

# Trust.

# The UK appears to be going through a **trust crisis**





# Key findings

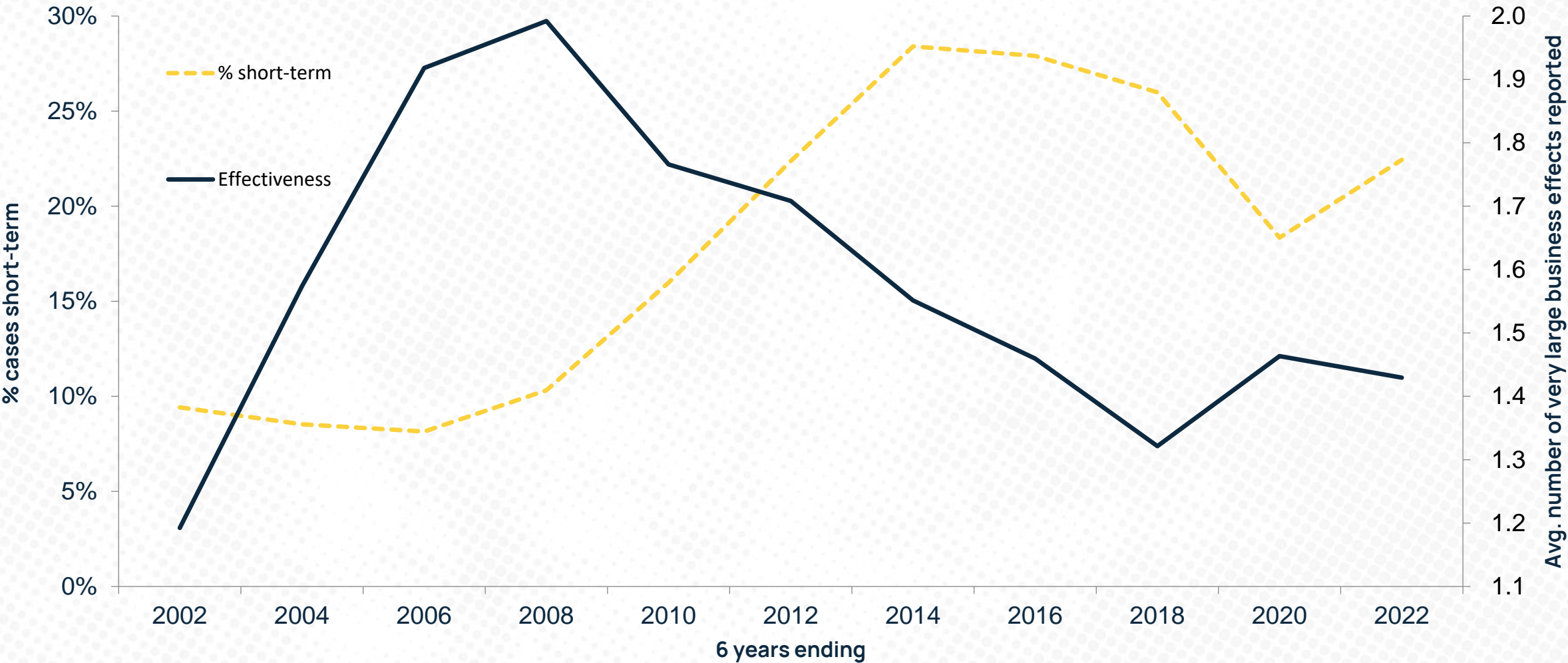
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- Campaigns that **include news brands** are **more effective** than campaigns that don't include news brands, because **news brands increase** the **brand trust** and **brand quality** of advertised brands
- The importance of **brand trust** and its **positive impact on key business metrics** has increased over the last decade, and is therefore a very important metric to brands
- We need to **re-think brand trust** and challenge the way it's measured, and so we have **developed a stronger metric** of the true level of trust in a brand which shows that
  - **News brands** are **highly trusted** by their readers
  - **Advertisers** can **benefit from** this **strong trust in news brands**
  - **Advertising** on a **news brand** sees the **brand assimilate** some of this **trust** and **quality**

# How investing in **news brands** builds trust and drives growth

Data from the IPA Databank 2012-2022

# Climate: A swing to short-termism with predictable results

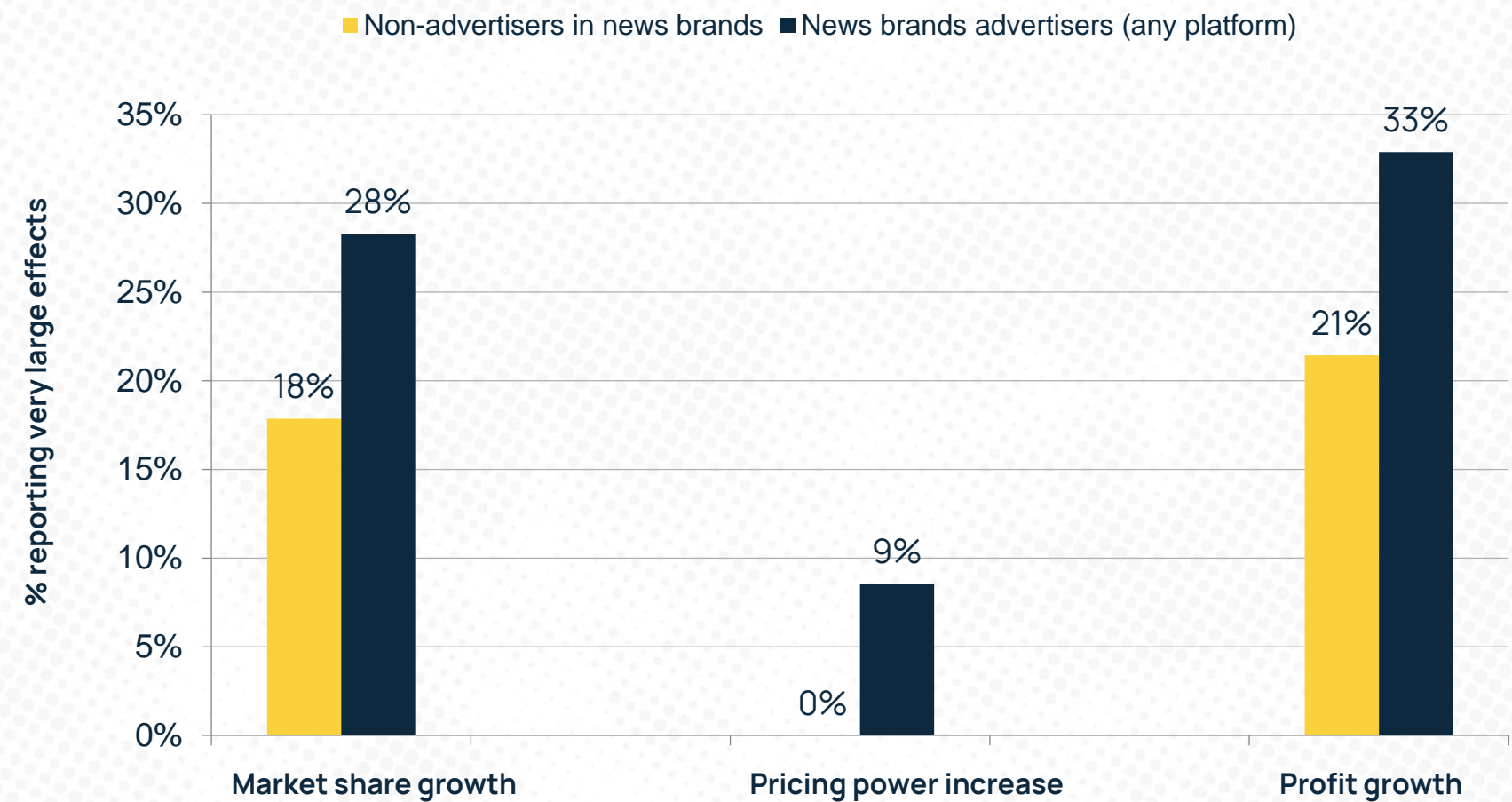


Source: IPA Databank, 1998-2022 for-profit cases

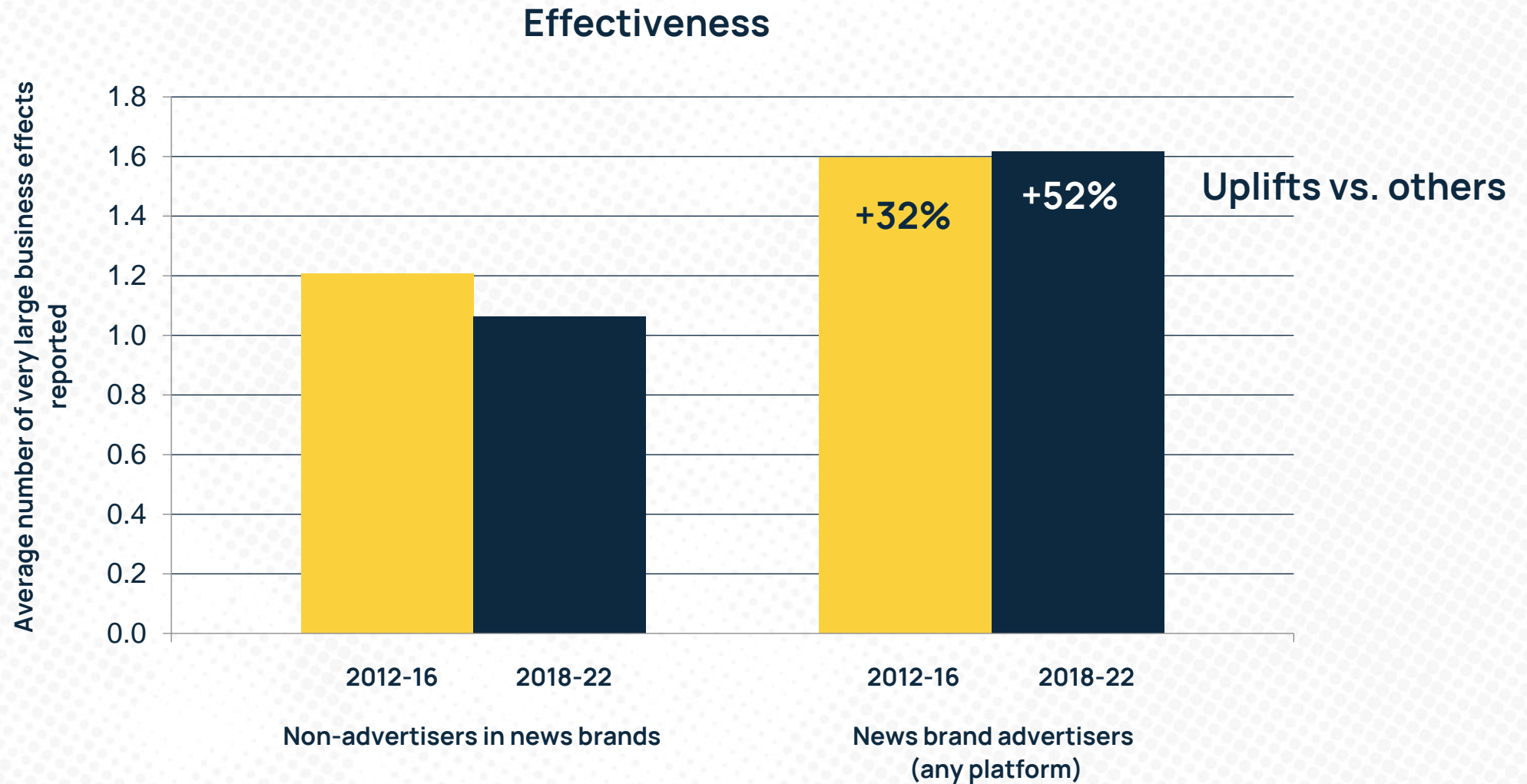


# The growing power of news brand advertising

# News brand advertising effects

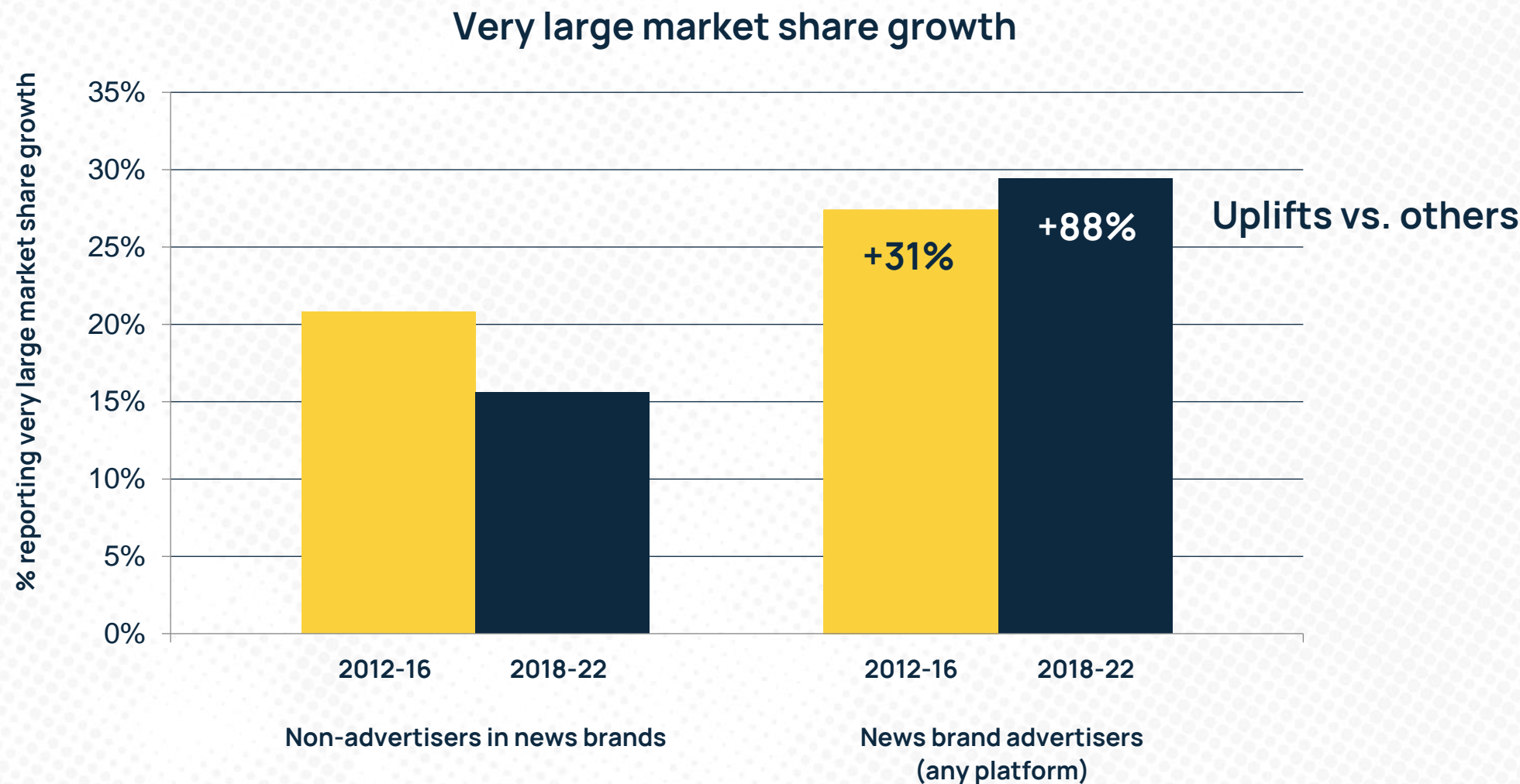


# The growing power of news brand advertising

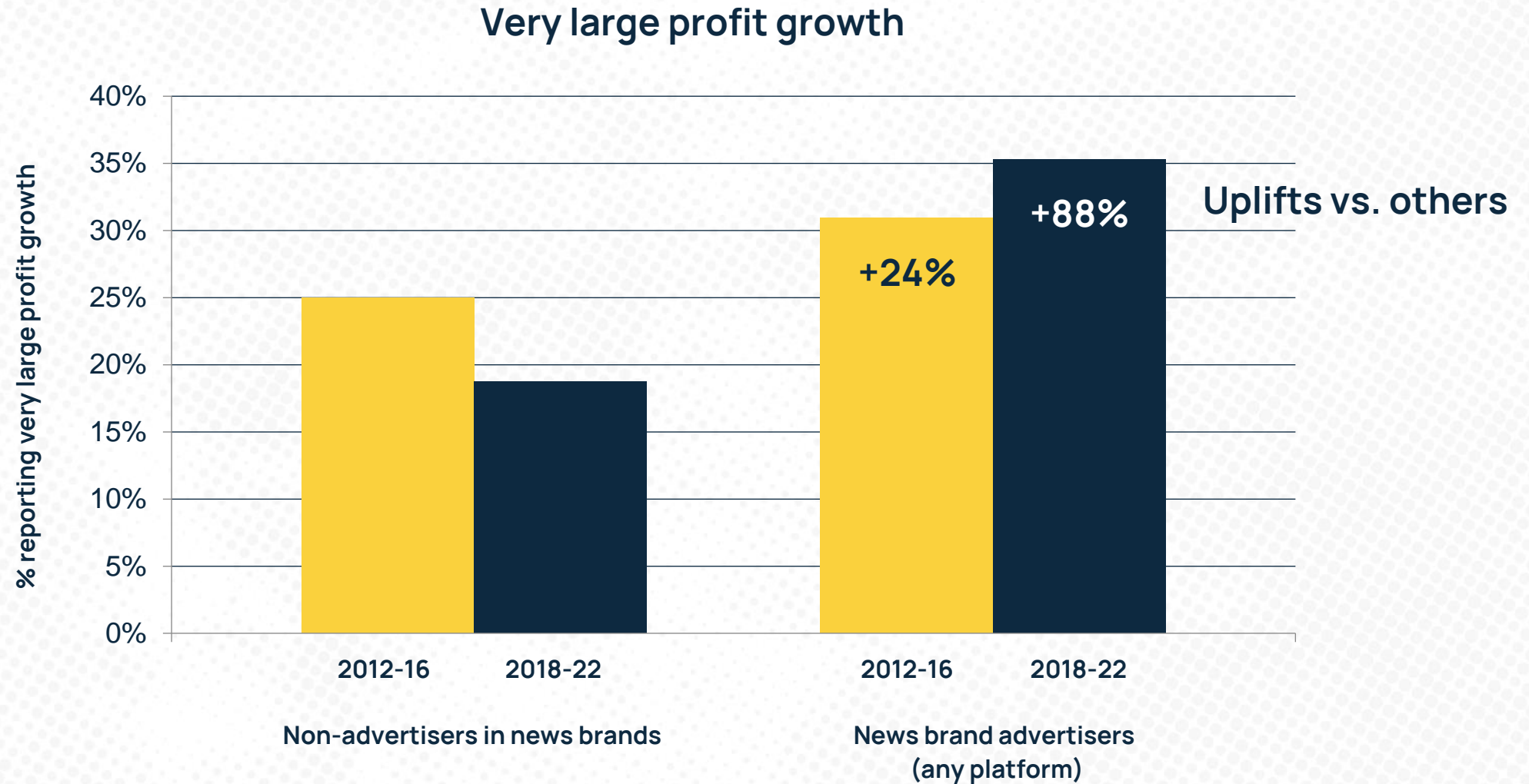




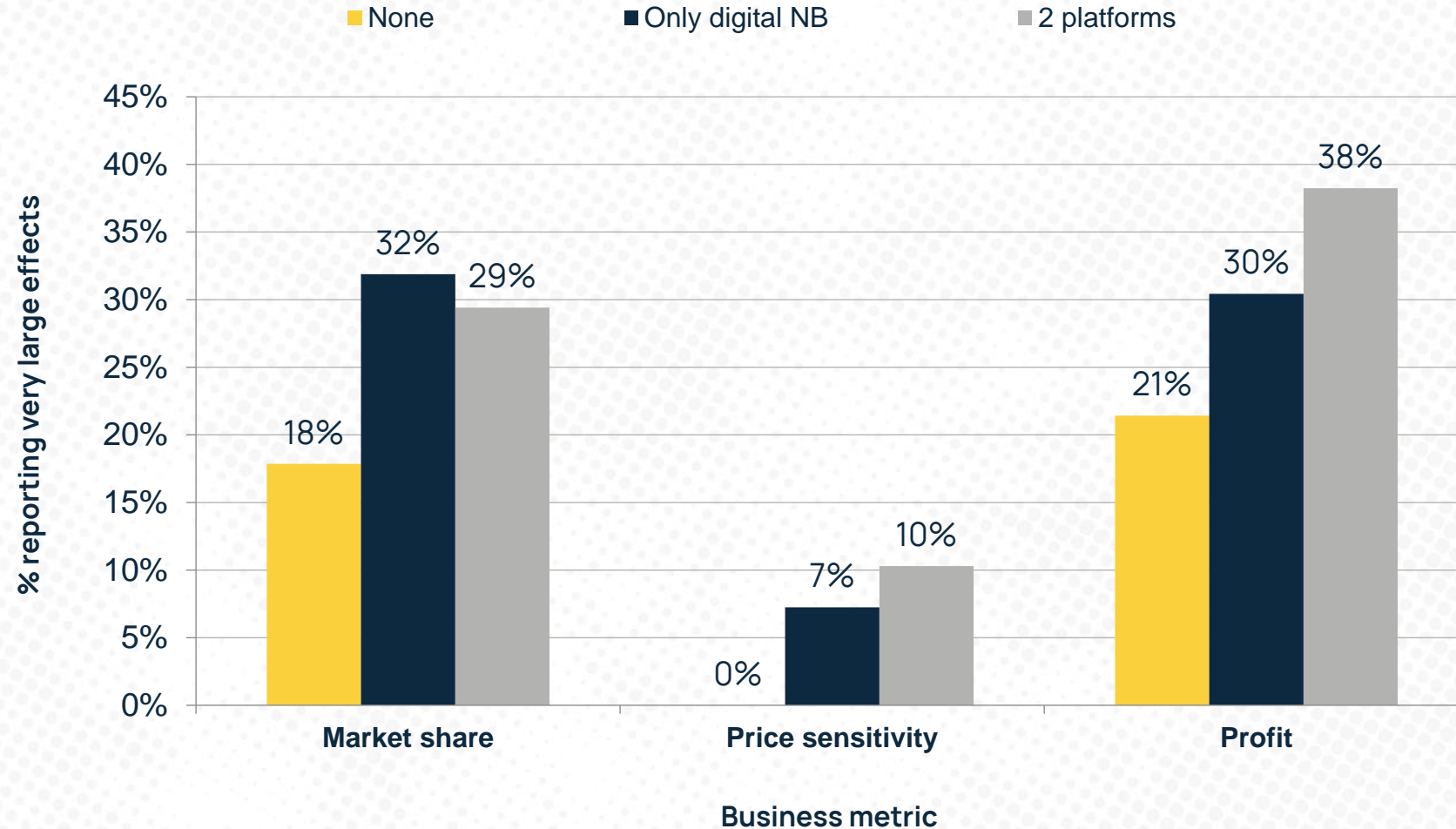
# The growing power of news brand advertising



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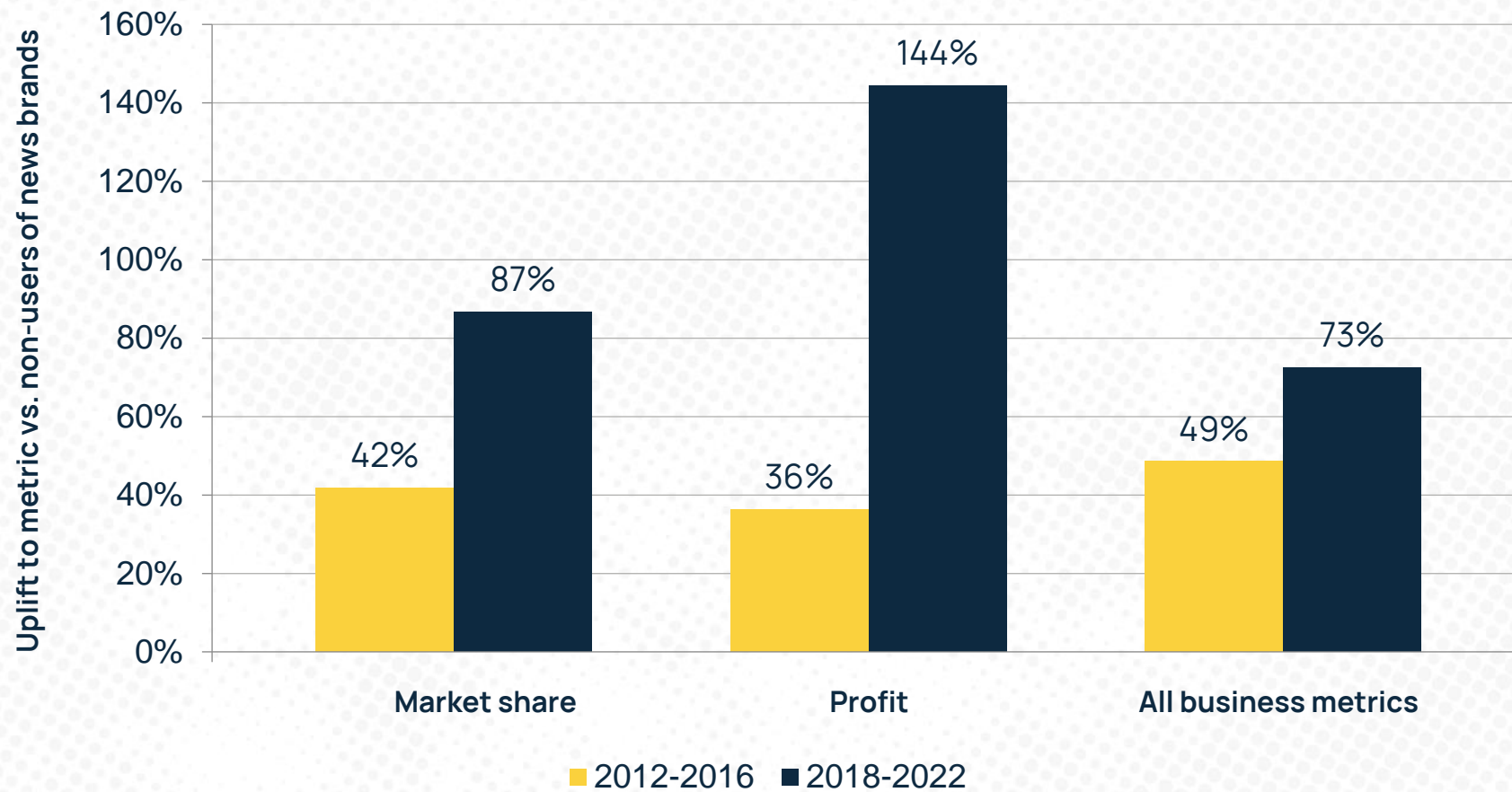
# Multi-platform users achieved the strongest business effects





# Growth trends for multi-platform users

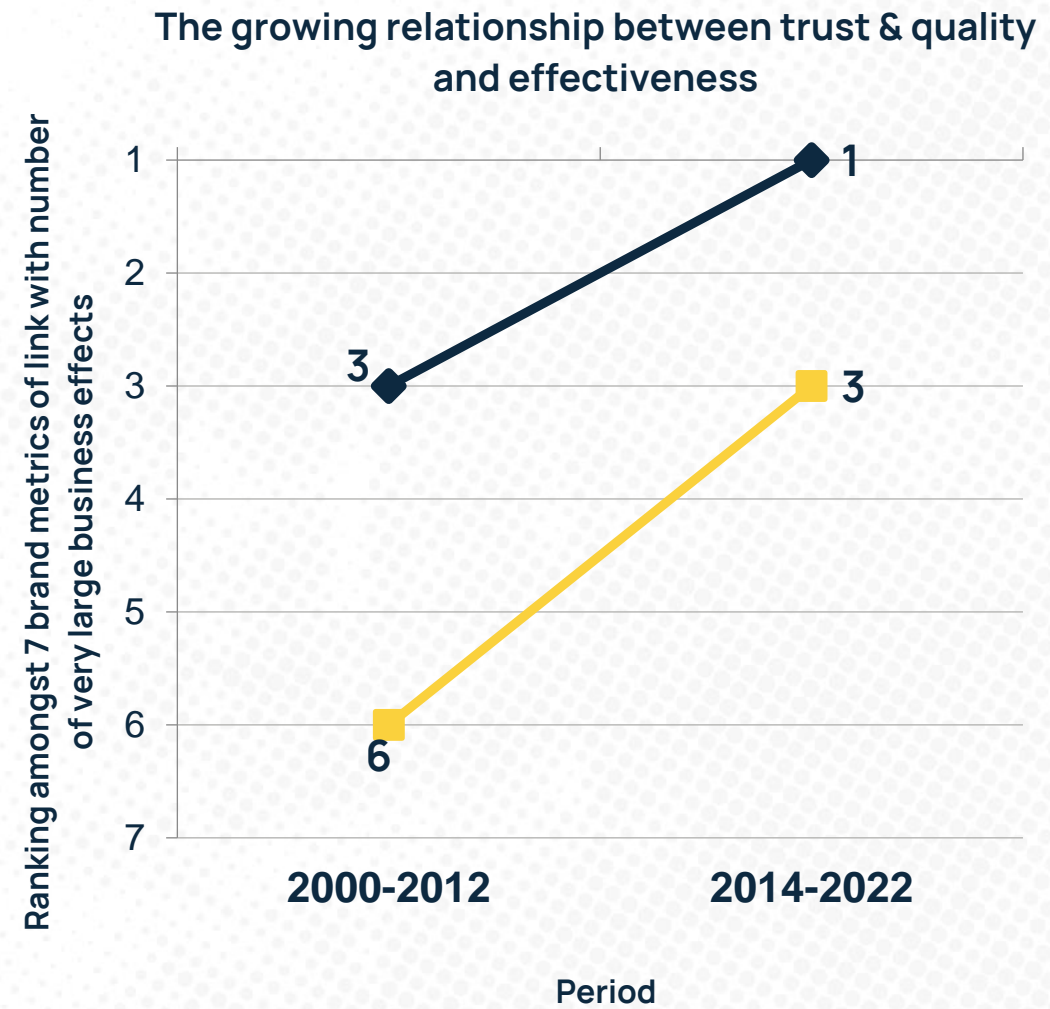
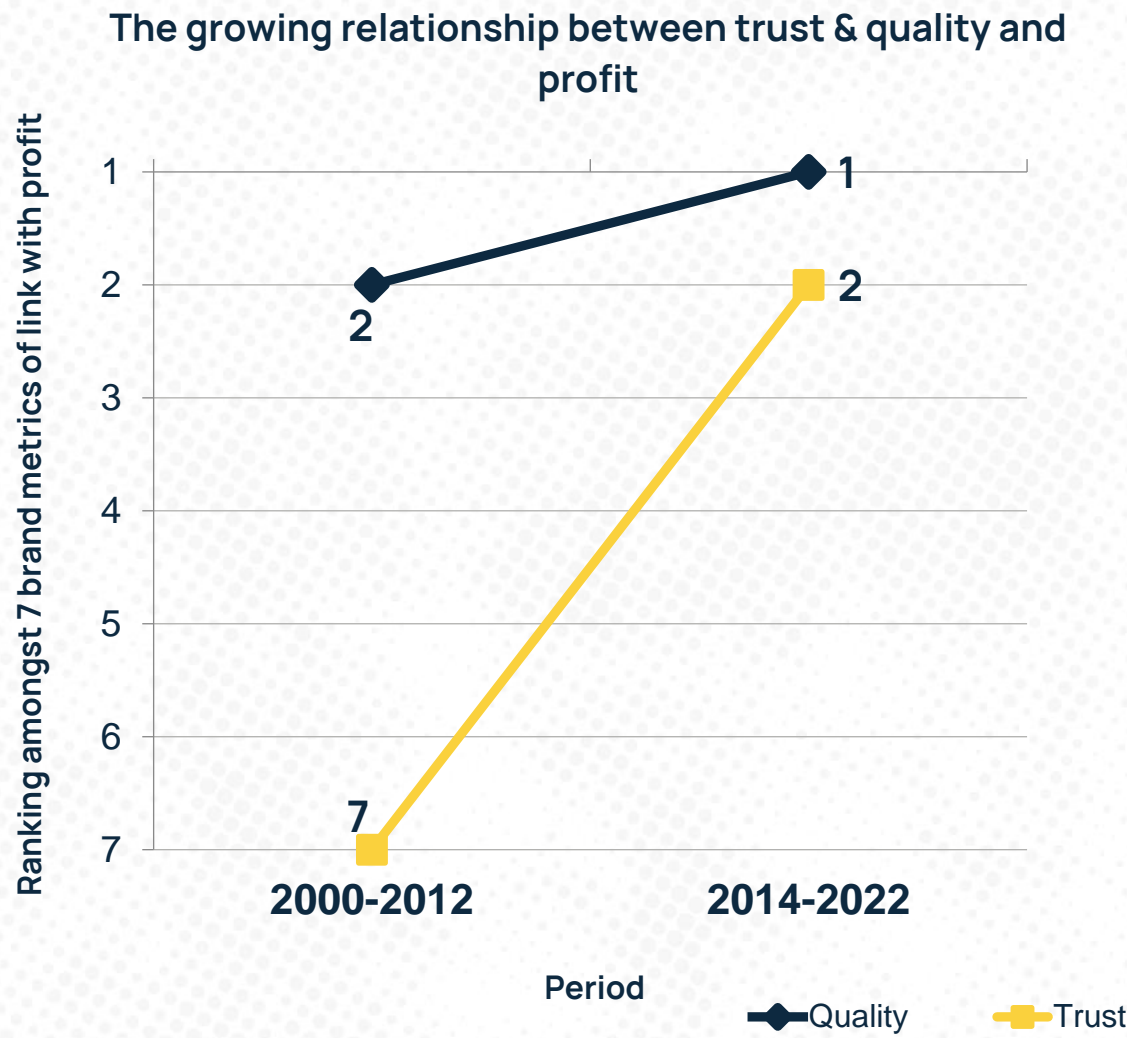
## Uplifts reported by multi platform users



# How **news brand** advertising drives profit growth

The two most important brand metrics for profit growth are strengths of advertising in news brands: quality and trust

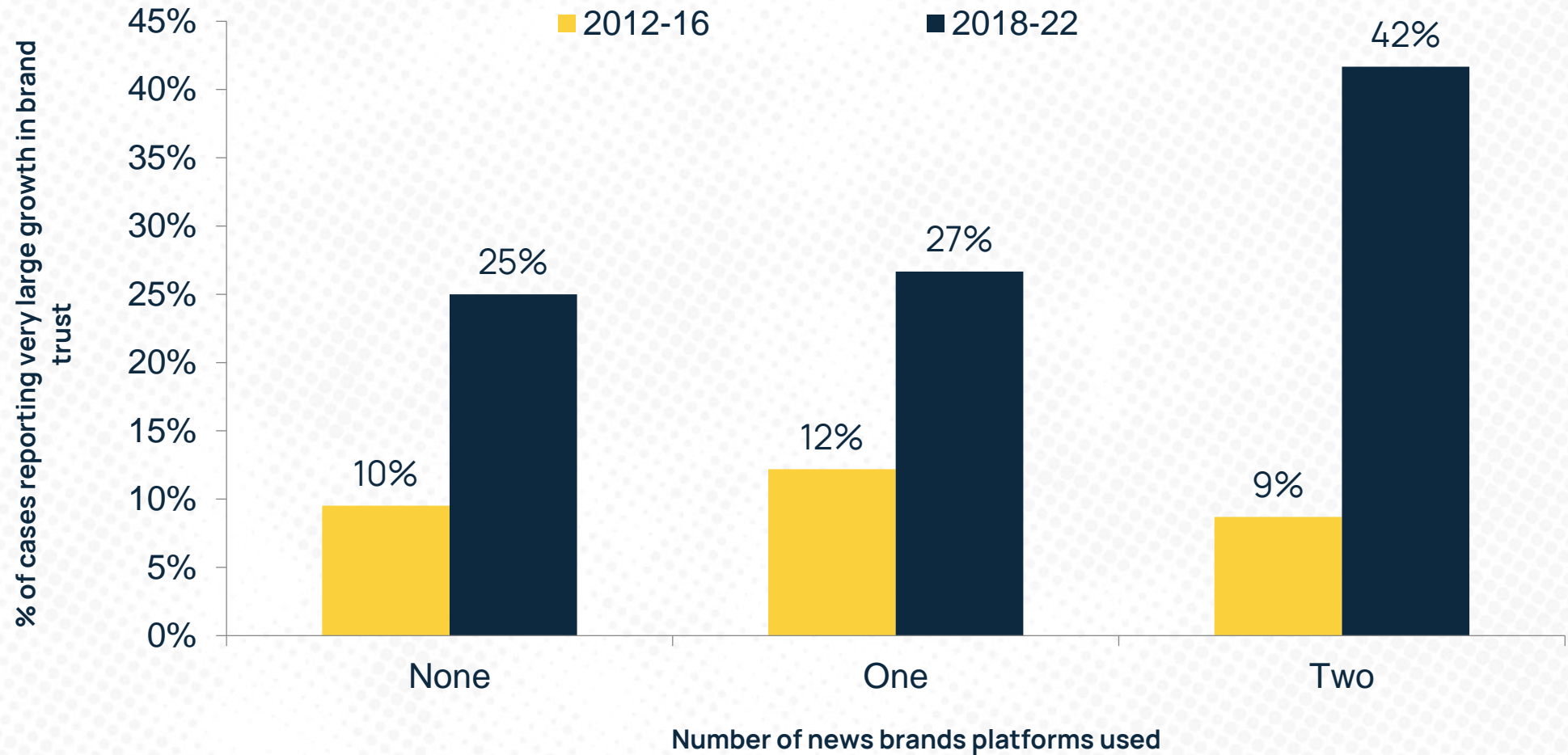
# Why trust and quality effects matter



Source: IPA Databank 2000-2022 for profit cases



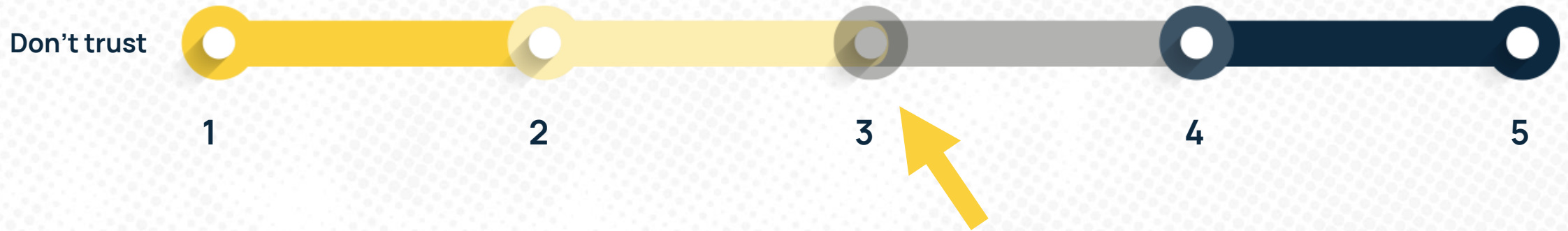
## Multi-platform advertisers' trust has grown strongly



Why does trust **drive brand growth**? Why does investing in **news brands** drive trust?

## Despite its inherent complexity, trust is often asked as a simple scaled metric

Q. On a scale of 1 to 5 how much do you trust brand X?





# We did this through a comprehensive, multi-stage methodology

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## A grounding in trust

Extensive literature review and expert interviews

## The audience perspective

14 x pre tasks and in-depth interviews inc. lab test

## Creating a new brand trust metric

Nationwide survey among 2,000 adults evaluating 50 brands

## Validating the new metric

Nationwide survey among 8,800 adults evaluating over 100 brands

## Building trust through news brands

Lab test among 4,800 adults to measure how trust in a brand builds when advertised on a news brand vs. on a non-news brand

## Analysis reveals four central building blocks to trust...

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### Familiarity

How well do I know [X]?



### Fame

Is [X] well known for doing what it does?



### Competence

Is [X] competent at doing what it does?



### Risk

What is at stake for me if [x] fails me?



## Two of the blocks help to increase trust in a brand, the other two hold it back

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These provide a boost to a brand's trust

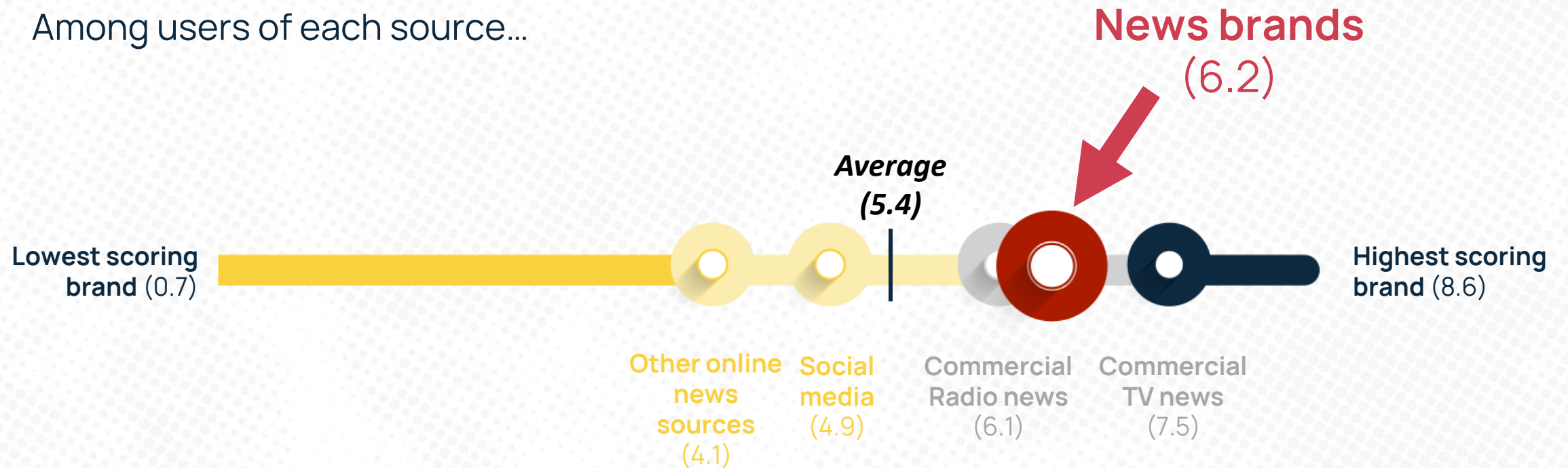
These are a drag on brand trust



# Trust in relation to news sources

# News brands are amongst the most trusted sources for news

Among users of each source...



What's behind this stronger level  
of **trust in news brands**?



## News brands have advantages over social media & other online news sources...

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### vs. social media:

News brands are perceived to be **far more competent than social media**

(42% *less likely* to be perceived as incompetent)

### vs. other online news sources:

News brands have a much **clearer agenda than other online news sources**, making them **less risky to users**

(21% *less risky*)

## We put this stronger trust in news brands to the test

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### Stories which...

- **Inform** on a topic
- **Represent** a reader's interests/views
- Act as a **diversion** or escape





**In this test, the headlines from news brands were far more likely to be believed than those from non-news brands**

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The infographic consists of a large yellow circle with a dark blue percentage '55%' inside. The circle is surrounded by two thin yellow concentric circles. Below the circle is a yellow rectangular bar with the text 'From a news brand' in dark blue.

**55%**

**From a news brand**

**And 75% among regular readers**



The infographic consists of a large yellow circle with a white percentage '37%' inside. The circle is surrounded by two thin yellow concentric circles. Below the circle is a yellow rectangular bar with the text 'NOT from a news brand' in dark blue.

**37%**

**NOT from a news brand**



# How does this trust in news brands benefit advertisers?

## To test the impact of trust we set-up a simple test

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Matched on demos and brand usage



Exposed to ads on a news brand site



Exposed to ads on a non-news brand site



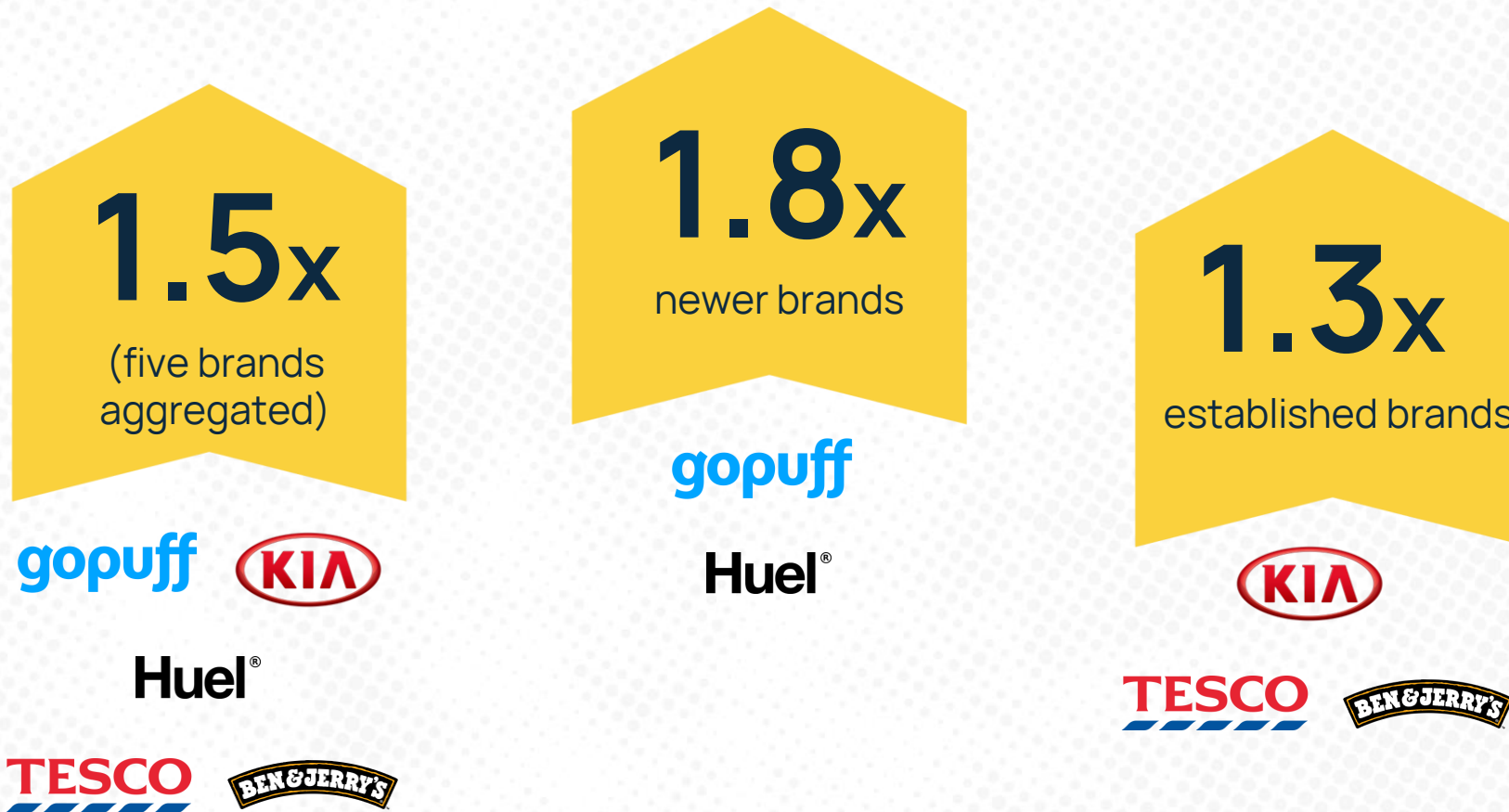
Not exposed to any ads



**Strong trust in news brands results in increased trust for advertisers which appear on a news brand website**

## Trust in each of these brands is higher when advertising on a news brand vs. a non-news brand

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## Advertising on a news brand helps to reduce negative forces on brand trust

Consumers are **less likely to question the competence of the brand** when it advertises on a news brand

(30% less likely)

Consumers are **less likely to perceive buying or using the brand as a risk** when it advertises on a news brand

(20% less risky)

**Perceived quality of these brands is 1.6x higher when consumers see them advertised on a news brand**  
(vs. a non-news brand)

“Essentially, trust in the context doesn't matter for awareness. But it hugely matters for attitude. So, what does that mean? It means that if you put an ad in a **trusted context**, people will have a **higher preference** for that brand. So, if it's a trusted media context, people assimilate the **trust in the context** and transfer it over to the brand that's in it.”

Thank *you*