



TRUST AND YOUR BRAND

#EdelTrust

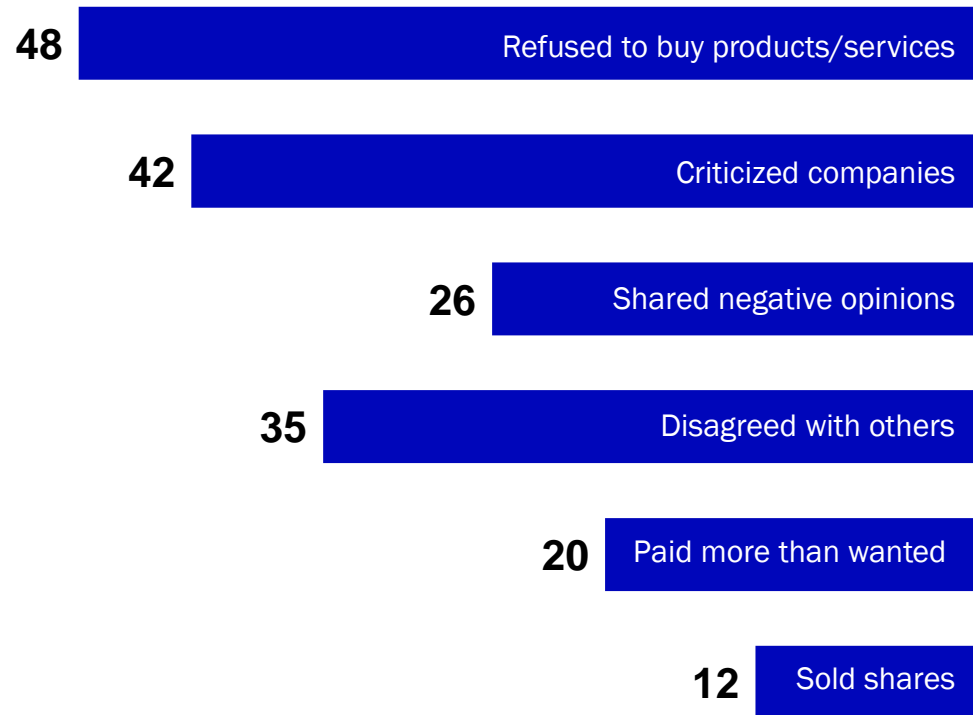


TRUST MATTERS

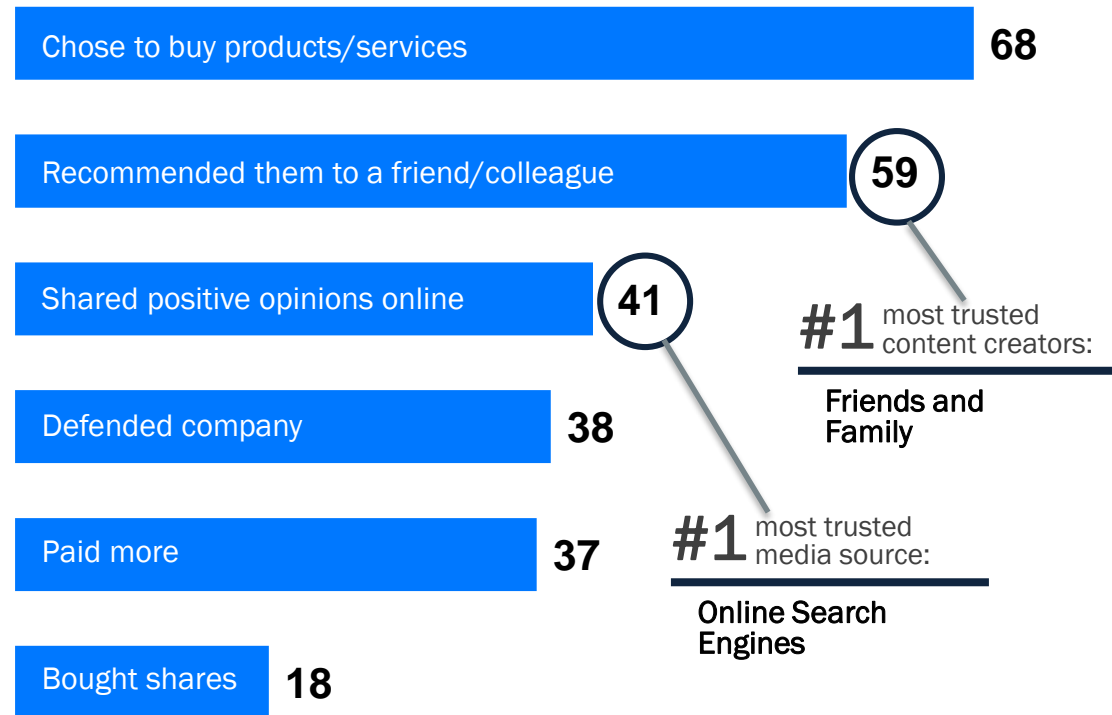
Percent who engage in each behavior based on trust

▲ General Population

Behaviors for Distrusted Companies



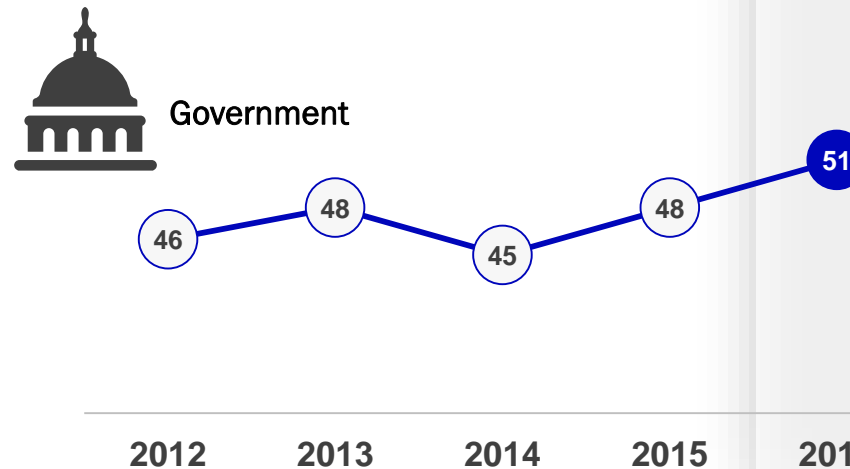
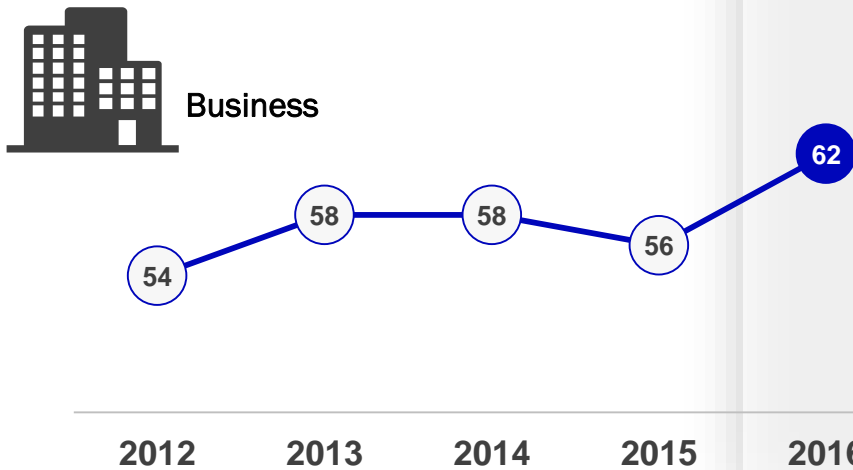
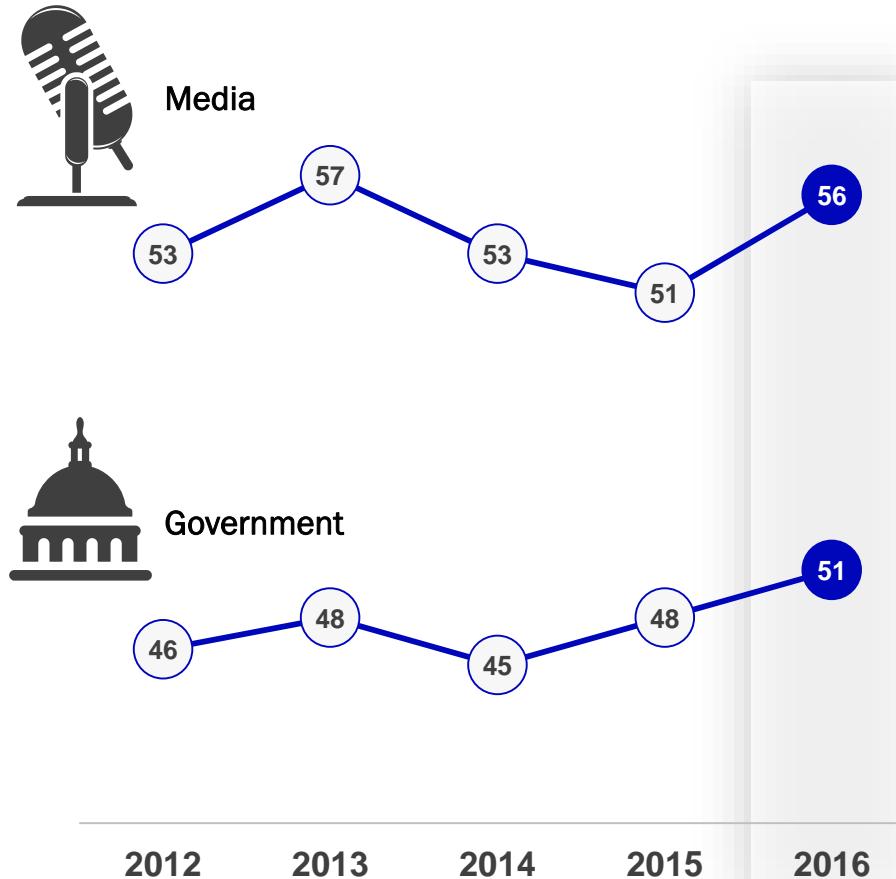
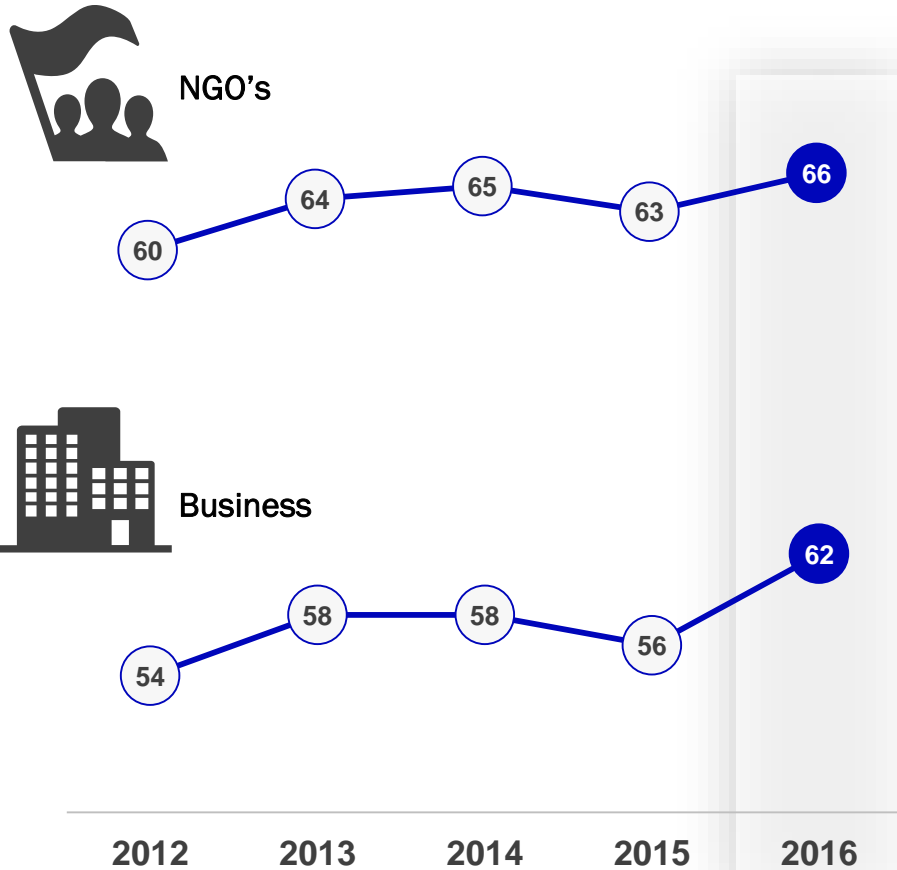
Behaviors for Trusted Companies



TRUST IS REACHING POST-RECESSION HIGHS, BUT GAPS ARE NOTABLE

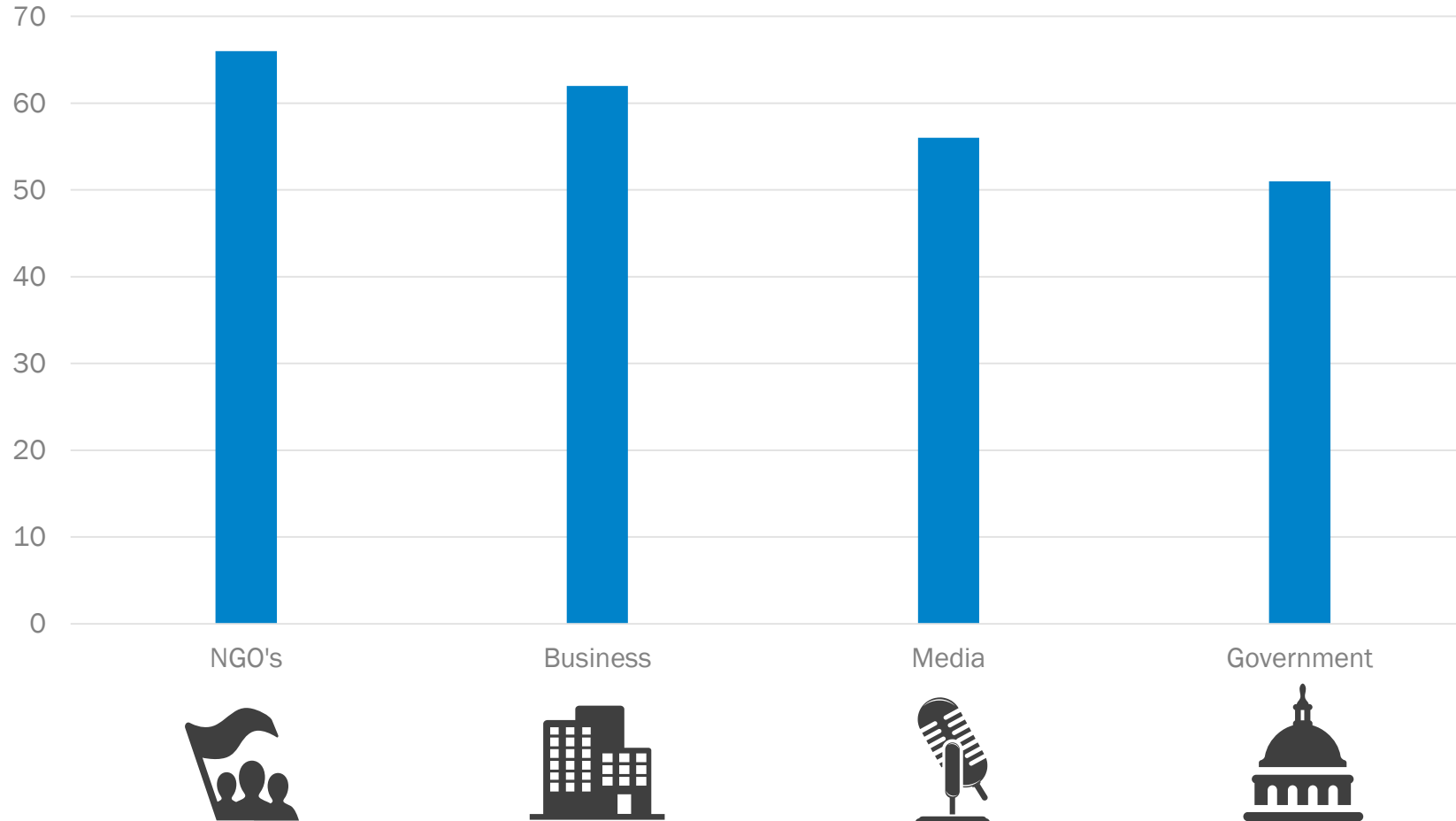
Percent of trust in the four institutions: government, business, media and NGOs, 2012 vs. 2016

Informed
Public



TRUST IS REACHING POST-RECESSION HIGHS, BUT GAPS ARE NOTABLE

Percent of trust in the four institutions: government, business, media and NGOs, 2012 vs. 2016



TRUST GAPS: FUELING AN INVERSION OF INFLUENCE

Old Model

- ▶ Elites have access to more/better information
- ▶ Elites' interests interconnected with those of mass
- ▶ Becoming an "elite" open to all

**Influence
& Authority**

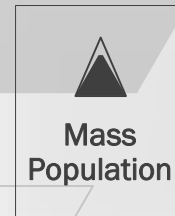
New Reality

- ▶ Peer-to-peer influence more powerful than top-down
- ▶ Increasing distrust among mass population
- ▶ Mass movements based on dissatisfaction and urgency

The Divide

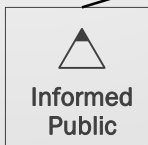
- ▶ Democratization of information and more information
- ▶ High-profile revelations of greed and misbehavior
- ▶ Income inequality

Influence



85% of population
48 Trust Index

Authority

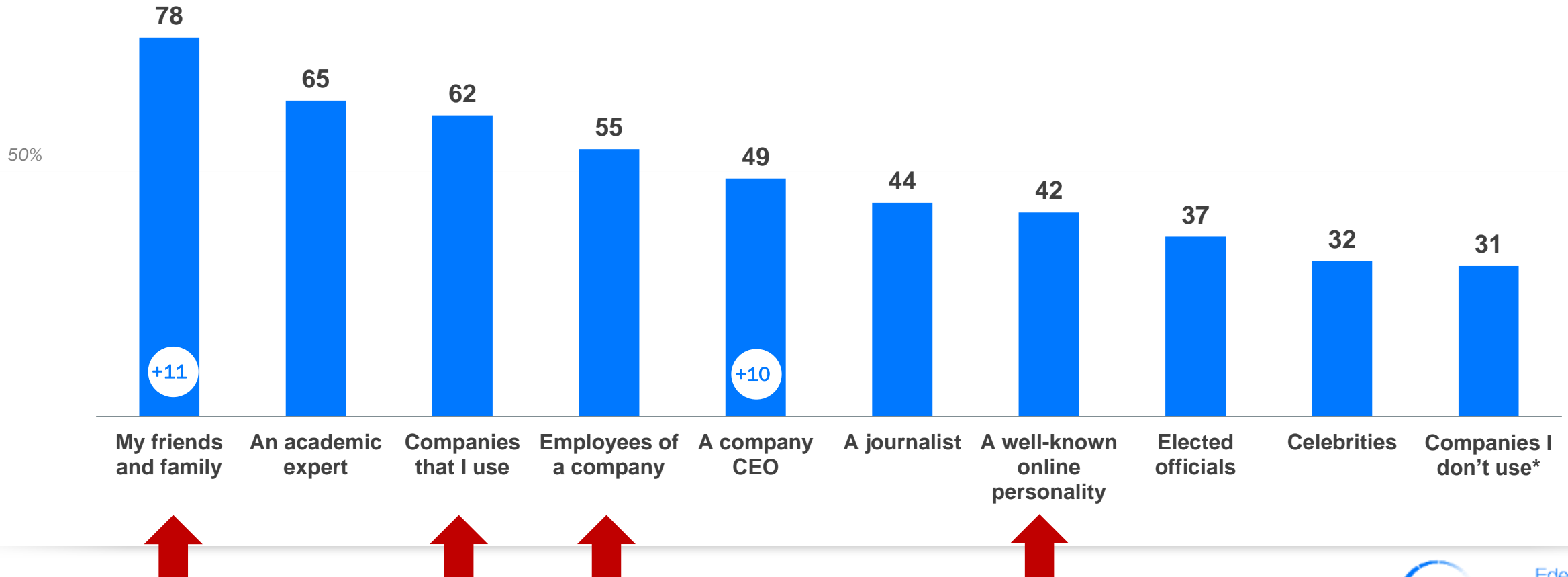


15% Of population
60 Trust Index

BUILDING TRUST: FAMILIAR VOICES MATTER

▲ General Population

2016



BUILDING TRUST: CONNECT TO A SOCIAL PURPOSE

Percent who cite each as a reason for why their trust in business has increased or decreased

▲ General Population

Reasons Trust in Business Has Increased

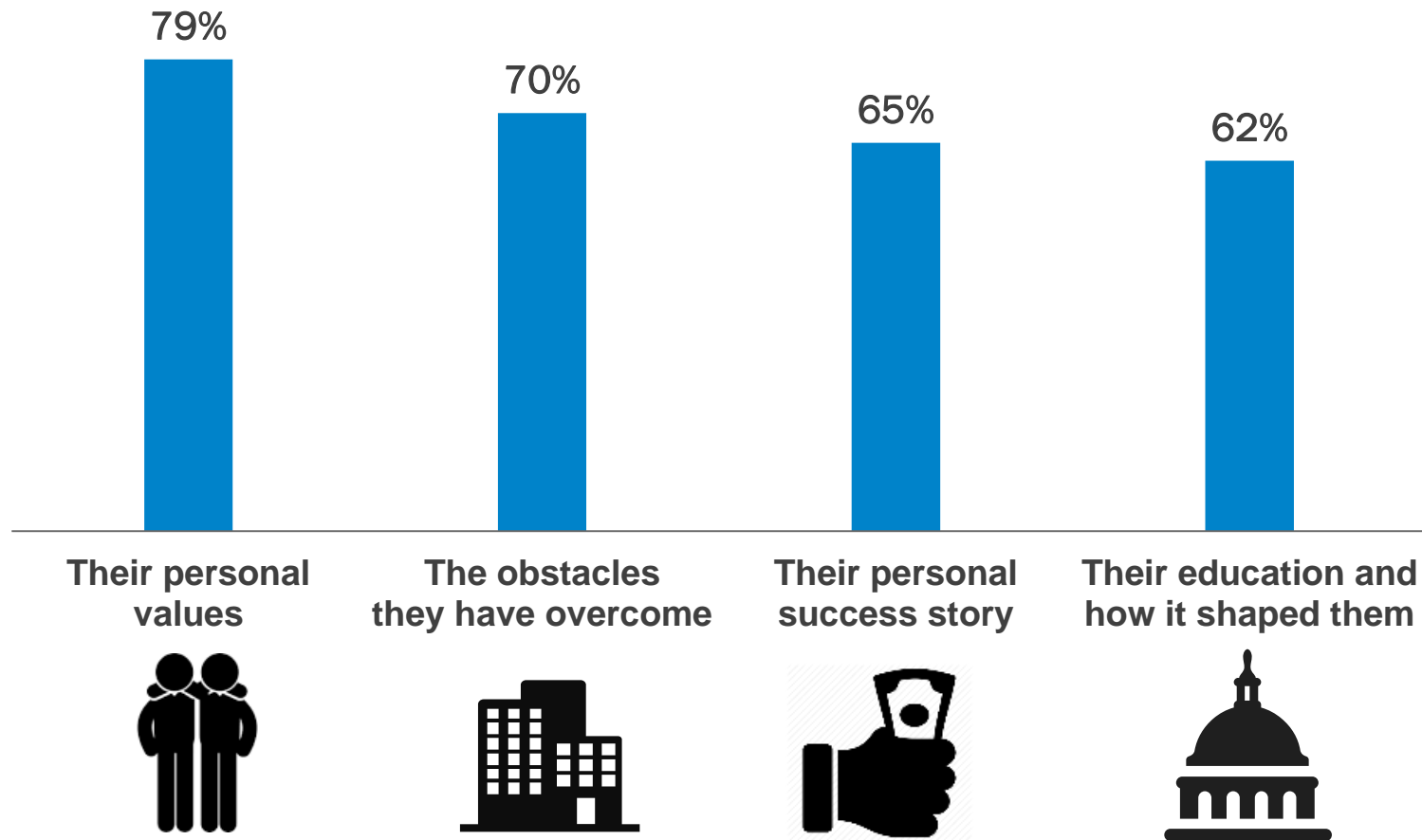


Reasons Trust in Business Has Decreased



BUILDING TRUST: A LEADER'S PERSONAL VALUES AND HISTORY MATTER

Percent who agree that each type of information is important in building trust in a CEO



▲ General Population

CEOs must engage

both directly (86%) and via media (75%)

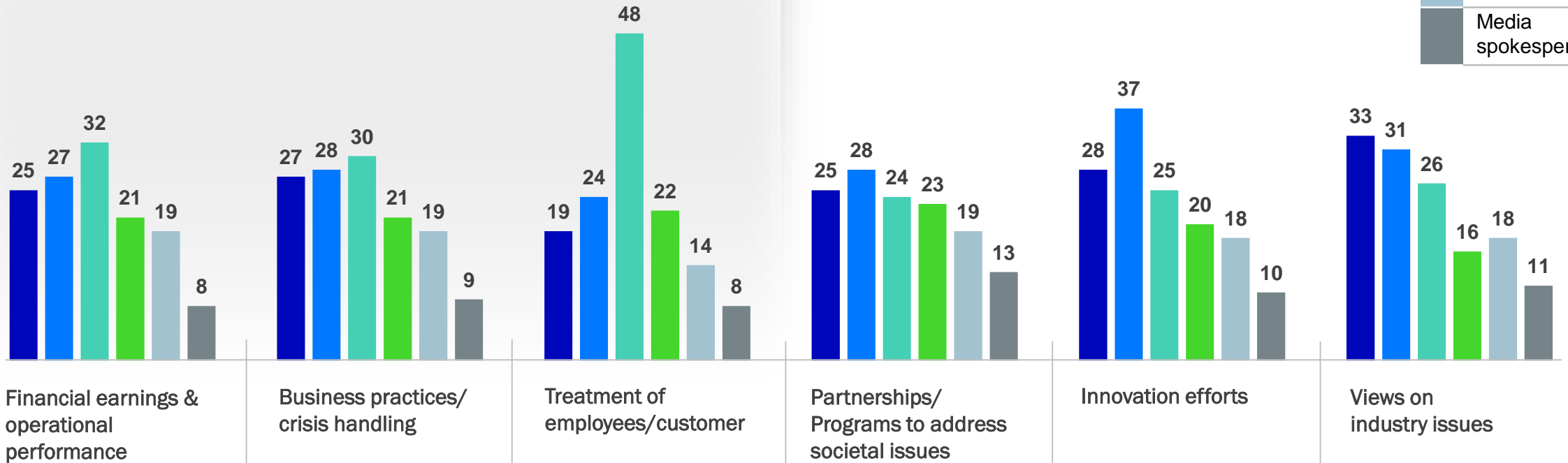
BUILDING TRUST: EMPLOYEES ARE ESSENTIAL ADVOCATES

Most trusted spokesperson to communicate each topic

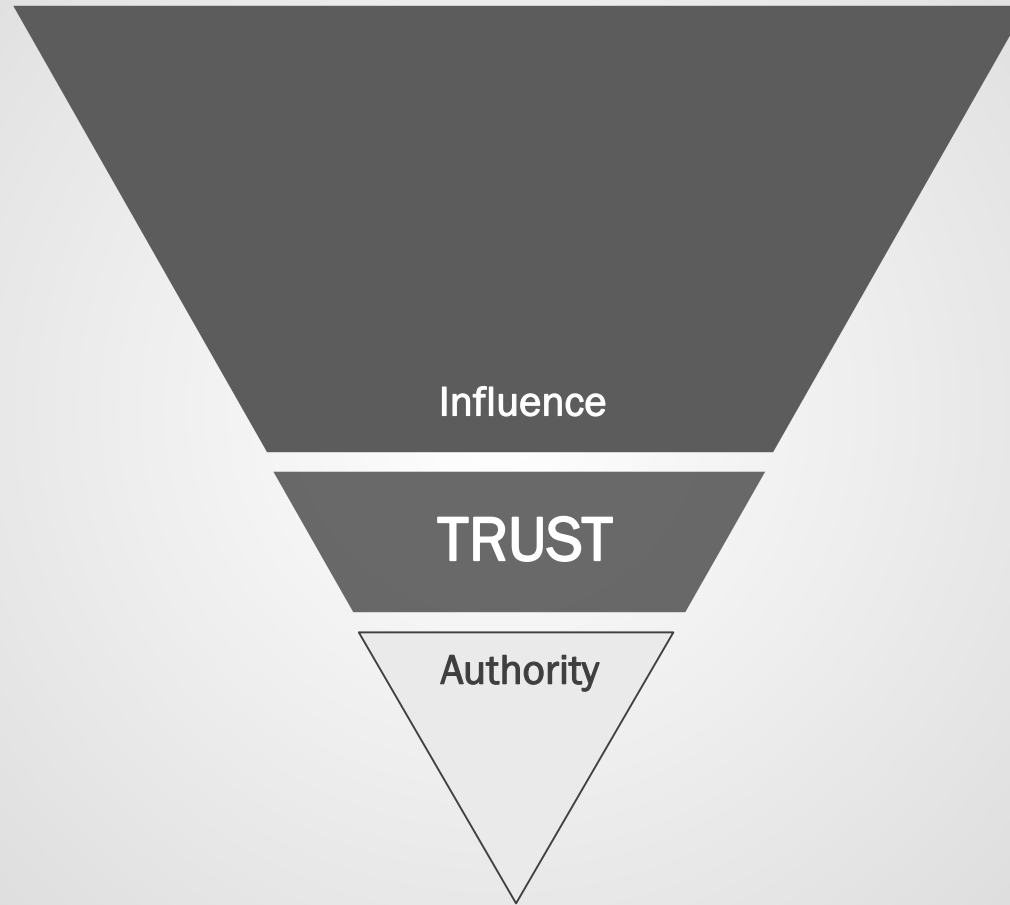
▲ General Population



Employees Most Trusted



BUILDING TRUST HELPS BRIDGE THE GAP



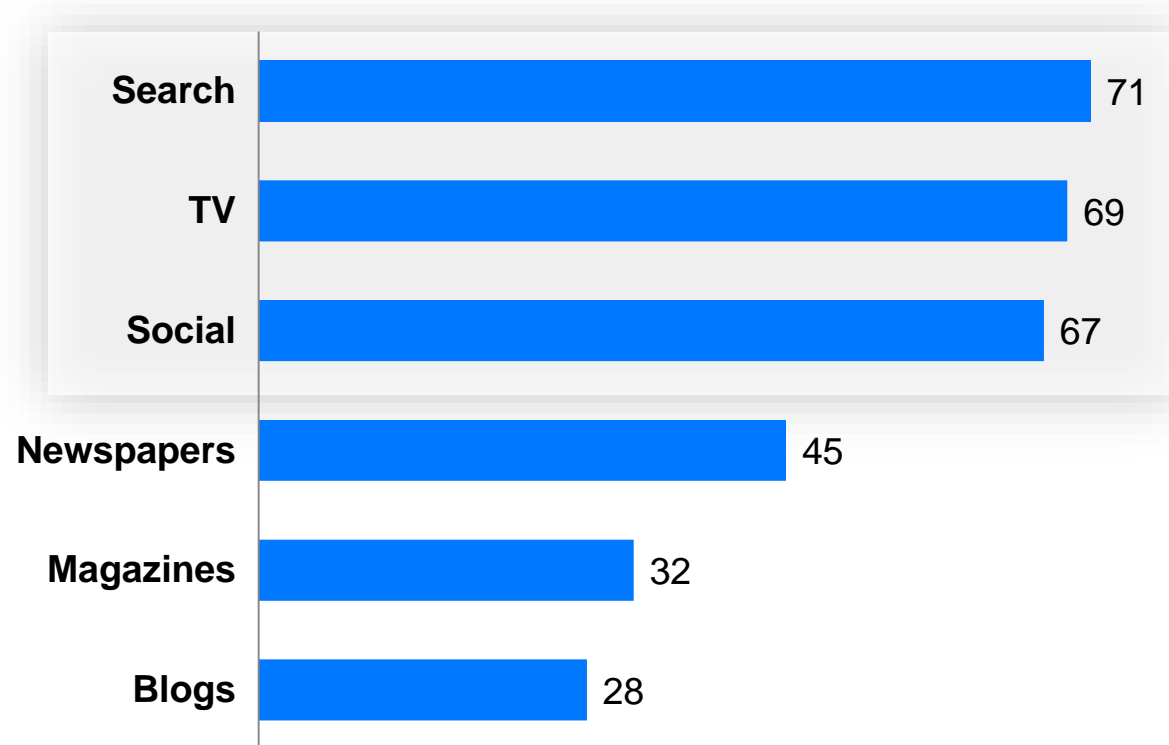
MEDIA & SHARING



TRUST IN FAMILIAR VOICES = CONTINUED GROWING INFLUENCE OF PEER-DRIVEN MEDIA

Percent who use each media source several times a week or more

▲ General Population



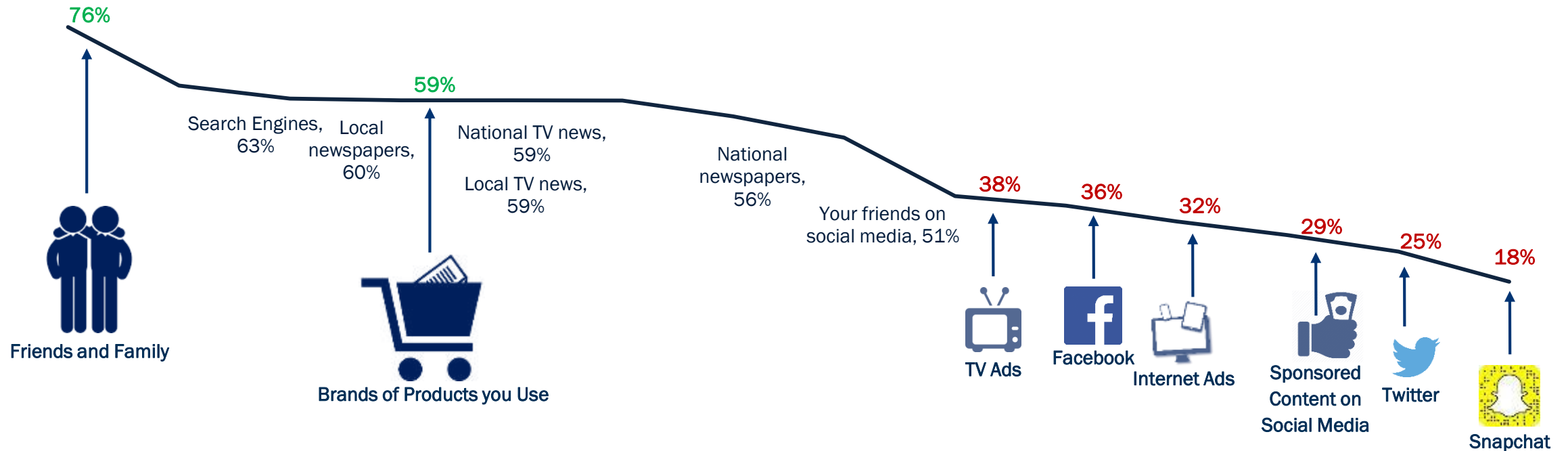
2 of top 3 most-used sources of news and information are peer-influenced media

OFTEN, NEWS IS CONSUMED THROUGH A FILTER – WHICH IMPACTS TRUST

ADS ON THE INTERNET ARE *LESS* TRUSTED THAN ADS ON TELEVISION

Trustworthiness of News Sources

% Trust (6-9)

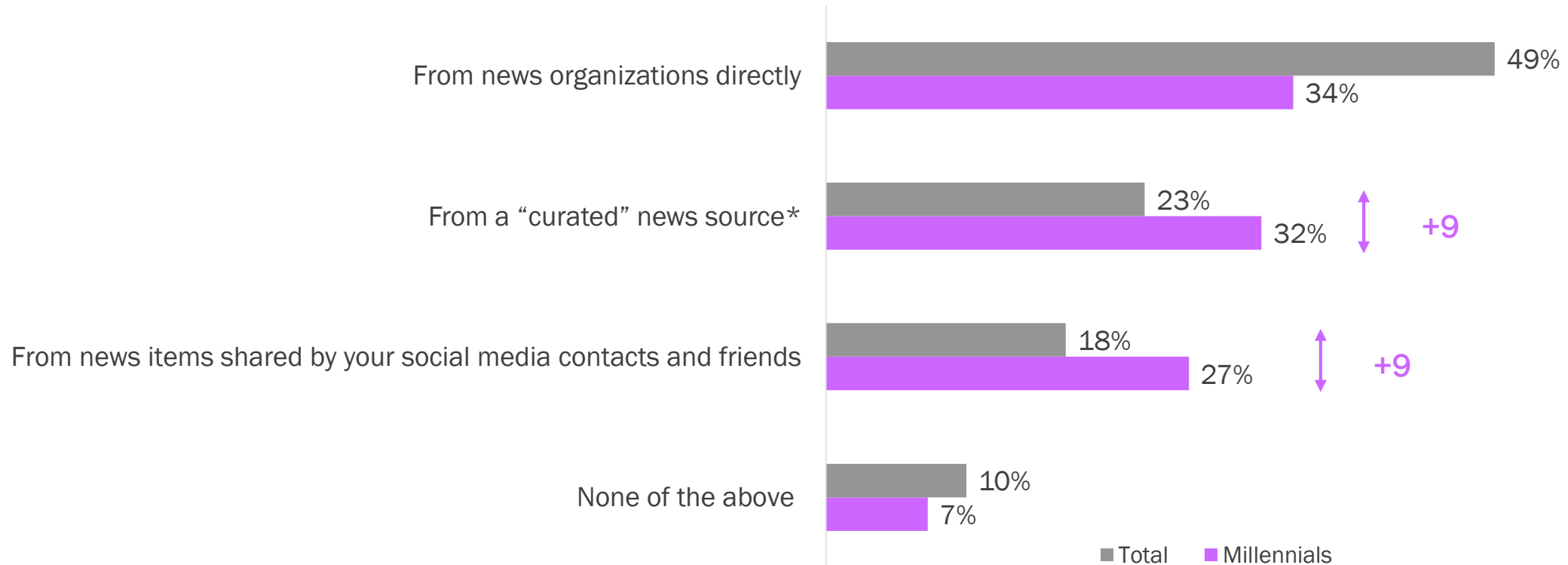


See appendix for full list of sources

MILLENNIALS ESPECIALLY LIKELY TO READ AND SHARE THROUGH A FILTER

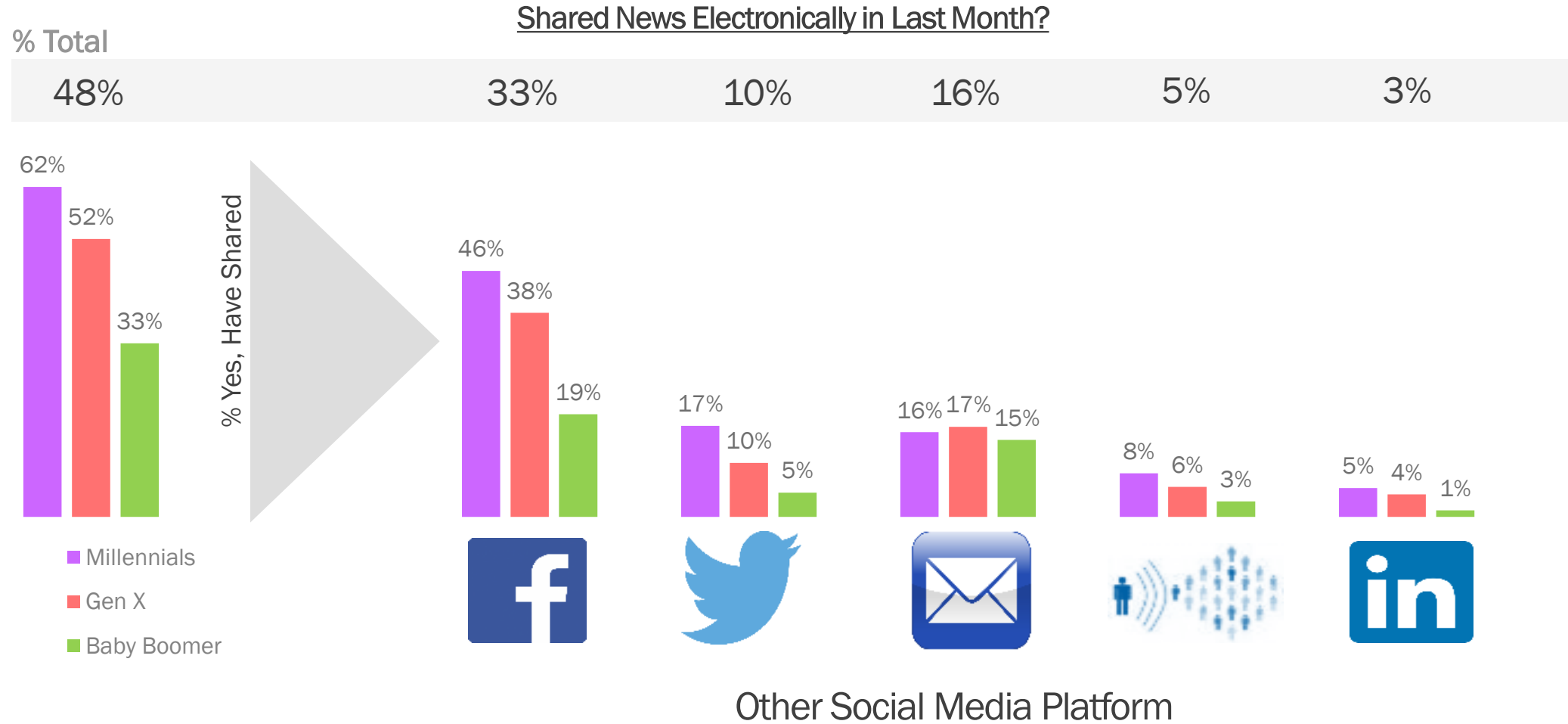
IMPORTANT TO TAP INTO SHARED INFO WORLD

Method for Most News and Information



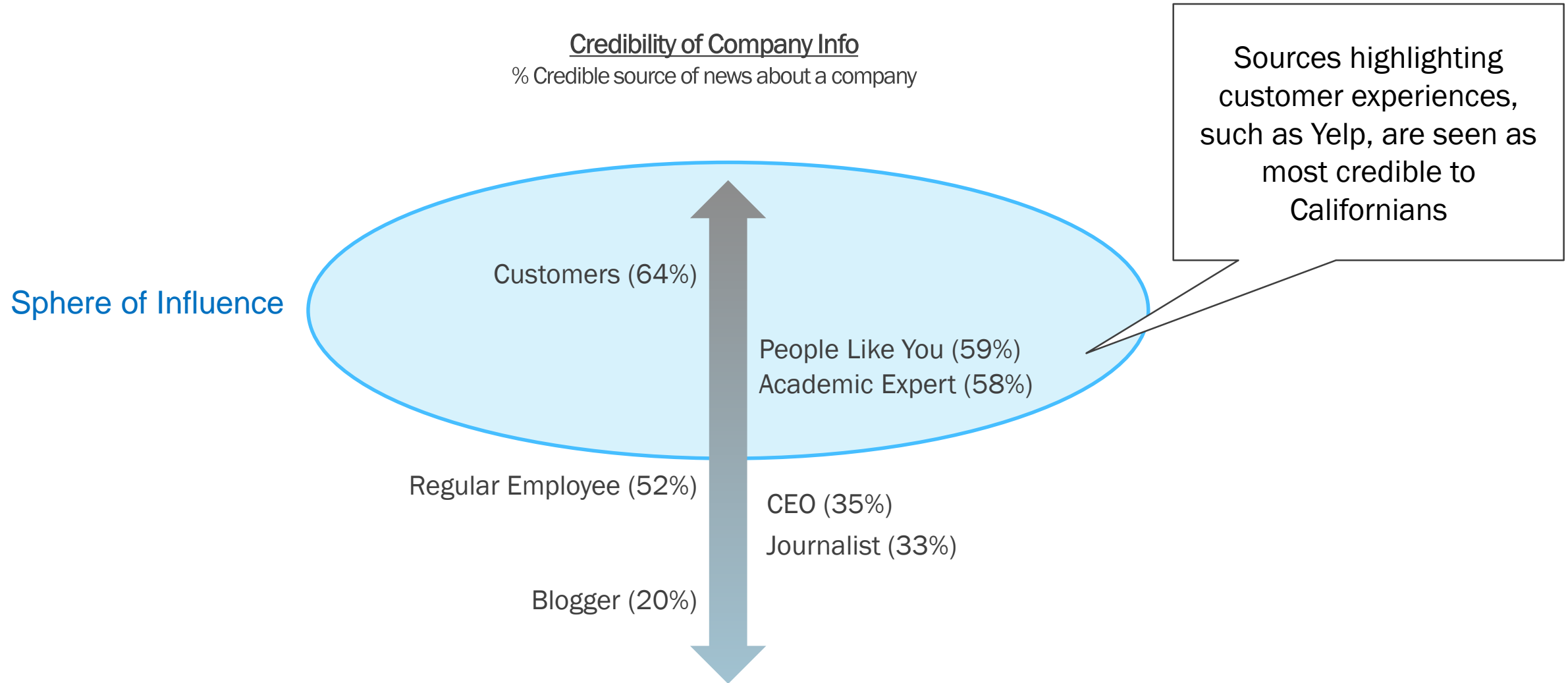
MILLENNIALS ESPECIALLY LIKELY TO READ AND SHARE THROUGH A FILTER

Important to tap into Shared Info world



A CLEAR SPHERE OF TRUST: PEERS AND RELATABLE FIGURES

CEOS CAN IMPROVE THEIR CREDIBILITY BY EMPHASIZING HONESTY AND AUTHENTICITY




! Credibility in CA is, on average, -7ppts lower than credibility in US


WHAT DOES THIS MEAN FOR YOUR BRAND?



Define and live by your brand



Your brand must be authentic, as well as the methods you use to communicate your brand

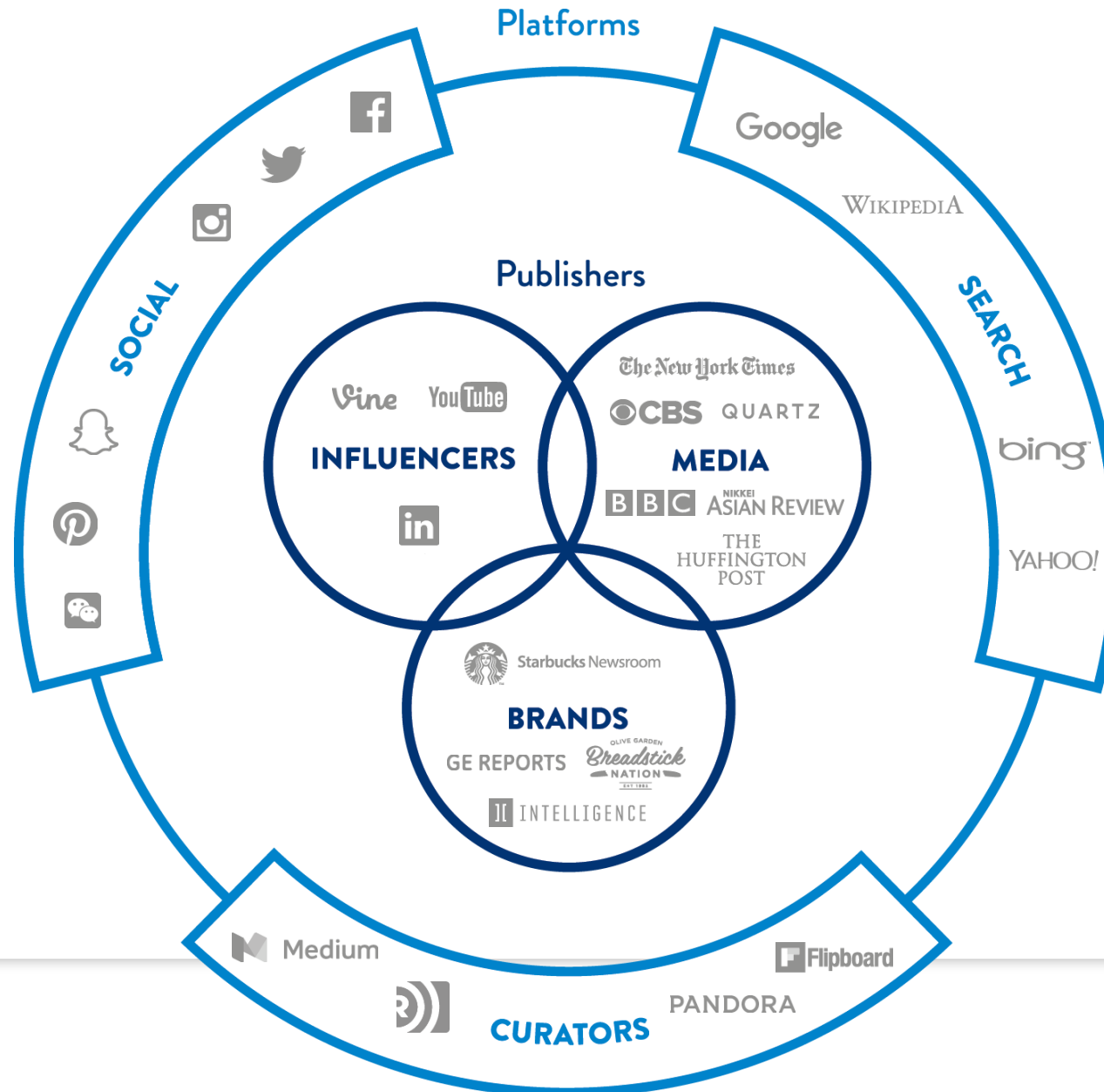


Test often – you don't know what you don't know



strategy represent aspect **product** experience **brand** impression identity business commodity vision focus service design creativity global

BUILD TRUST AND EXPAND IMPACT WITH CREATED CONTENT



BE MINDFUL OF SPOKESPERSONS, MESSAGES AND VENUES

Visuals can tell stories that words don't support

Truth is essential

Use the best category of spokesperson for the situation



Edelman trustbarometer

2016 | ANNUAL GLOBAL STUDY



FIFA