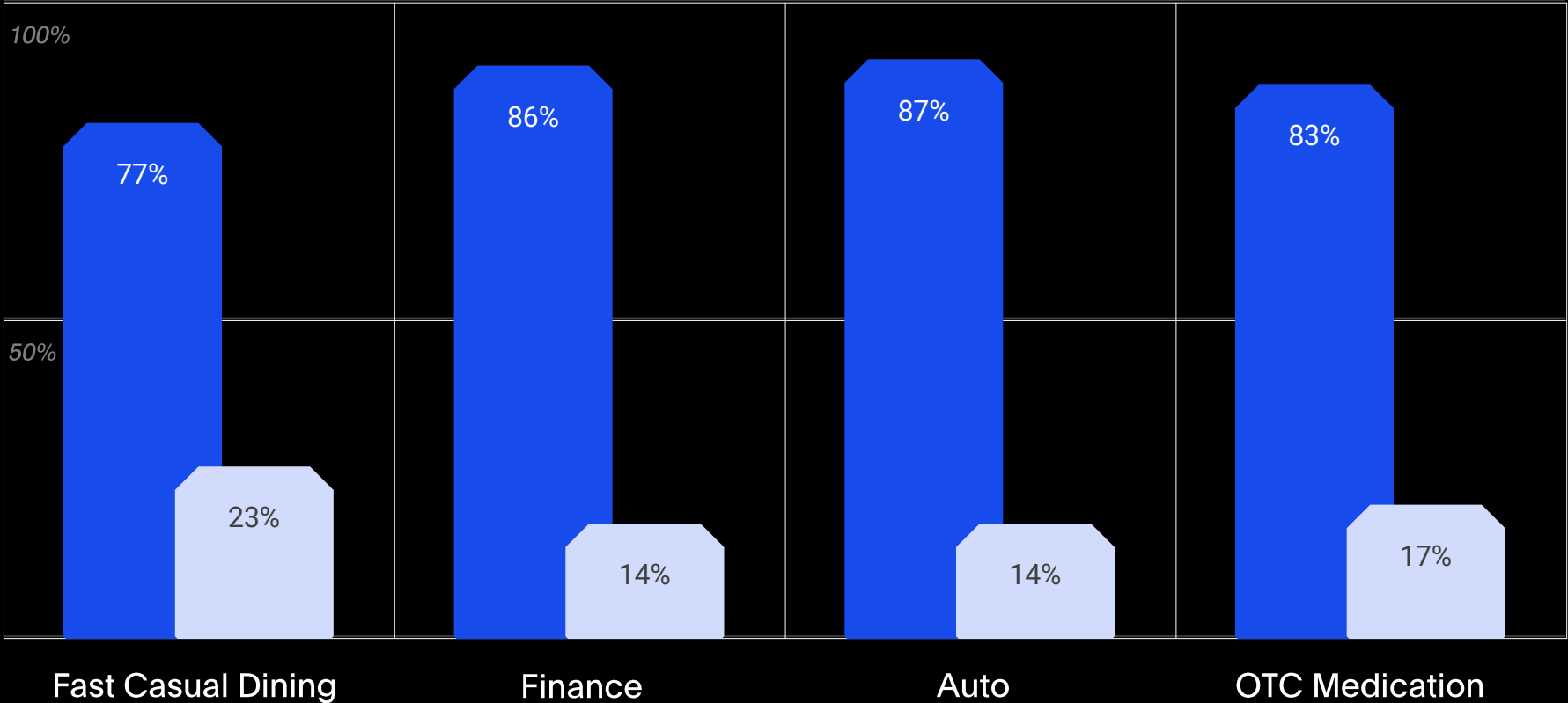
Impact of Trust on Purchase Intent
Modelled

Increase	+26%	+30%	+34%	+36%
	Fast Casual Dining	Finance	Auto	OTC Medication

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No trust,
no purchase

When a brand isn't trusted,
Purchase Intent drops
precipitously ↘

Purchase Intent by Trust
Brand is _____. ■ Trustworthy   ■ Not trustworthy

100%

77%	86%	87%	83%

50%

23%	14%	14%	17%

Fast Casual Dining   Finance   Auto   OTC Medication

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Top 5 drivers of trust are ____

All dimensions have a meaningful impact on brand trust

There's an opportunity for brands to communicate any dimension of trust in advertising. However, business practices should align to ensure <u>authenticity</u>

Drivers of Trust
Modelled

Reliability, 11%

Respect, 9%

Ethical, 6%

Authenticity, 6%

Relatability, 5%

Innovative business practices, 3%
Easy to communicate, 3%
Community mindfulness, 2%
Inclusivity, 2%
Social consciousness, 2%

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Brand trust plays a critical role in purchases across inclusive cohorts

Trust is a particularly strong driver of purchase intent among AAPI

Impact of Trust on Purchase Intent
Modelled, by race/ethnicity

+33%
+39%
+29%
+29%
+30%

Increase

| Overall Audience | AAPI | Black | Hispanic / Latine | White |

N: AAPI = 906; Black = 998; Hispanic / Latine = 2,139; White = 1,448
All modeled values are statistically significant at ≥ 90% confidence

10

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# Brands should take a nuanced approach to building trust based on audience

Drivers of Trust by Race/Ethnicity
Modelled

	Overall Audience	AAPI — Respect and reliability are particularly important	Black — Ethical practices are just as important as reliable products	Hispanic / Latine — Authentic representation is especially important	White
Reliable	11%	11%	9%	12%	13%
Respectable	9%	**12%**	8%	8%	12%
Ethical in how they run their business	6%	4%	**9%**	6%	9%
Authentic on how they represent themselves	6%	5%	5%	**7%**	4%
Relatable	5%	**6%**	5%	5%	4%
Innovative in how they run their business	3%	3%		3%	2%
Easy to communicate with	3%		2%	**4%**	5%
Community minded	2%	**4%**	**5%**		
Inclusivity	2%	3%	2%	2%	2%
Socially conscious	2%		**3%**	**3%**	

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Consistency in inclusiveness:
The simple act of being inclusive drives trust across all audiences
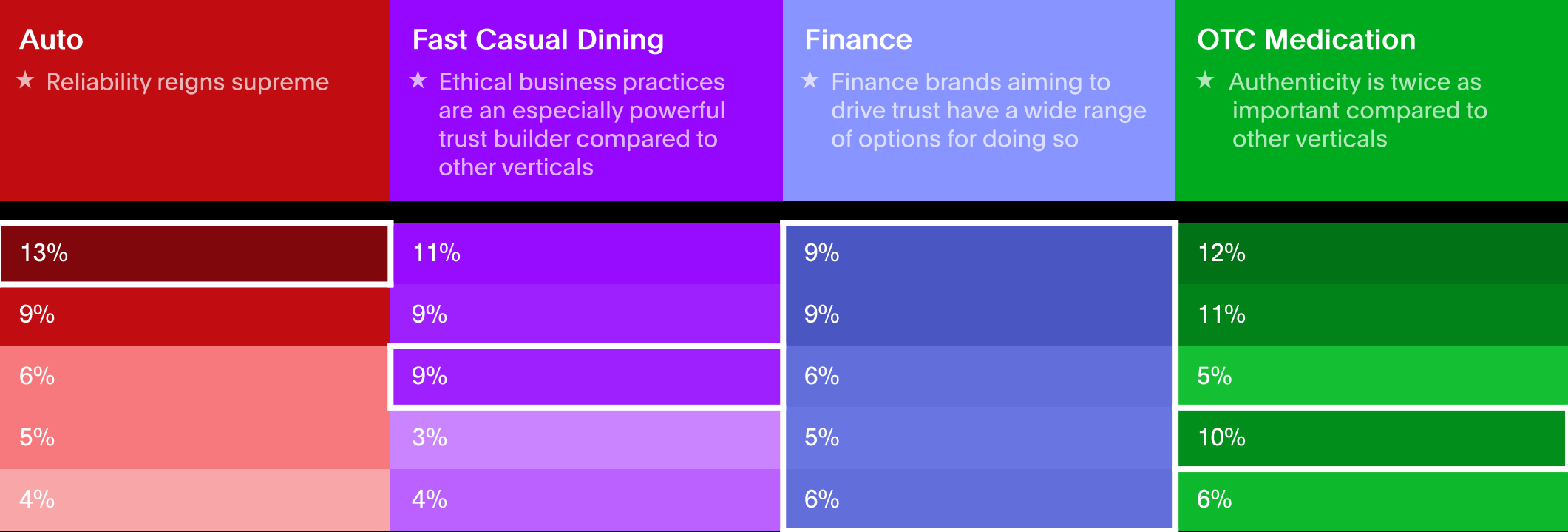
Inclusive of all different types of people*

AAPI

Black

Hispanic / Latine

White

* Significant driver of trust across all inclusive audiences
All modeled values are statistically significant at ≥ 90% confidence

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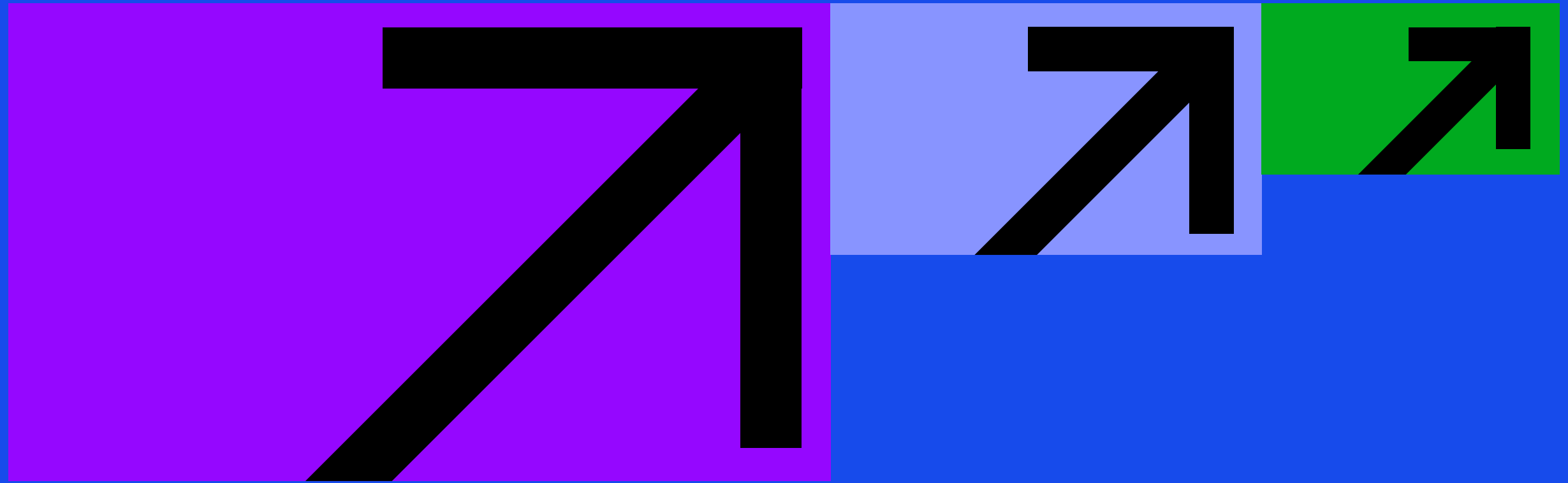
How is each vertical doing on brand trust?

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Building brand trust is not a one-size-fits-all

Top Drivers of Trust by Vertical - Modelled

	Auto	Fast Casual Dining	Finance	OTC Medication
	★ Reliability reigns supreme	★ Ethical business practices are an especially powerful trust builder compared to other verticals	★ Finance brands aiming to drive trust have a wide range of options for doing so	★ Authenticity is twice as important compared to other verticals
Reliable	13%	11%	9%	12%
Respectable	9%	9%	9%	11%
Ethical	6%	9%	6%	5%
Authentic	5%	3%	5%	10%
Relatable	4%	4%	6%	6%

– +

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Brand Trust Ratings

How does each vertical currently rate against each driver of brand trust?

A guide to understanding the quadrant analysis

★ ★ ★

[+] HIGHER PERFORMANCE RATING

[−] WEAKEST DRIVER

[+] STRONGEST DRIVER

+ / −

+ / +

− / −

+ / −

[−] LOWER PERFORMANCE RATING

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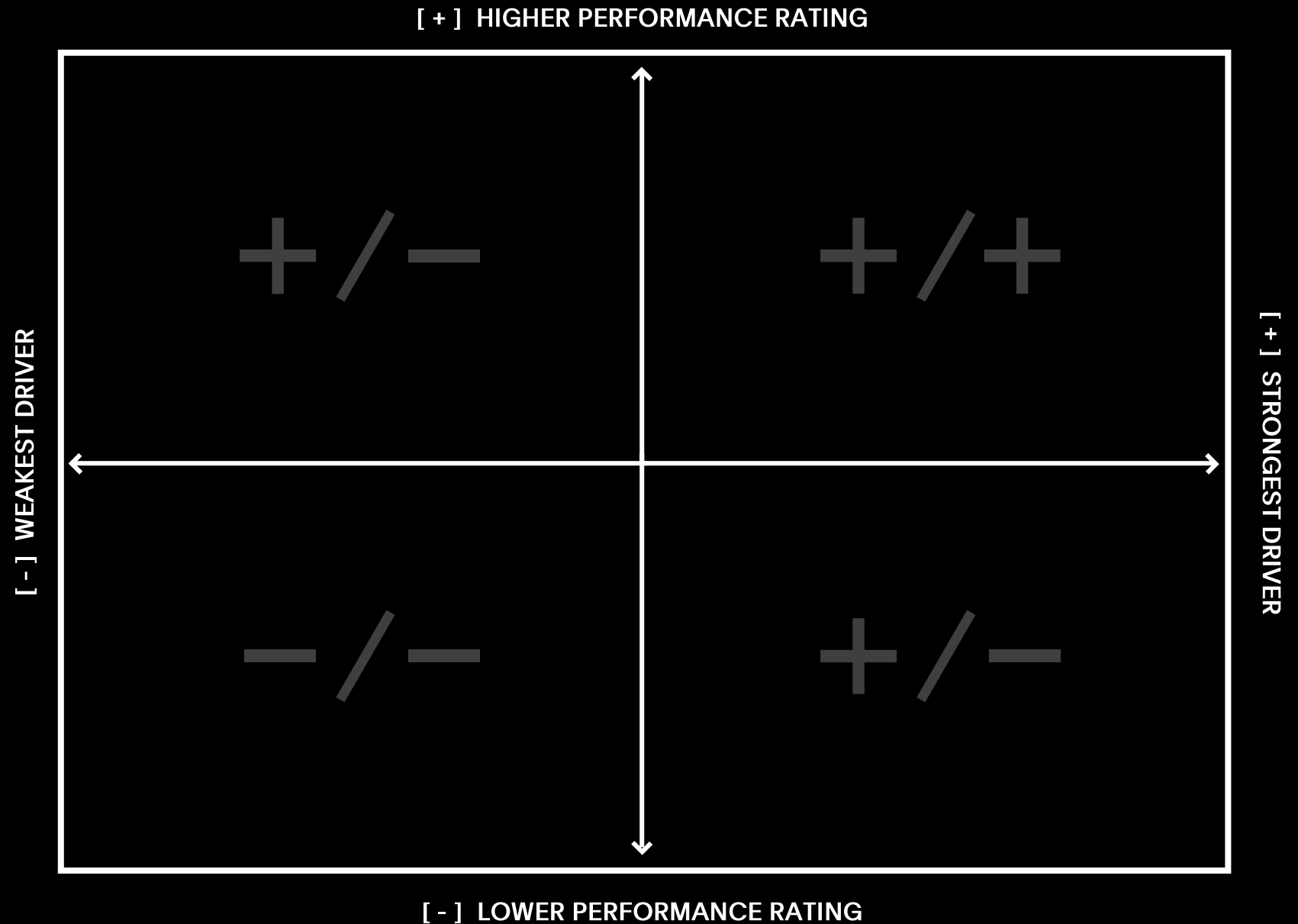
Auto

Auto brands should focus on reliability, but also explore opportunities to convey ethical practices

Trust Drivers & Ratings
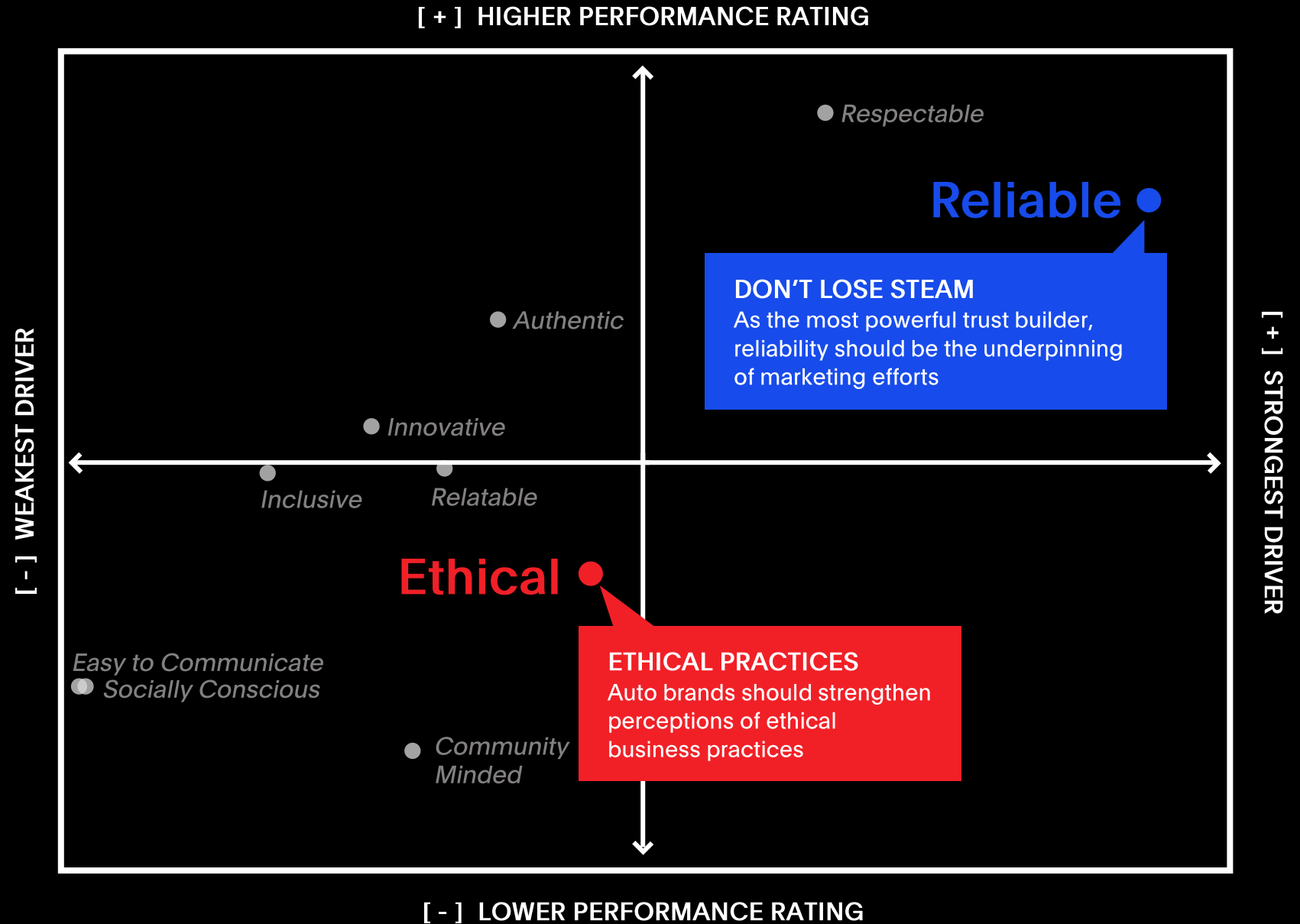
[+] HIGHER PERFORMANCE RATING

[−] WEAKEST DRIVER

[+] STRONGEST DRIVER

● *Respectable*

Reliable ●

DON'T LOSE STEAM
As the most powerful trust builder, reliability should be the underpinning of marketing efforts

● *Authentic*

● *Innovative*

● *Inclusive*   ● *Relatable*

Ethical ●

ETHICAL PRACTICES
Auto brands should strengthen perceptions of ethical business practices

Easy to Communicate
●● *Socially Conscious*

● *Community Minded*

[−] LOWER PERFORMANCE RATING

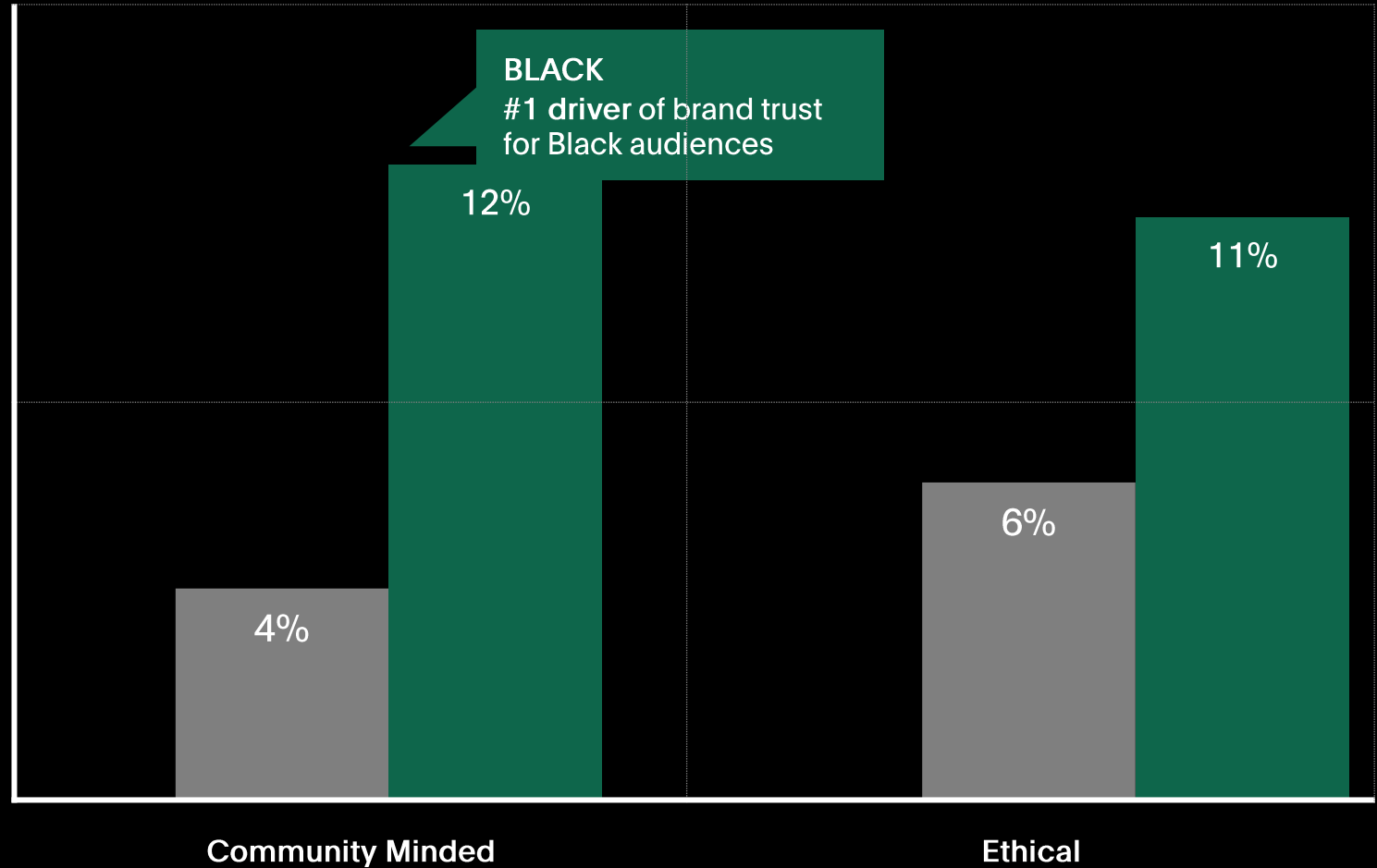MAGNA MEDIA TRIALS   *Initiative*   VEVO

Auto

For Black audiences,
auto brands should explore
community focused initiatives

Trust Drivers

**Inclusive
Spotlight**

Trust Drivers, Modeled Impact
■ Overall Audience ■ Black

**BLACK
#1 driver** of brand trust
for Black audiences

12%

11%

6%

4%

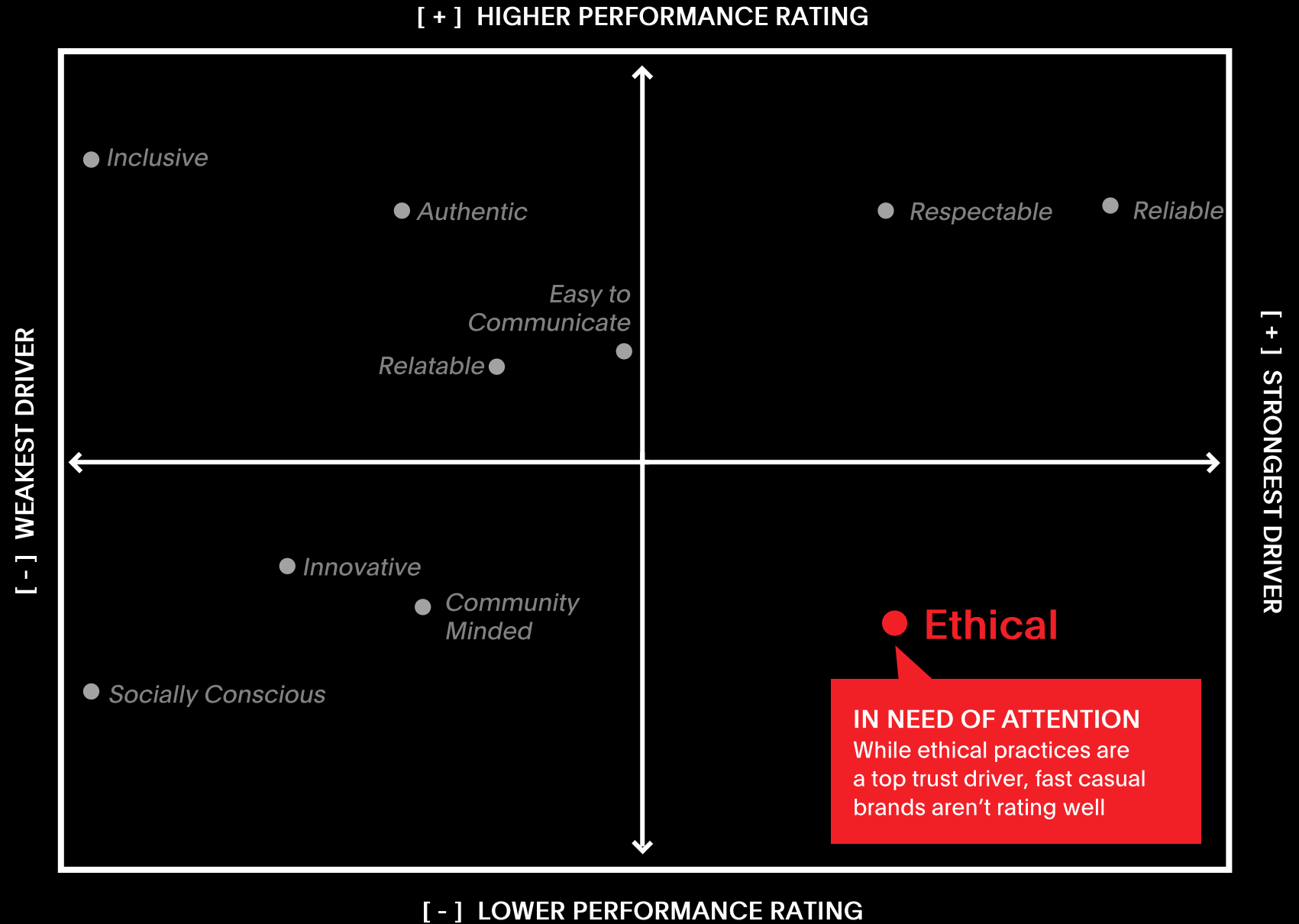**Community Minded**

Ethical
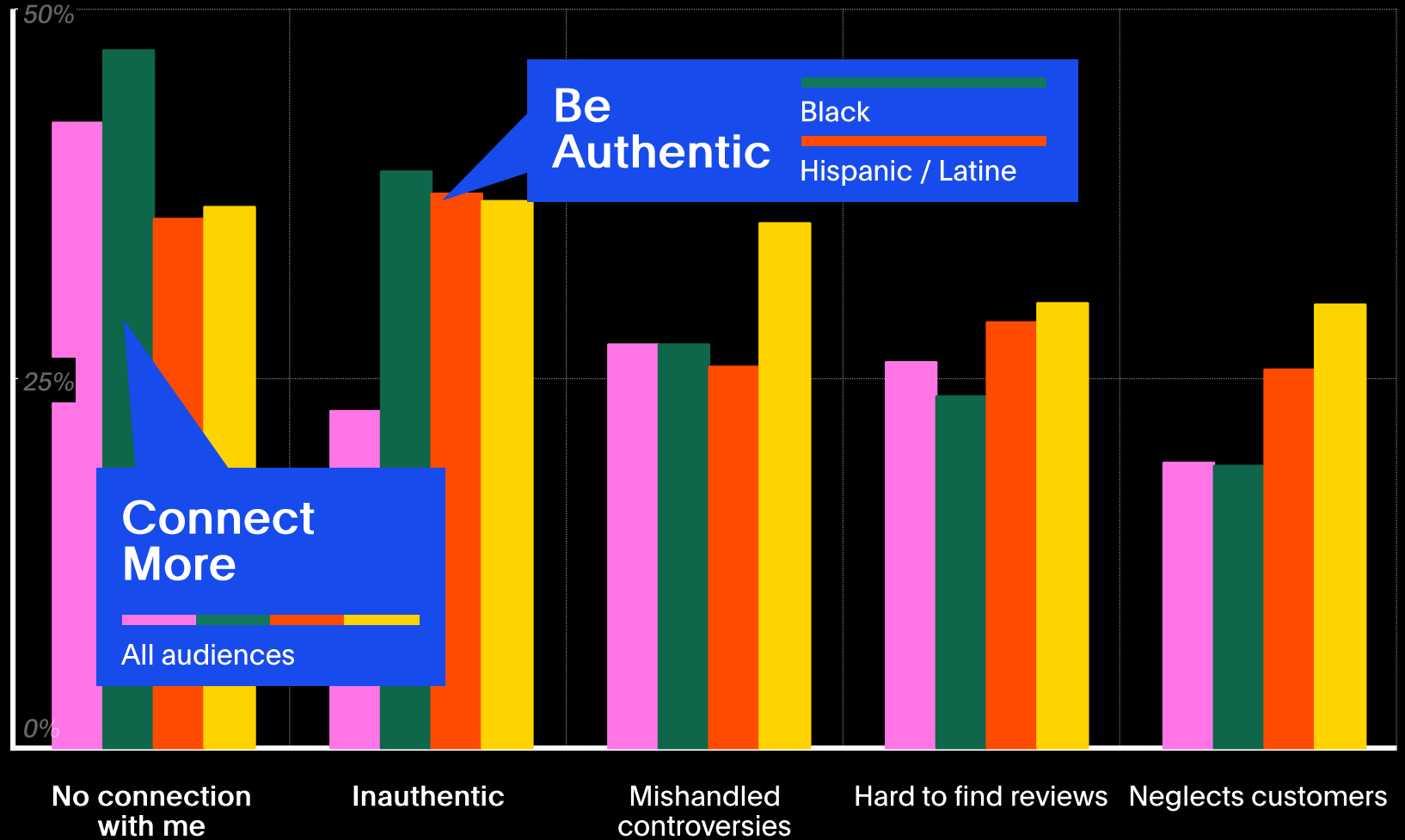
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Fast Casual Dining

Fast casual brands need improvement in communication of ethical business practices

Trust Drivers & Ratings

[+] HIGHER PERFORMANCE RATING

[–] WEAKEST DRIVER

[+] STRONGEST DRIVER

- Inclusive
- Authentic
- Respectable
- Reliable
- Easy to Communicate
- Relatable
- Innovative
- Community Minded
- **Ethical**
- Socially Conscious

IN NEED OF ATTENTION
While ethical practices are a top trust driver, fast casual brands aren't rating well

[–] LOWER PERFORMANCE RATING

N: Fast Casual Dining = 1,718
All modeled values are statistically significant at ≥ 90% confidence
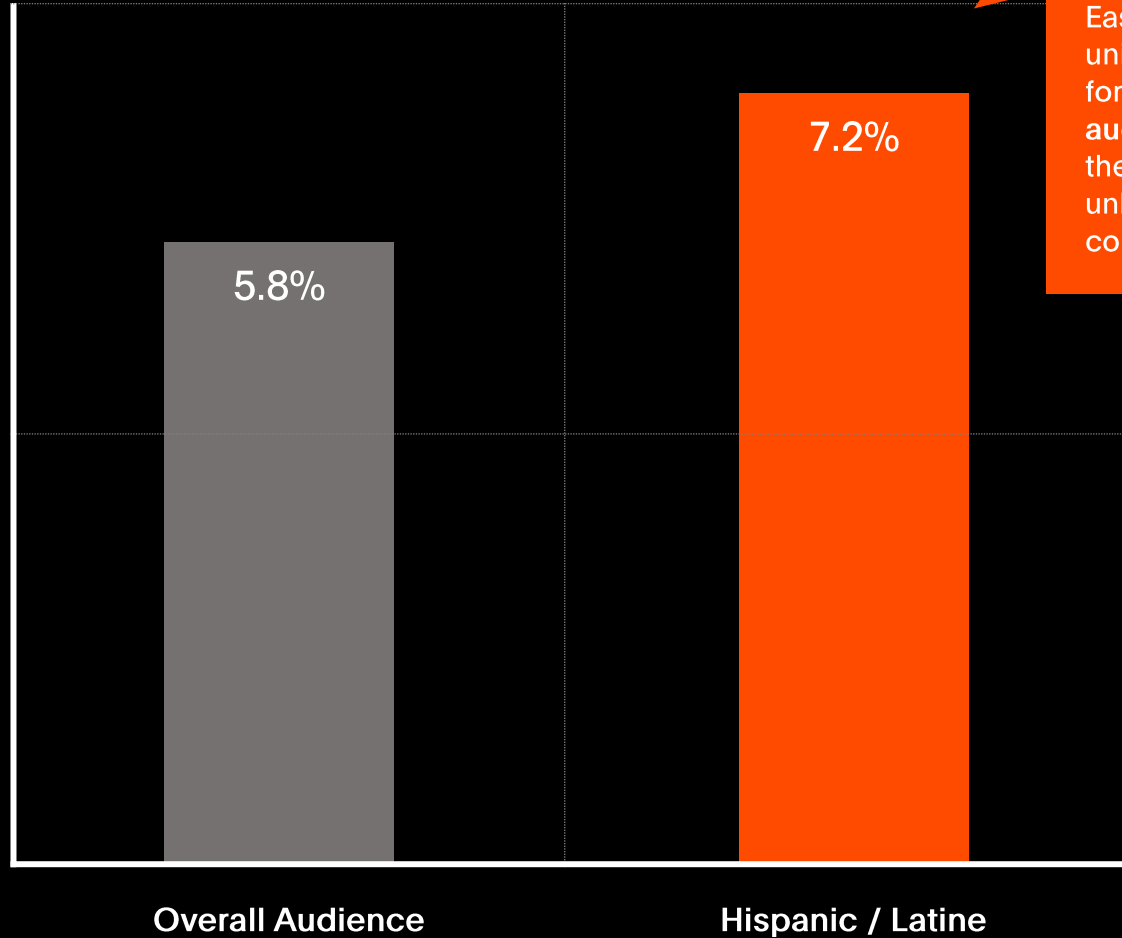
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Fast Casual Dining

For Hispanic / Latine audiences, restaurant brands should consider language preferences

Trust Driver

Inclusive Spotlight

Trust Driver – Easy to Communicate
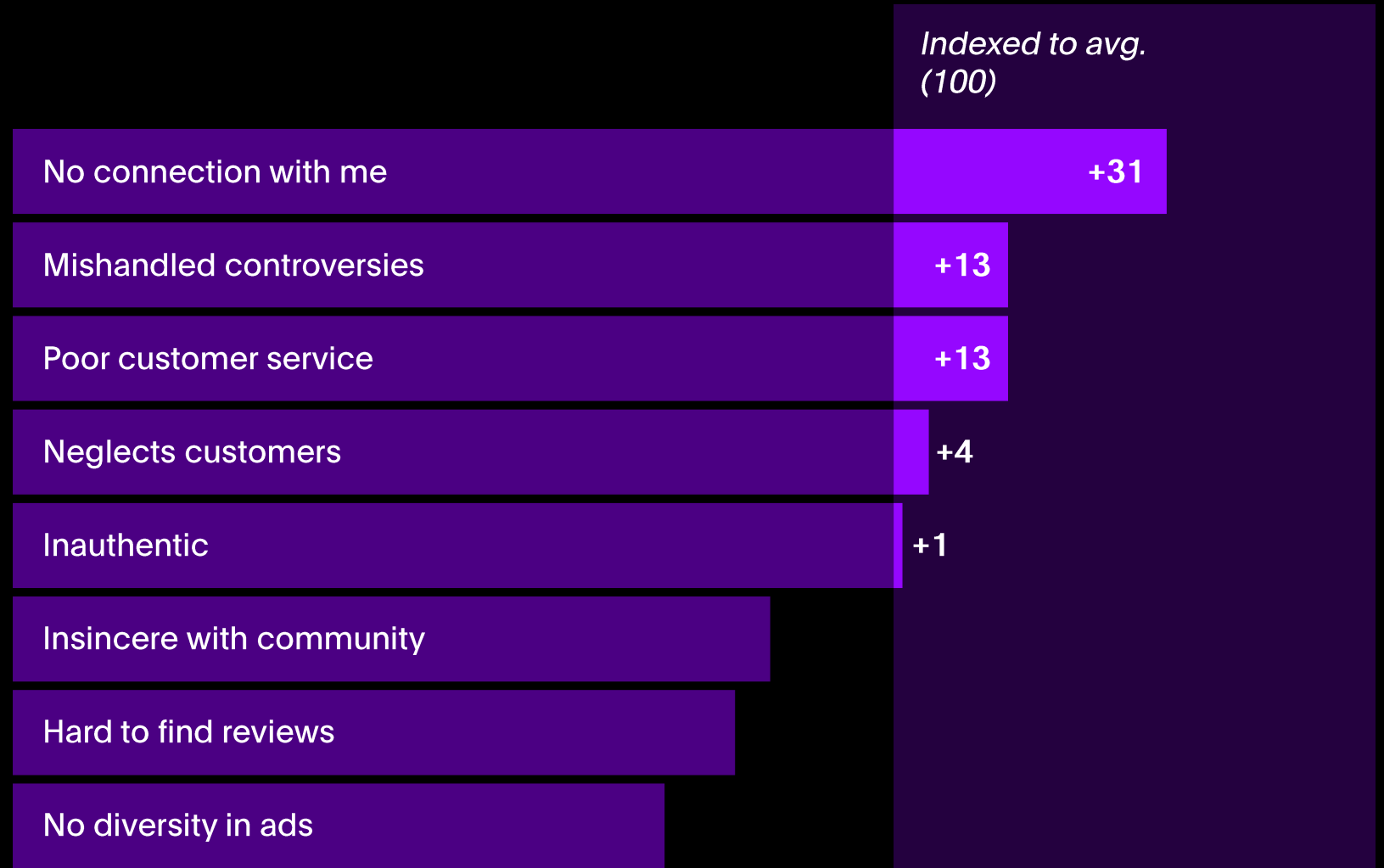**Modelled Impact**

HISPANIC / Latine
Consider language preference:
Easy communication was a uniquely strong driver of trust for **Hispanic / Latine audiences. Specifically, in the top 3 strongest drivers,** unlike any other inclusive cohort

5.8%

7.2%

Overall Audience

Hispanic / Latine

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Fast Casual Dining

Beyond lack of personal connections, past controversies and customer service are eroding trust for fast casual brands, so should also be a focus

Brand Distrust

Reported reasons for distrust for Fast Casual
Indexed to avg (100) within vertical

Indexed to avg. (100)

Reason	
No connection with me	**+31**
Mishandled controversies	**+13**
Poor customer service	**+13**
Neglects customers	**+4**
Inauthentic	**+1**
Insincere with community	
Hard to find reviews	
No diversity in ads	

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Finance

Finance has room for improvement in a wide range of trust builders

Trust Drivers & Ratings

[+] HIGHER PERFORMANCE RATING

[-] WEAKEST DRIVER

[+] STRONGEST DRIVER

Respectable

Reliable

Inclusive

Authentic **Ethical**

Easy to communicate

Innovative

Relatable

Community Minded

NEEDS IMPROVEMENT
These actions have the potential to significantly improve brand trust, but finance brands aren't rating well

Socially Conscious

[-] LOWER PERFORMANCE RATING

N: Finance = 1,890
All modeled values are statistically significant at ≥ 90% confidence
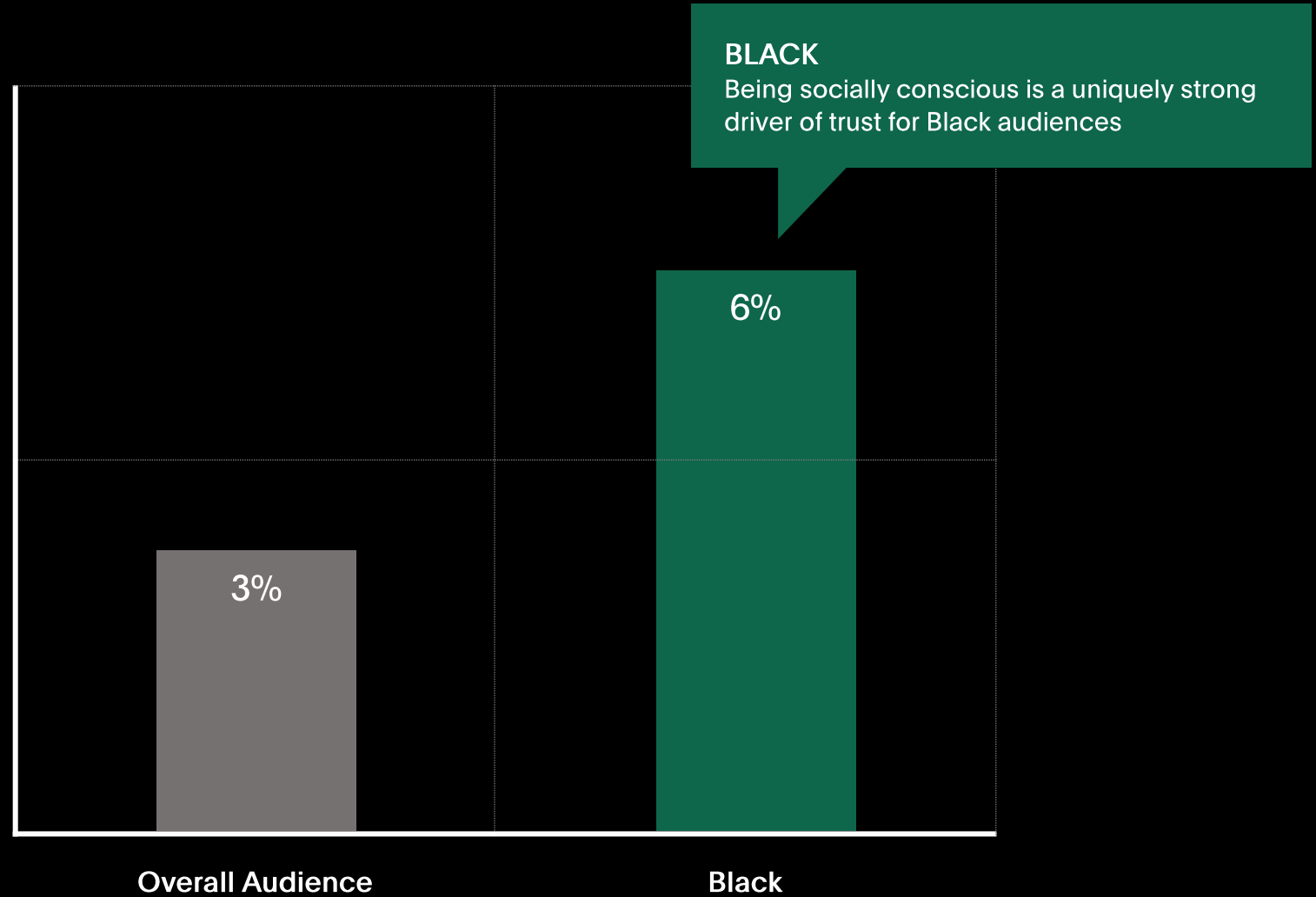
22

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Finance

Increased focus on being socially conscious would build trust with Black audiences

Trust Driver

Inclusive Spotlight

Trust Driver - Socially Conscious
Modelled Impact

BLACK
Being socially conscious is a uniquely strong driver of trust for Black audiences

6%

3%

Overall Audience

Black

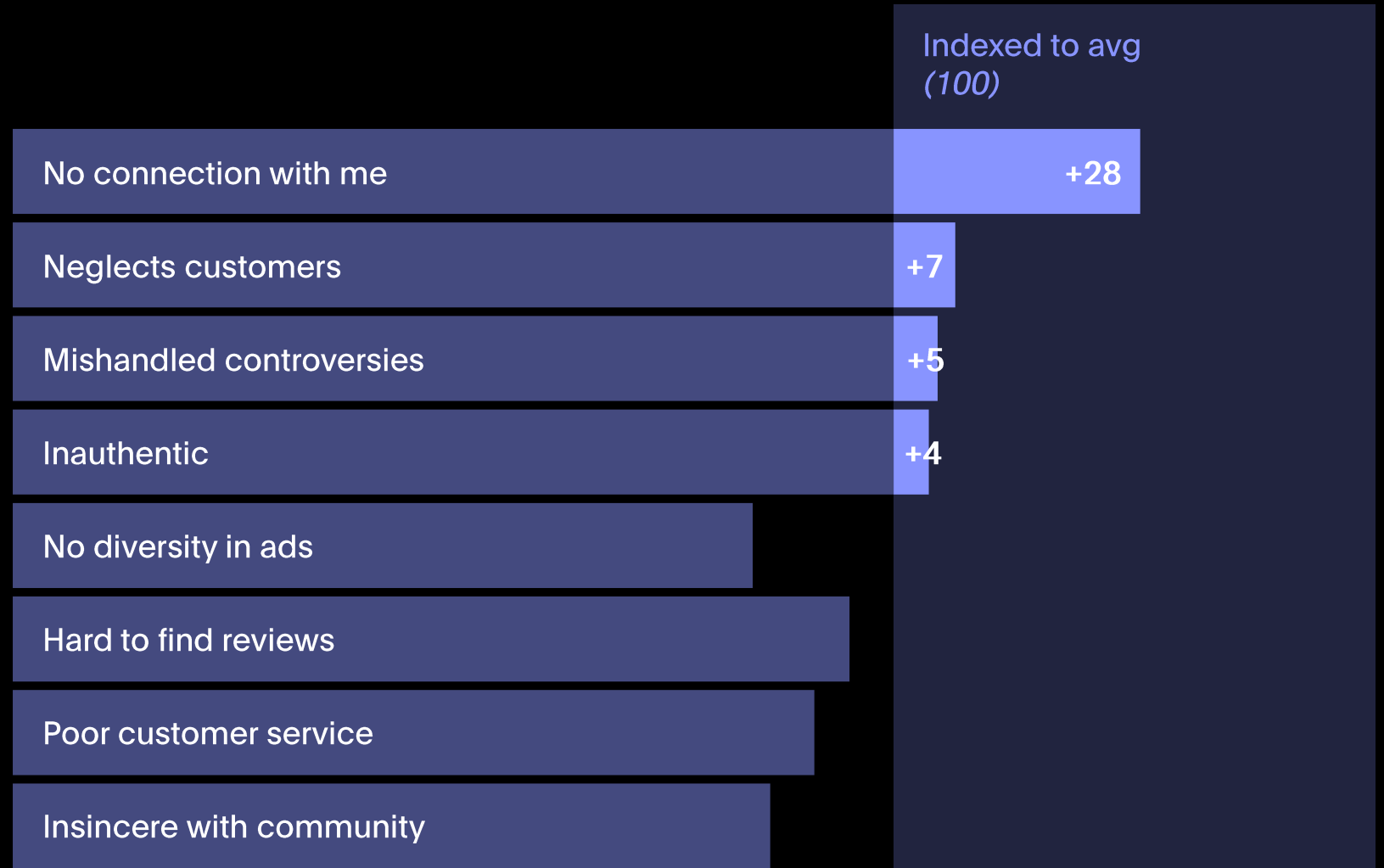MAGNA MEDIA TRIALS | Initiative | VEVO

Finance

Finance brands should also focus on illustrating care for its customers, authenticity and handling controversies better

+7

Brand Distrust

Reported reasons for distrust for Finance
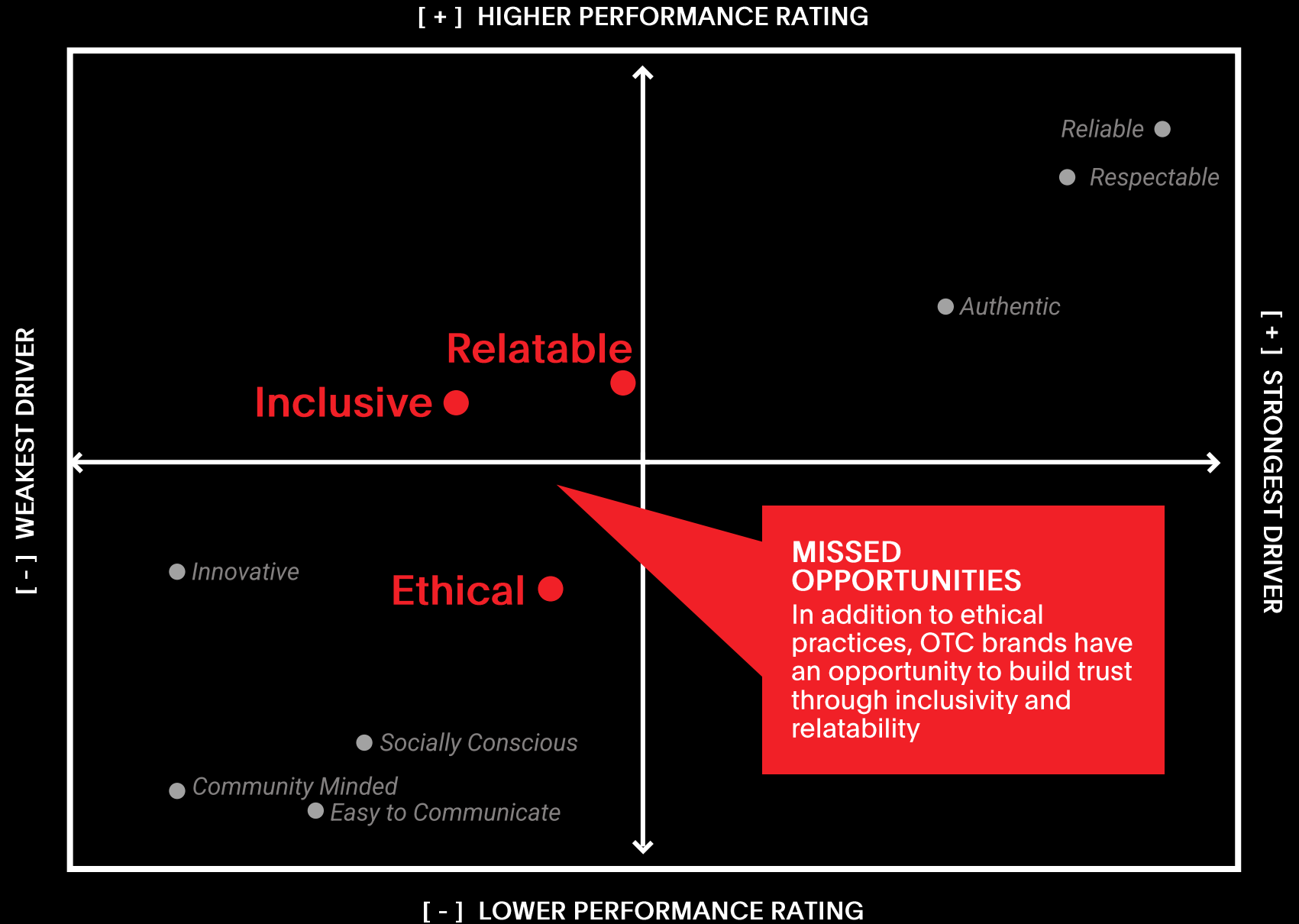Indexed to avg (100) within vertical

Indexed to avg *(100)*

No connection with me	+28
Neglects customers	+7
Mishandled controversies	+5
Inauthentic	+4
No diversity in ads	
Hard to find reviews	
Poor customer service	
Insincere with community	

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OTC Brands

OTC brands should focus on building relatability through inclusivity

Trust Drivers & Ratings

[–] WEAKEST DRIVER

[+] STRONGEST DRIVER

- Reliable
- Respectable
- Authentic

Relatable

Inclusive

- Innovative

Ethical

MISSED OPPORTUNITIES
In addition to ethical practices, OTC brands have an opportunity to build trust through inclusivity and relatability

- Socially Conscious
- Community Minded
- Easy to Communicate

[–] LOWER PERFORMANCE RATING

N: Over the Counter = 2,009
All modeled values are statistically significant at ≥ 90% confidence

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OTC Brands

OTC brands should focus on building authenticity with AAPI consumers

Authenticity Ratings

Inclusive Spotlight

68%
Black

66%
White

66%
Hispanic / Latine

58%
AAPI

Most room for improvement

!

N: AAPI = 448; Black = 530; Hispanic / Latine= 1,270; White = 806
Q: Give [brand] a rating for each of the characteristics listed. I'd say [brand] is…

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Actions for building stronger brands

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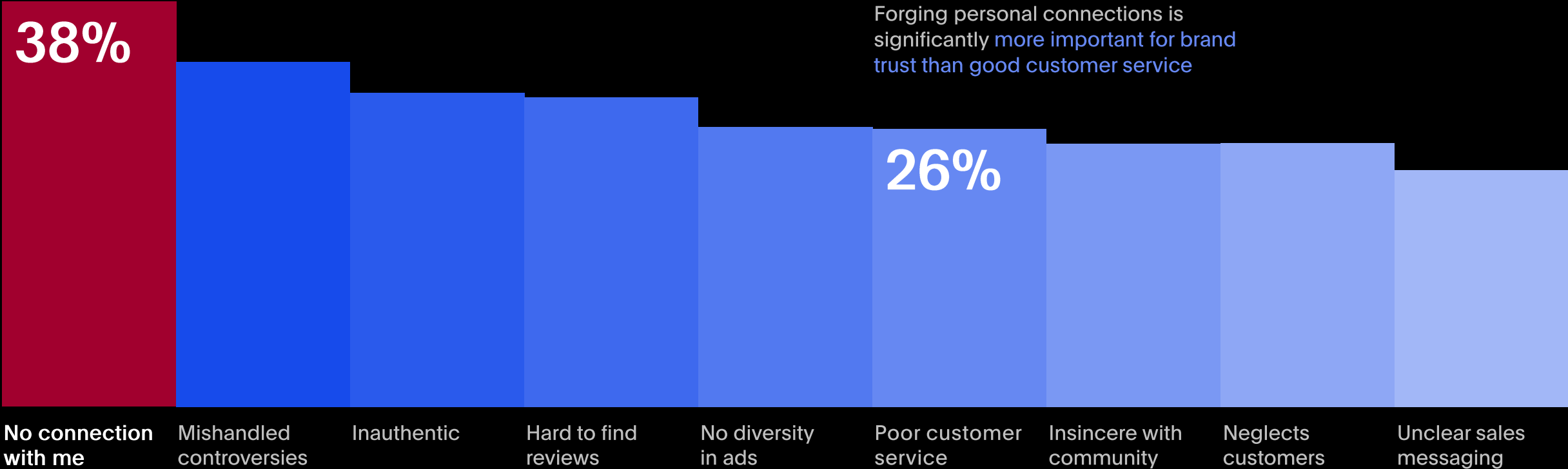
Making an effort to connect is table stakes

Brands can combat distrust across all inclusive audience segments through meaningful marketing outreach

Reasons for brand distrust
% Selected

38%

Forging personal connections is significantly more important for brand trust than good customer service

26%

No connection with me	Mishandled controversies	Inauthentic	Hard to find reviews	No diversity in ads	Poor customer service	Insincere with community	Neglects customers	Unclear sales messaging

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Brands have been successful at connecting with consumers in a variety of ways, notably social media and good content alignment

Good content alignment has made greater strides in connecting with consumers than free product (via loyalty rewards)

Successful modes for connecting with consumers % Among those who mentioned the brand was connecting with them	Average	AAPI	Black	Hispanic / Latine	White
Social media	41%	45%	36%	43%	37%
Run ads next to/in content that is relevant to me	34%	31%	35%	39%	29%
Run ads next to/in content that that fits with the mood/theme of the ad	33%	29%	38%	32%	31%
The content they generate (e.g., TV shows, short form online content, etc.)	33%	31%	40%	32%	30%
Personalized recommendations when I interact with them	30%	34%	33%	30%	26%
Loyalty reward programs	30%	29%	29%	29%	35%
The storytelling in their ads	29%	27%	30%	28%	31%
Run ads next to/in content that represents me & the world around me	28%	22%	33%	30%	25%
Influencers I follow	20%	22%	23%	18%	18%

Good content alignment (highlighted: "Run ads next to/in content that is relevant to me" and "Run ads next to/in content that that fits with the mood/theme of the ad")

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Thoughtful advertising practices present an immense opportunity to build brand trust

Brands can build trust with majority of people through their advertising practices

Most effective actions for building trust
- Net Score (% selected)

76%
Advertising Practices

Pay attention to content ads run next to
33%

Inclusive ads
31%

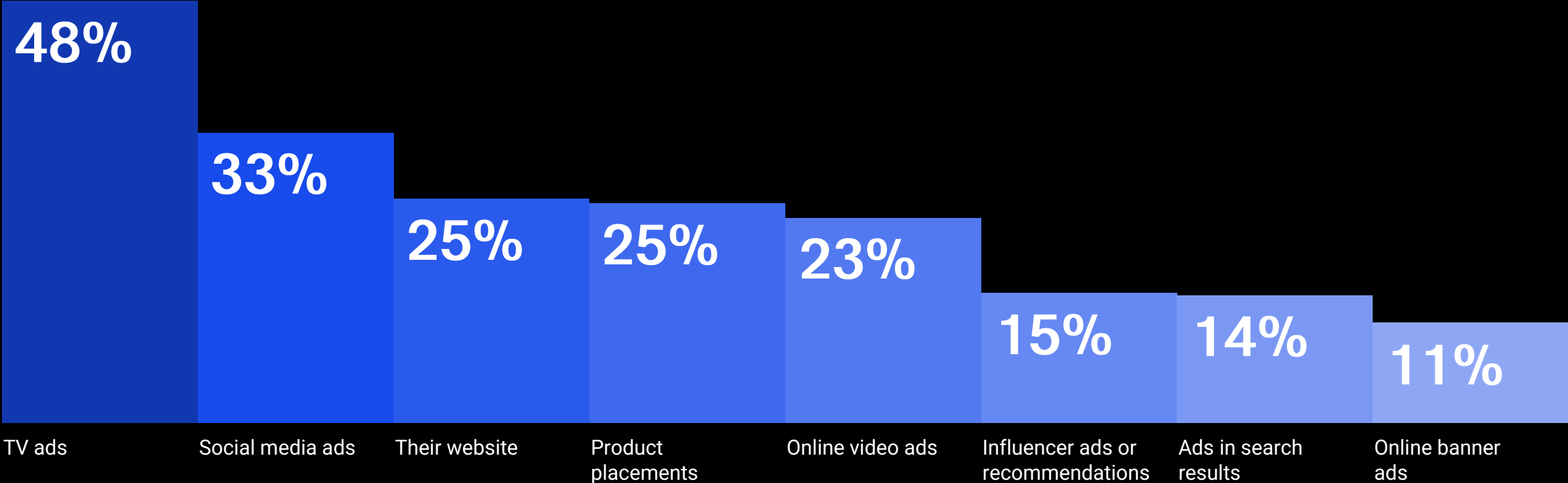Sharing online content created by customers
30%

Personalized customer experiences
30%

Strong creative stories in ads
27%

Ad messages that reflect my experiences
24%

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To build trust, brands should leverage the power of video, especially on the biggest screen in the home

Preferred channels of engagement
% Selected

48%	**33%**	**25%**	**25%**	**23%**	**15%**	**14%**	**11%**
TV ads	Social media ads	Their website	Product placements	Online video ads	Influencer ads or recommendations	Ads in search results	Online banner ads

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Media responsibility is a driving force behind establishing consumer trust

Most effective advertising practices for driving brand trust
- Net Score (%)

65%
Ads running next to/in content that is…

Reputable and safe to watch
48%

Supports diverse communities and creators
45%

Diverse and representative of the world around me
38%

N: 4,968
Q: When it comes to establishing your trust with brands, what do you think are the most effective ways for brands to deliver their messages through advertising?

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Summary

Implications

Thoughtful, Ongoing Communication

People expect to feel seen by brands and when they do not, perceived lack of effort breeds distrust. Making efforts to connect with individuals through consistent and thoughtful communication is recommended

Video Advertising Serves As A Gateway To Brand Trust

There's an opportunity for brands to communicate any dimension of trust in advertising – particularly video. However, business practices should always align to ensure authenticity

Embrace Responsible Media Practices

Embrace Responsible Media Practices
For brands, media responsibility isn't just a component, it's the driving force behind establishing consumer trust. Brands should:

Ensure Credible and Safe Media Environments:
Nearly half of consumers believe that seeing ads in a reputable and secure context is essential for building trust

Support Diversity in Communities and Creators:
Nearly as many consumers feel that trust is built when brands actively support diverse voices and creators

Reflect a Diverse World:
A substantial segment of the audience values ads that are set against a backdrop of diverse and representative content

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Vertical Action Items

Auto

- Continue focusing on reliability messaging
- Ensure you aren't just "talking the talk" when it comes to ethical business practices
- Consider community initiatives for Black audiences

Fast Casual Dining

- Evaluate their ethical business practices and convey improvements
- Consider having a clear accountability plan for handling unexpected controversies
- Explore communication difficulties with Hispanic / Latine audiences

Finance
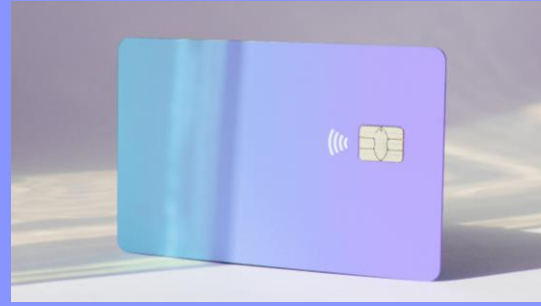
- Given a wide range of trust building actions are possible for finance, brands should take this as an opportunity to differentiate
- Focus on social consciousness when communicating with Black audiences

OTC Medications

- Authenticity, authenticity, authenticity – its an important driver of trust and has the most room for growth among AAPI audiences
- Focus efforts on building trust through inclusivity and relatability

What's a brand to do?

Dimension of Trust	Actions to Consider
Reliable	Brand quality, on-time delivery, customer support, accurate product information
Respectable	Consistent messaging, accurate product information
Ethical Business Practices	Clear messaging for brand value, customer support, community support
Authenticity	Consistent messaging. Message and product alignment. Accurate product information
Relatable	Outreach to your audience where they are. Transparent, honest messaging
Community Minded	Investments in local communities
Innovative	Anticipate customer needs, targeting messaging to consumer needs
Inclusive	Inclusive and diverse marketing, messaging across all outreach platforms
Easy To Communicate With	Open channels of communication, feedback channels
Socially Conscious	Ensure sustainable business practices

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Thank You