Brand trust is in crisis
Trust matters because it’s linked to KPIs
Advertising can only drive trustworthiness.
Trustworthiness achievable via ‘brand rub’
3 important considerations

Trust is multifaceted

Context is critical

Media can only do so much
The research questions we addressed

What are the components of trust?

To what extent do consumers trust magazines?

Does this trust in the media brand translate into increased levels of trustworthiness for the brands that advertise there?
The brand rub opportunities

Extensions

Events

Social

Digital

Print

Digital Spy

The Debrief

House to Home

NME

ELLE

Cyclist

Olive

Grazia

good food

Cosmopolitan

marie claire

PistonHeads

Esquire

Townhouse

Fabled

by marie claire

#fashfest

STYLIST Live

EMPIRE Live

EMPIRE Live
A five stage process

**Planner’s Workshop**
Semi-structured group workshops with MediaCom planners to explore the relevance and prevalence of trust in client briefs

**Trust Trade-off**
A large nationally representative sample are presented with two people/institutions/brands and must decide which they trust more

**Factor Analysis**
A factor analysis allows for trust to be broken down to factors, and then calculates how much each factor contributes to driving trust. Each media type can then be measured for effectiveness

**Implicit Project**
Exploring the implicit associations between media types and trust attributes. This gives insight into the non-conscious decision making consumers often rely on

**Case Studies**
Case studies of a brand with a clear brief on trust and investing in both magazines and another media demonstrates the individual and cumulative impact of magazines on trust
Delivering trust for clients is clearly really important right now.
We measured trust in 3 different ways

The single question by media brand

The T score the nuances of trust by media brand

Implicitly by media channel
No matter which way you cut it, magazine media is more trusted than social media.

70% Magazine

30% Social Media

To what extent do you trust the information provided by the above brand?

I trust the information they provide completely’ + ‘I slightly trust the information they provide’

Base sample size of trust statements section: Mag readers – 2484. Social Media – 654.
Introducing the T score
The factors that underpin trust

- Relevancy and Meaning
  - Inspires me
  - Understands me
  - Has my best interests at heart
  - Is a brand I believe in

- Reliability and Ethics
  - Respects my privacy
  - Knows what it's talking about
  - Is reliable
  - Hasn't provided me with information that turned out to be wrong

- Expertise and Objectivity
  - Provided unbiased and accurate content
  - Provided expert opinion and knowledge

- Transparency
  - Is transparent and open about how they use my information

- Viewpoint Diversity
  - Provides a range of different viewpoints

- Reputation and Fame
  - Is well known
  - Is a leader in its field
  - Has entertaining content
  - Is passionate about its content
  - Is a brand that I like
  - Is respected
Magazine brands deliver against the factors most crucial to trust

- Relevancy and Meaning
- Reliability and Ethics
- Expertise and Objectivity
- Transparency
- Viewpoint Diversity
- Reputation and Fame

Legend:
- Importance
- Magazines
- Social Media
Key Takeout 2

Social media a top choice amongst planners handling trust briefs

Yet magazine brands deliver better on trust amongst consumers
How we measured implicit trust

COSMOPOLITAN vs NME
Men’s Health vs Radio Times
Hello!

Good Housekeeping vs The Economist

Grazia vs

Snapchat vs Facebook vs Instagram

YouTube vs Twitter
No matter which way you cut it, magazine media is more trusted than social media.

The chart shows the percentage of sample who were faster to implicitly associate the attribute with either Magazines or Social Media.
There are differences by age

To what extent do you trust the information provided by the above brand?

1. I trust the information they provide completely
2. I slightly trust the information they provide

Base sample size of trust statements: Mag readers – 2484, Social Media – 654.
But magazines are still more trusted than social media
But magazines are still more trusted than media

Implicit Trust

UNDER 35s DATA

The chart shows the percentage of sample who were faster to Implicitly associate the attribute with either Magazines or Social Media.
Key Takeout 3

Magazines achieve better implicit or subconscious trust than social media.

Younger people have higher levels of trust than the average with social media, but they still trust magazine brands more.
Some magazine genres are more trusted than others

- Hobbies and Interests: 78%
- News and current affairs: 78%
- Home interest and food: 76%
Category Analysis
Amongst those interested in beauty, magazines are most likely to inspire trust.

To what extent do you associate "insert media brand" with inspiration and advice in the following subject areas?

* Base sizes: Fashion and beauty mags 800, Facebook 169, Twitter 45, Snapchat 63, Instagram 77, YouTube 94
Amongst those interested in food, Instagram is most likely to inspire trust.
Amongst those interested in motoring, magazines are most likely to inspire trust.
Conclusions so far

Planners default to TV and Social media for trust objectives

But magazine brands are more trusted than social media

And this holds true for under 35s

The relevancy and expertise that magazine brands provide explains their trusted status

Magazine brands successfully deliver trust by advertiser category
The Rub Effect
Effectiveness uplift from magazine usage

Source: IPA Databank, 2012-2016 UK cases
Long-term magazine effectiveness is stronger than short-term

Source: IPA Databank, 2012-2016 UK cases
Magazine multiplier effects with social

Uplift 15%

Social without magazines: 1.3
Social with magazines: 1.5

Source: IPA Databank, 2012-2016 UK cases
Like most established media, magazines are getting more effective.

Source: IPA Databank, 2012-2016 UK cases

% increase in number of VL business effects from adding magazines to schedule.
The approaches we used

Exposed / non exposed

Stats based modelling approach
Magazines delivered against a range of trust objectives

**Expertise and objectivity**

- Tesco Exposed
- Tesco Unexposed

**Relevancy and meaning**

- Tesco Exposed
- Tesco Unexposed

**Reputation and fame**

- Tesco Exposed
- Tesco Unexposed

exposed-218, unexposed-299
Magazines delivered against a range of trust objectives

F&F is endorsed by credible sources

F&F a leader in its field

F&F is an expert

Average brand trust uplift

94%
Magazines delivered against a range of trust objectives

**Expertise and objectivity**
- Is endorsed by credible sources
- Is an expert

**Relevancy and meaning**
- Is a brand that tells
- Is a brand that people like

**Reputation and fame**
- Is a leader in its field
- Is a recommended brand
- Is a recognized brand

Sample sizes: exposed 101, unexposed 190
Magazines delivered against a range of trust objectives

Pearl drops are endorsed by credible sources

Peral Drops are a leader in their field

Pearl Drops are experts

Average brand trust uplift

64%
Magazines delivered against expertise and objectives

**Expertise and objectivity**
- Their opinions are believable
- Is scientifically proven
- I trust their expert in hair care

**Relevancy and meaning**
- It’s a brand I trust
- Understands me
- Is people like me

**Reputation and fame**
- Is a leader in the field
- Is well-recommended by friends
- Is a well-known brand

*Sample sizes: readers 199, non readers 420*
Magazines delivered against expertise and objectives

- Understands me
- The product claims are believable
- Is a brand I trust

Average brand trust uplift

77%
TV and magazines combined are even more powerful at moving trust KPIs

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**Expertise and objectivity**
- Their product claims are believable
- Is scientifically proven to work
- Is an expert in their care

**Relevancy and meaning**
- It’s a brand trust
- Understands me
- Is people like me

**Reputation and fame**
- Is a leader in the field
- Is well-recommended by trend
- Is a recognized brand
- Is well-known among

Sample sizes: readers and viewers 112, key viewers 297, readers 199
Thou shalt style with heat. Thou shalt style without fear.
Magazines deliver trust and expertise for GHD

ghd ICE study (n=748)
Sample: UK women aged 18-34 and all aware and non-rejecters of ghd

- NEWSPAPER COVER 43%
- MAG COVER 57%
- MAG COVER 100%
Magazines’ social media activity doubles the impact on quality perceptions

- MAG SOCIAL MEDIA: Instagram 48%
- MAG COVER: 52%

Sample: UK women aged 18-34 and all aware and non-rejecters of ghd
The potential impact of magazine brand rub on trust KPIs

64% Average % uplift in Brand trust metrics

94%
Conclusions so far

Magazine brands deliver a significant rub effect on perceptions of trust for advertisers

This rub effect can be delivered through display or partnership activity, print or digital/social. It’s about the magazine brand, not the platform

Combining magazines and social media enhances the rub effect
If you want to achieve brand trust, choose trusted media.

Magazines transfer a trusted status to brands, delivering uplifts of 64-94% on trust KPIs.