

MAGNETIC

A MATTER OF TRUST

M Brand trust is in crisis



M Trust matters because it's linked to KPIs



M Advertising can only drive trustworthiness



M Trustworthiness achievable via 'brand rub'



M | 3 important considerations



M: 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?

M

PistonHeads

Esquire
TOWNHOUSE

FABLED
by marie claire

NME
LIFEHACK

FABLED
by marie claire



Extensions

Events

COSMOPOLITAN
#fashfest

STYLIST Live

EMPIRE Live



The brand rub opportunities



Social

GRAZIA



goodfood



COSMOPOLITAN



marie claire



NME

ELLE

Cyclist

THE WEEK

Print olive



Digital Spy.

THE DEBRIEF

Digital Ideal Home

M | 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

M: Key Takeout 1

Trust is in decline



Number of briefs
is on the increase



Delivering trust for clients is clearly really important right now

M: We measured trust in 3 different ways



The single
question by media
brand



The T score
the nuances of trust
by media brand

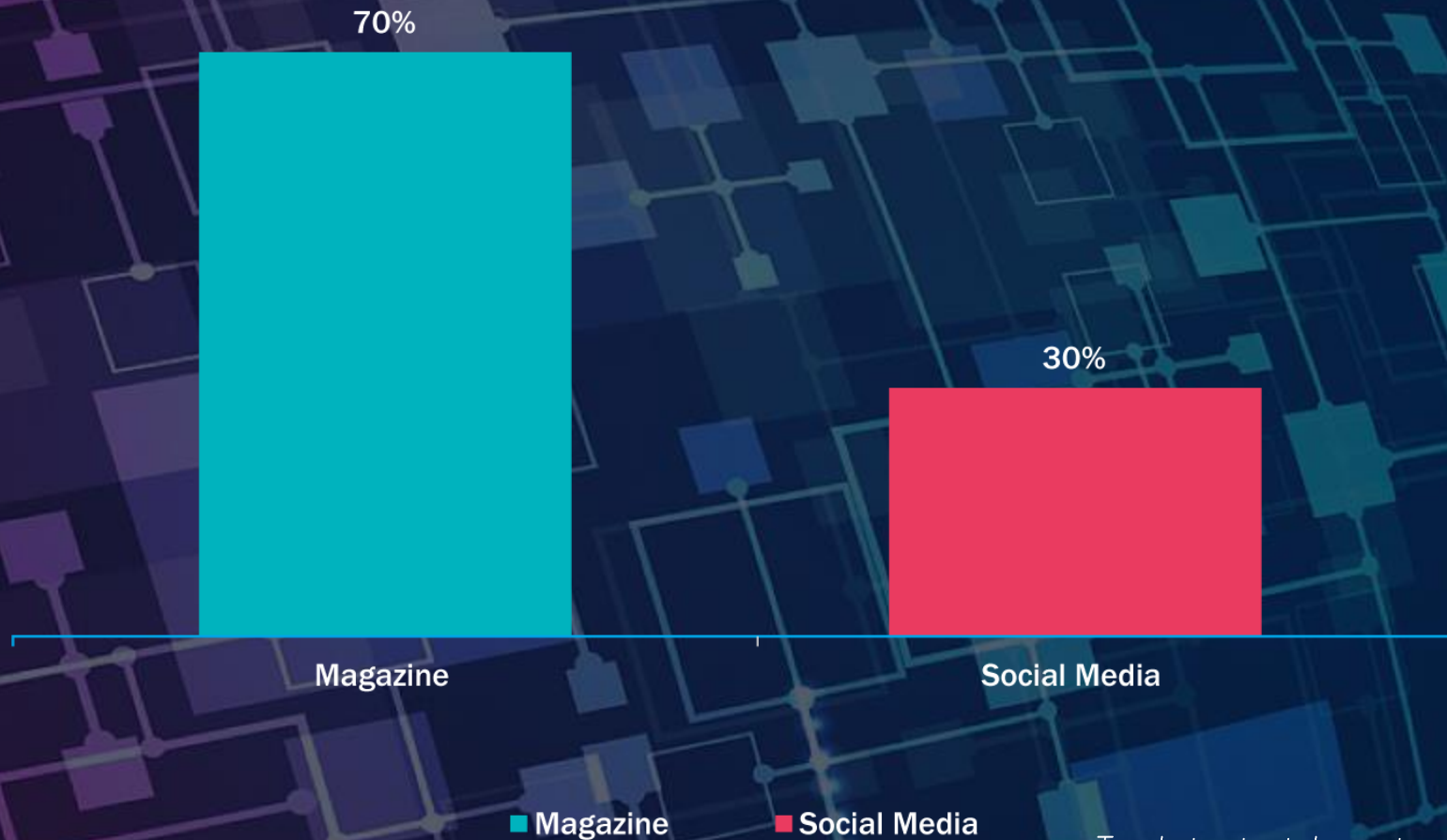


Implicitly by
media channel

M: No matter which way you cut it magazine media is more trusted than social media



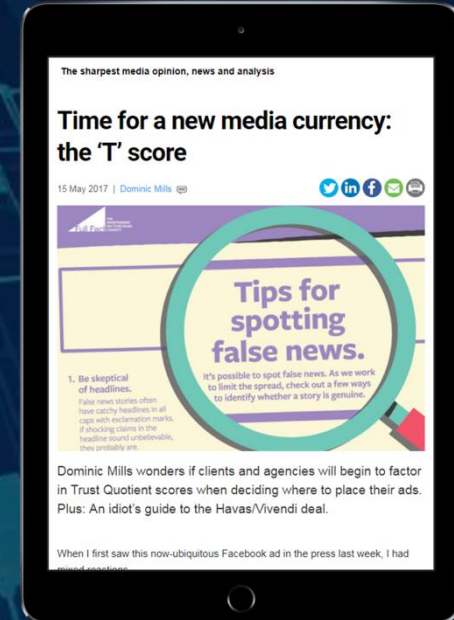
SINGLE
QUESTION



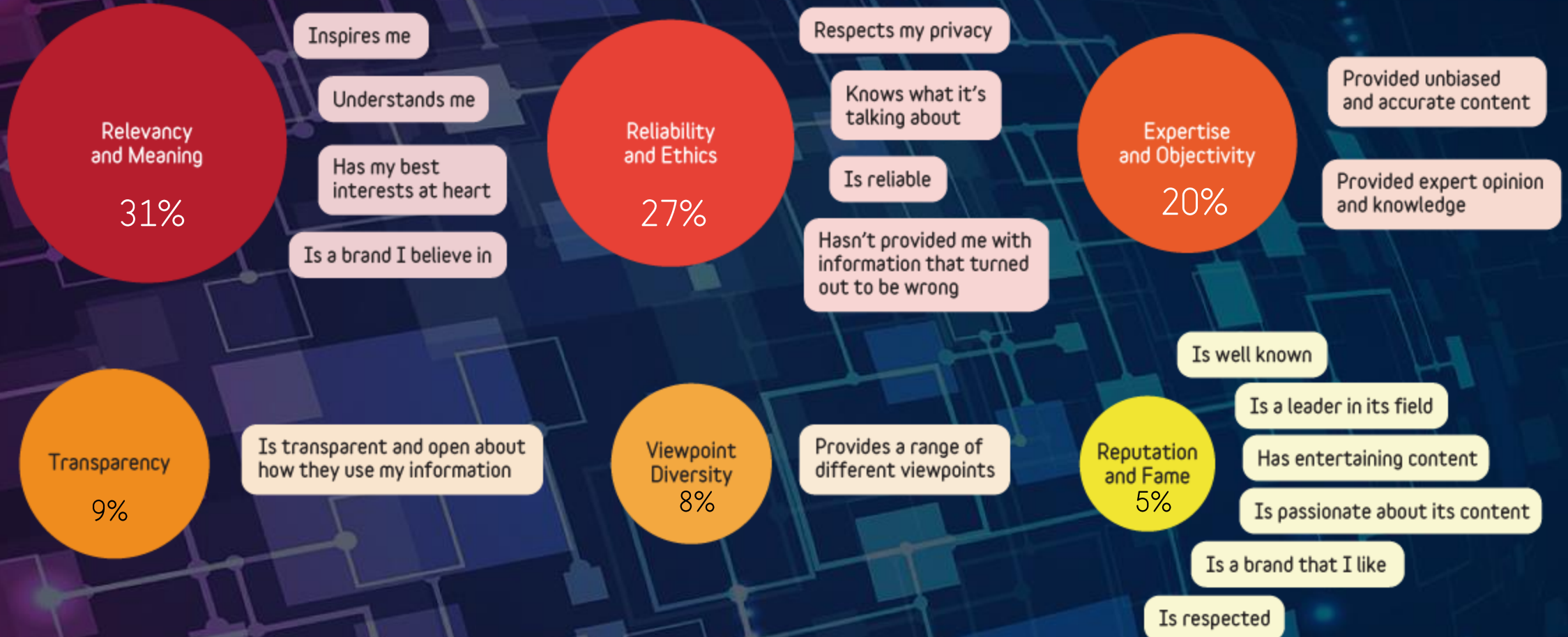
*To what extent do you trust the information provided by the above brand?
'I trust the information they provide completely' + 'I slightly trust the information they provide'*

Base sample size of trust statements section: Mag readers – 2484, Social Media – 654.

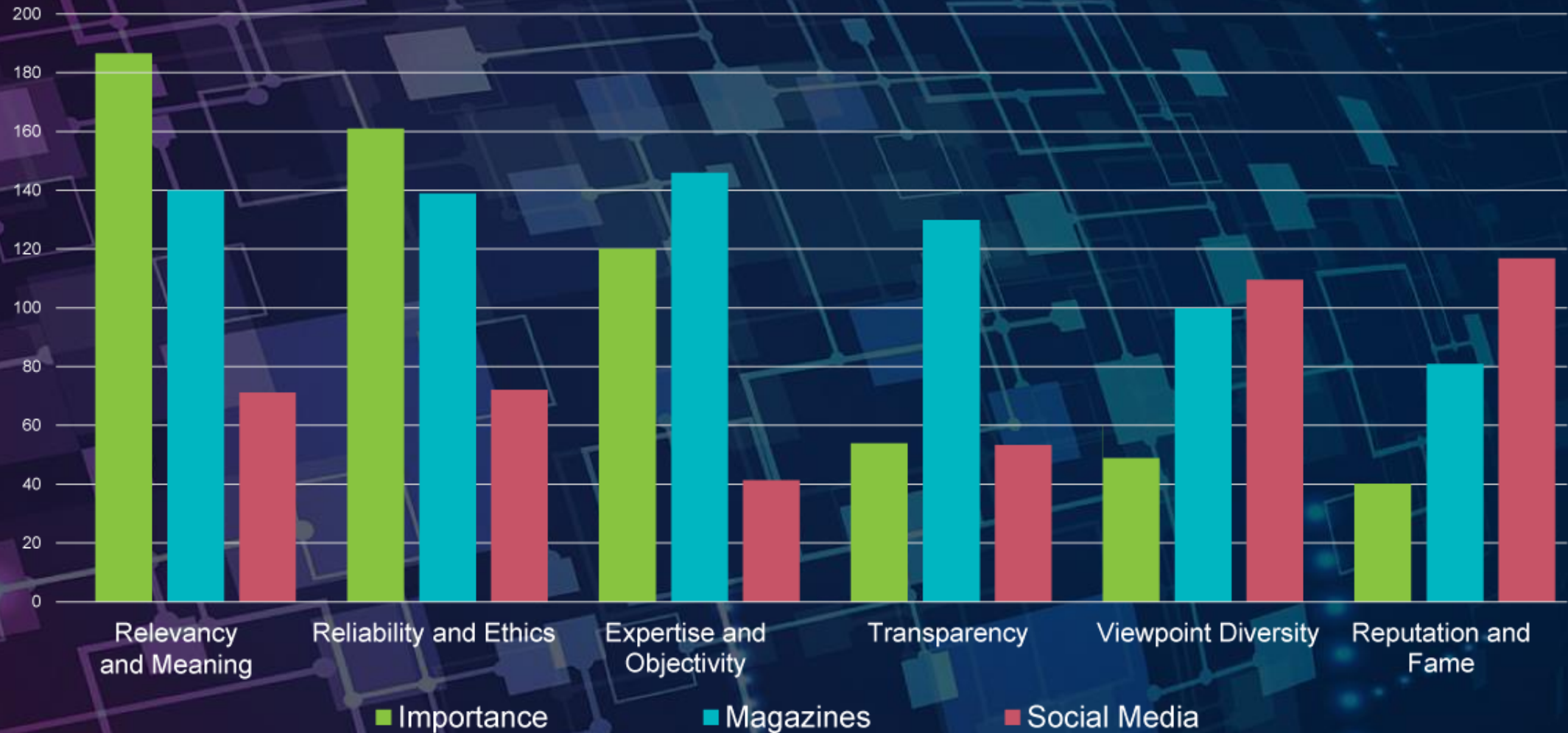
M: Introducing the T score



M: The factors that underpin trust



M Magazine brands deliver against the factors most crucial to trust



M: Key Takeout 2

Social media a top choice amongst planners handling trust briefs

Yet magazine brands deliver better on trust amongst consumers



facebook®



YouTube



M | How we measured implicit trust



Implicit Trust

COSMOPOLITAN **Men'sHealth**
NME **RadioTimes** **HELLO!**
Good Housekeeping **The Economist** **GRAZIA**

VS



facebook®



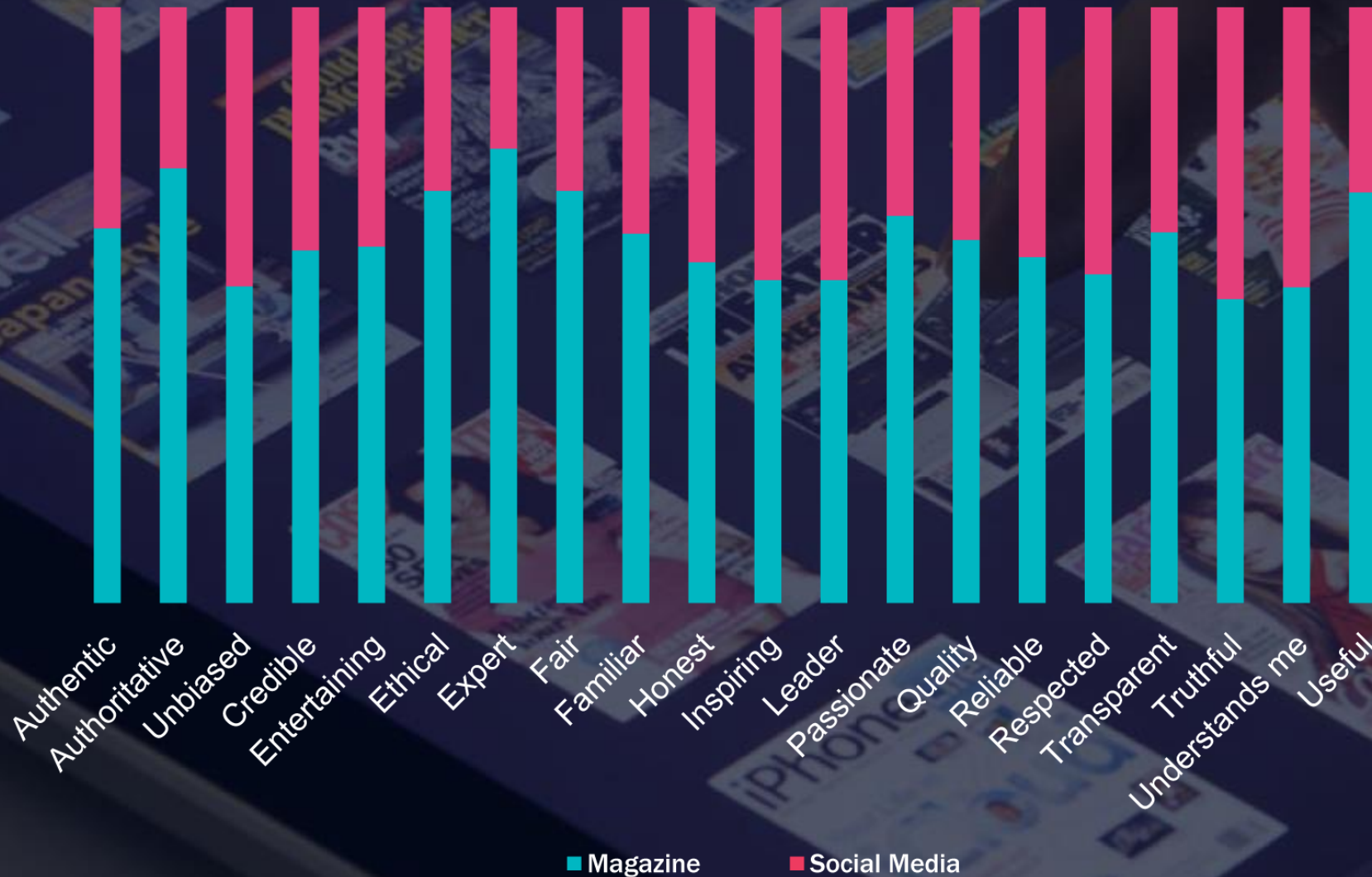
YouTube



M: No matter which way you cut it magazine media is more trusted than social media

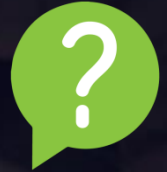
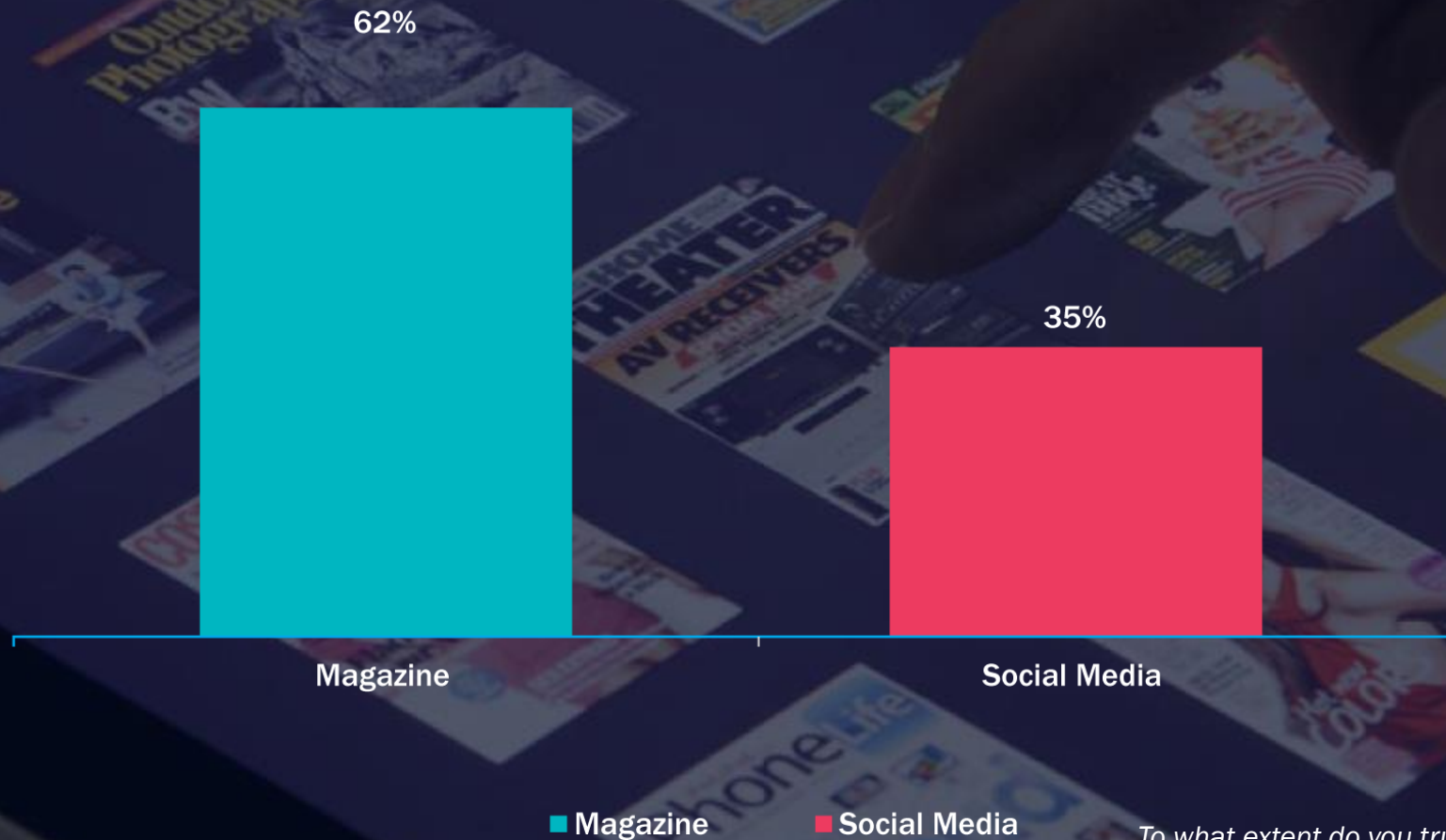


Implicit Trust



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

M | There are differences by age



SINGLE
QUESTION

UNDER 35s
DATA

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'

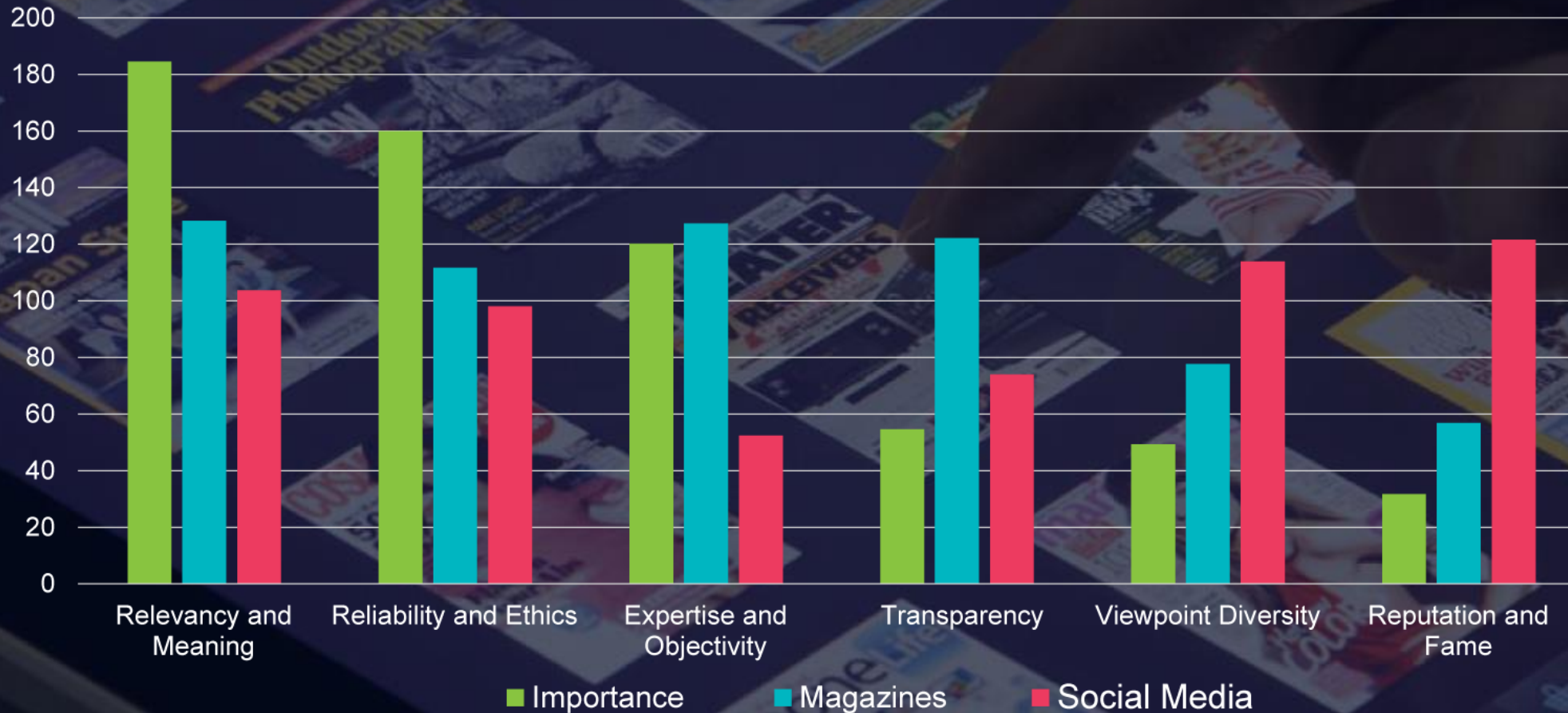
Base sample size of trust statements: Mag readers – 2484, Social Media – 654.

M But magazines are still more trusted than social media



T Scores

UNDER 35s
DATA

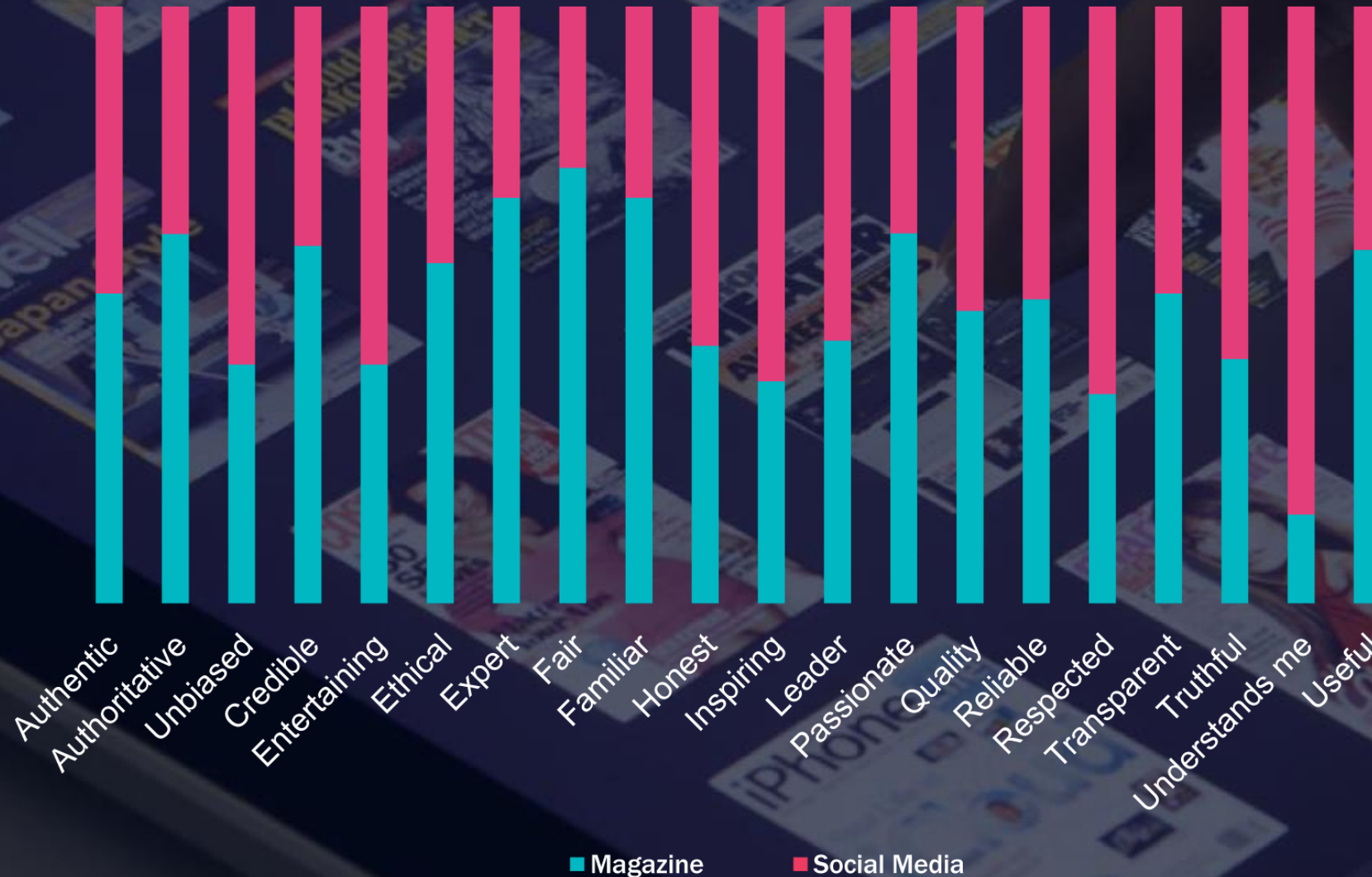


M But magazines are still more trusted than media



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.

M | Key Takeout 3

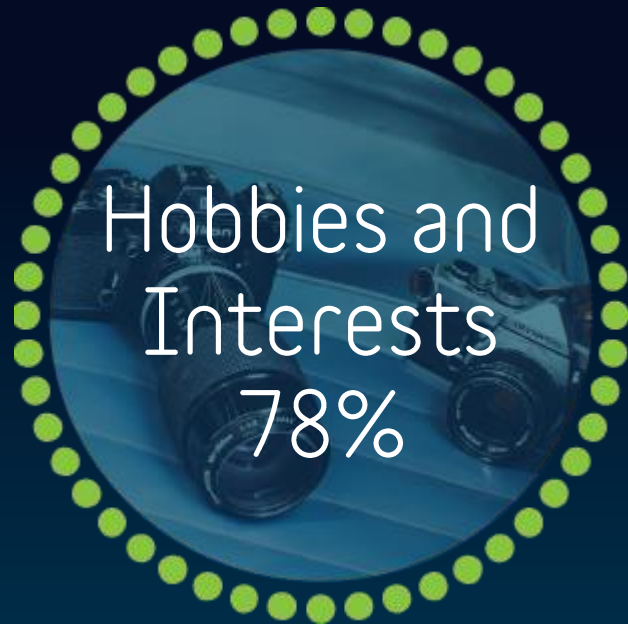
Magazines achieve better implicit or subconscious trust than social media



Younger people have higher levels of trust than the average with social media, but they still trust magazine brands more



M: Some magazine genres are more trusted than others





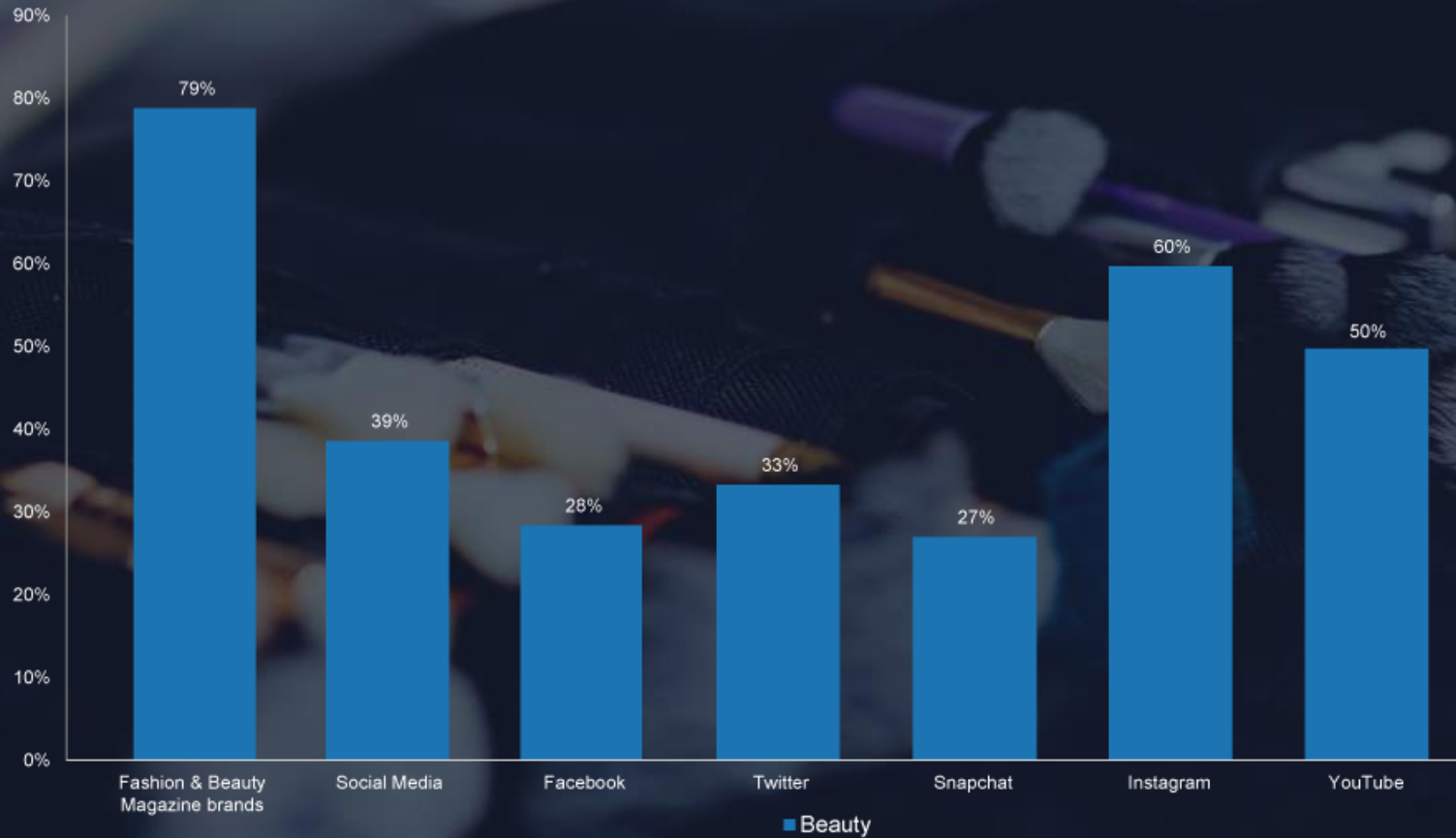
Category Analysis

M: Amongst those interested in beauty, magazines are most likely to inspire trust



SINGLE
QUESTION

THE SAME IS
TRUE FOR UNDER
35s



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

M: Amongst those interested in food, Instagram most likely to inspire trust



SINGLE
QUESTION

THE SAME IS
TRUE FOR UNDER
35s



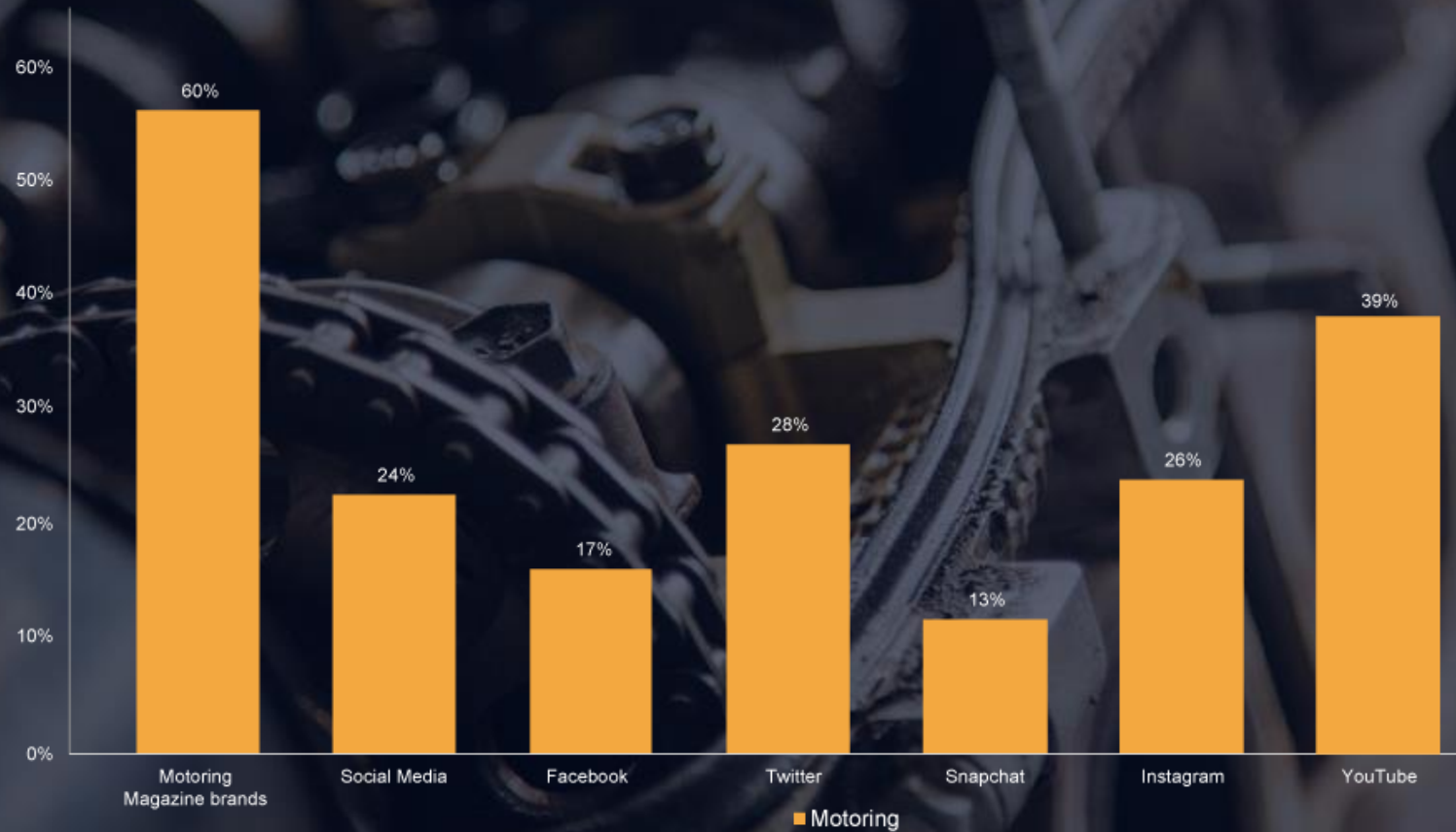
To what extent do you associate ^insert media brand^ with inspiration and advice in the following subject areas?
Base sizes: Food and home interest mags 1,290, Facebook 367, Twitter 91, Snapchat 66, Instagram 101, YouTube 194

M: Amongst those interested in motoring, magazines are most likely to inspire trust



SINGLE
QUESTION

THE SAME IS
TRUE FOR OVER
35s



To what extent do you associate ^insert media brand^ with inspiration and advice in the following subject areas?
Base sizes: Motoring and sports mags 934, Facebook 193, Twitter 51, Snapchat 32, Instagram 39, YouTube 106

M: 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

A close-up photograph of a person's hand, showing the palm and fingers. The skin is light-toned with some dark, irregular marks or tattoos. A bright green dotted circle is drawn around the central part of the palm. Overlaid on this circle is the text "The Rub Effect" in a white, sans-serif font. The background is dark and out of focus.

The Rub Effect

M Effectiveness uplift from magazine usage



Source: IPA Databank, 2012-2016 UK cases

M: Long-term magazine effectiveness is stronger than short-term



Source: IPA Databank, 2012-2016 UK cases

M Magazine multiplier effects with social



Source: IPA Databank, 2012-2016 UK cases

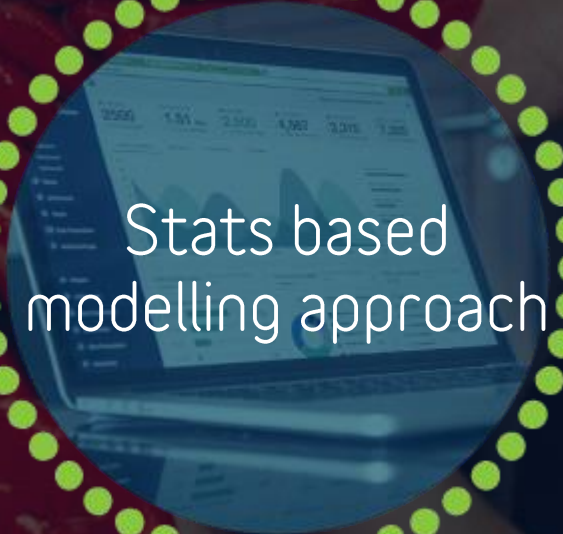
M | Brand rub



M: The approaches we used



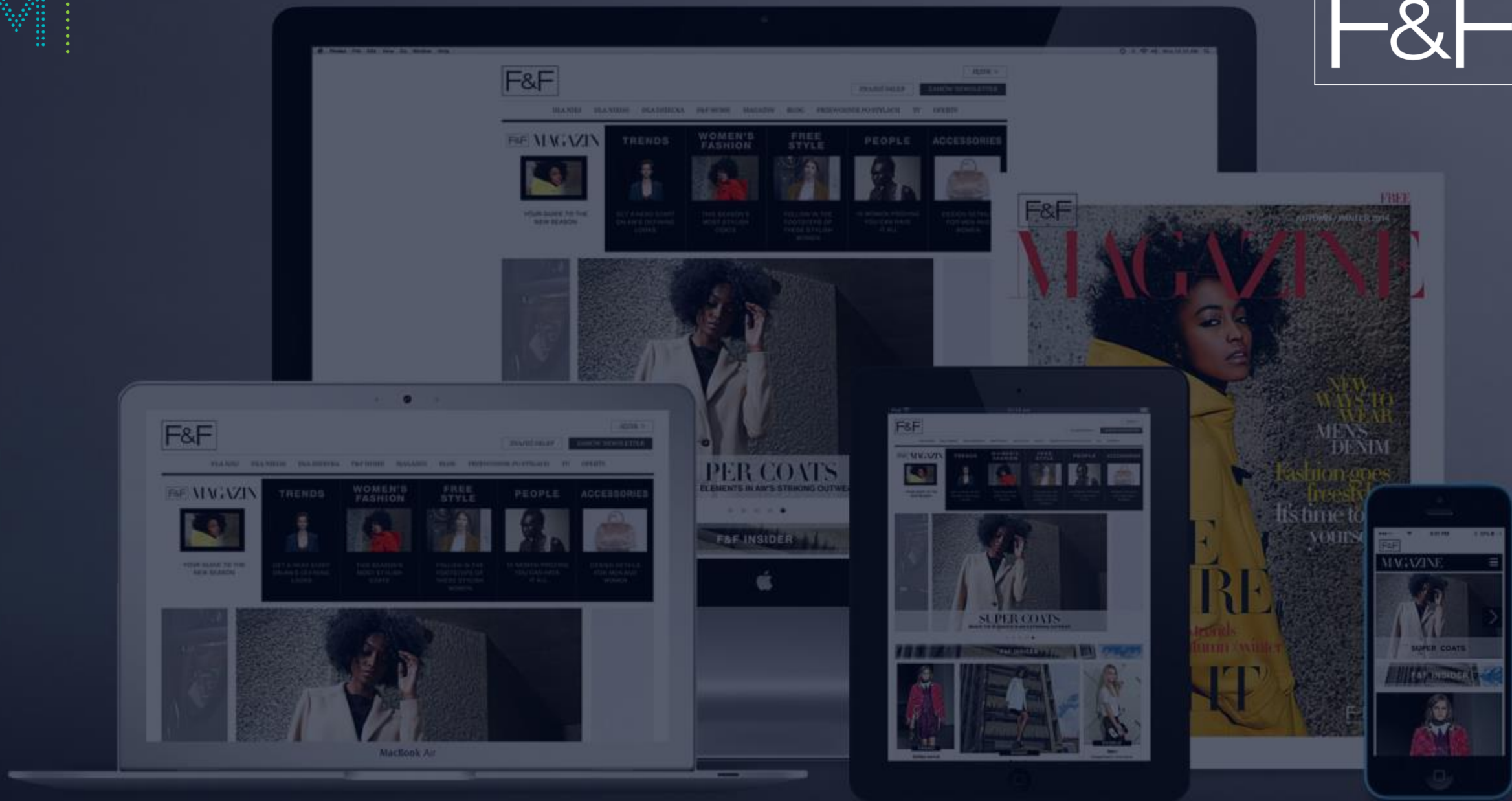
Exposed /
non exposed



Stats based
modelling approach

M

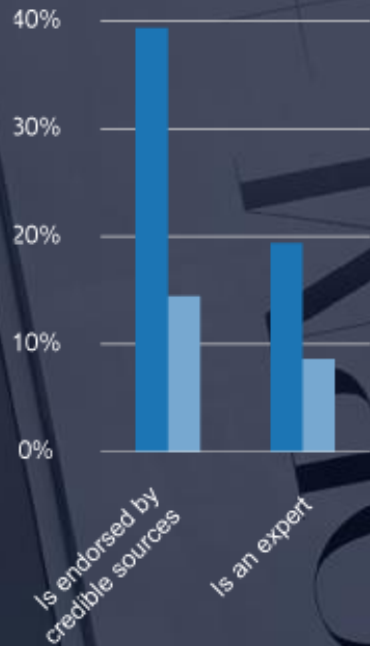
F&F



M: Magazines delivered against a range of trust objectives

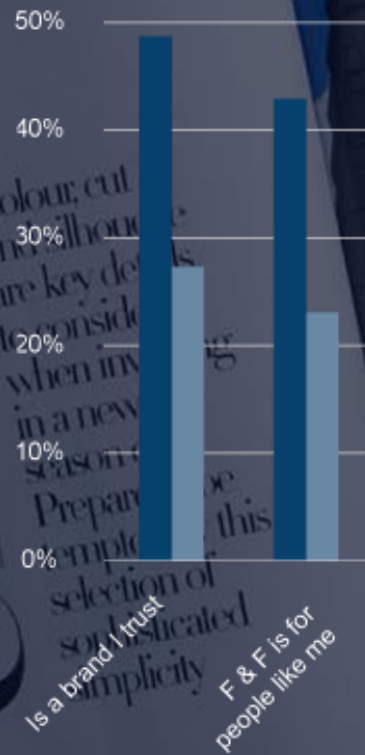
F&F

Expertise and objectivity



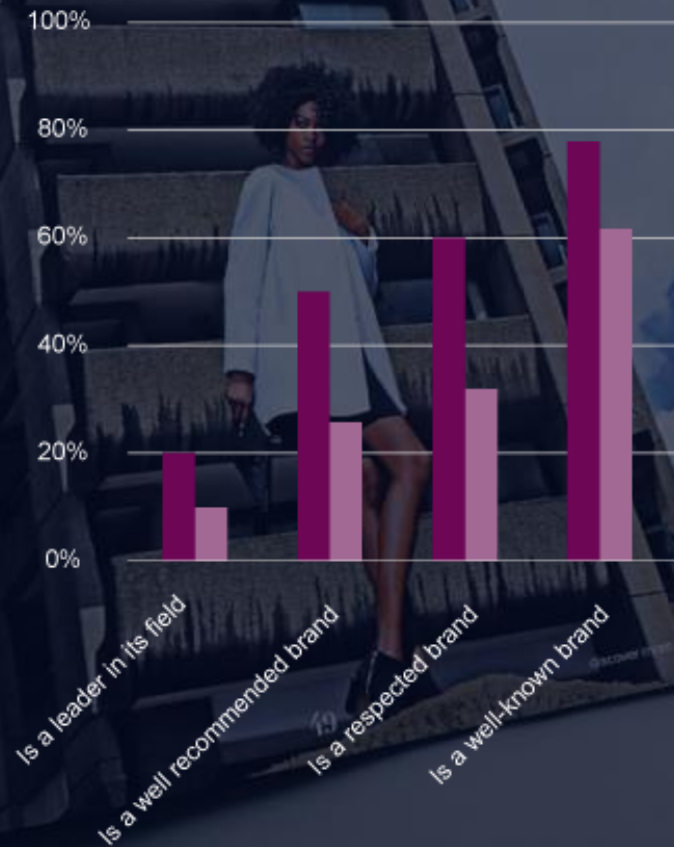
■ Tesco Exposed ■ Tesco Unexposed

Relevancy and meaning



■ Tesco Exposed ■ Tesco Unexposed

Reputation and fame



■ Tesco Exposed ■ Tesco Unexposed

M: Magazines delivered against a range of trust objectives

F&F

F&F is endorsed by credible sources

F&F a leader in it's field

F&F is an expert

Average brand trust uplift

94%



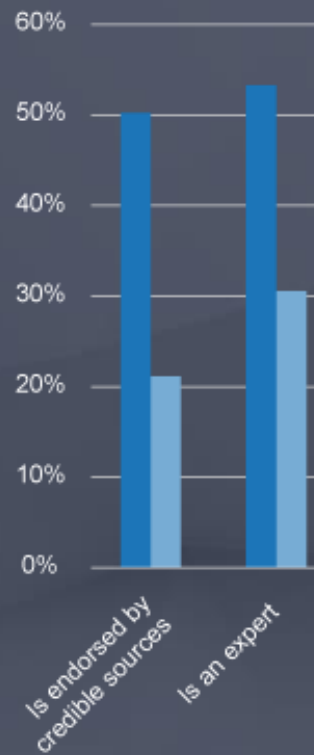
M



M: Magazines delivered against a range of trust objectives

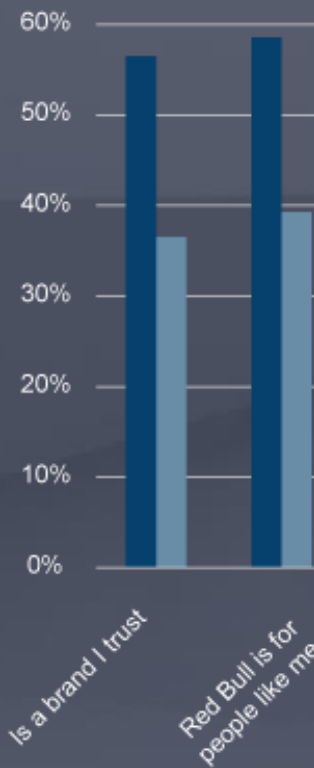


Expertise and objectivity



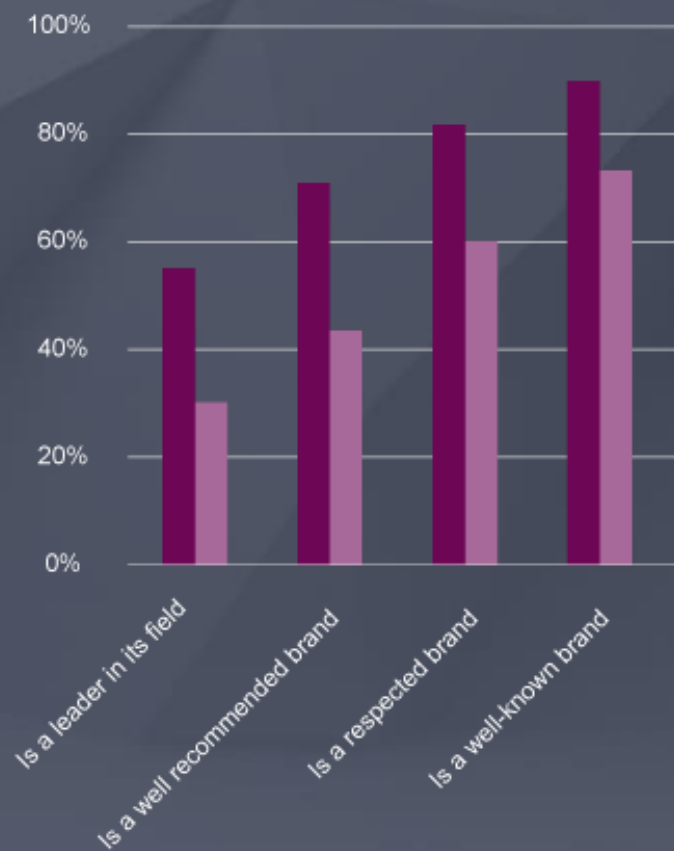
■ Pearl drops Exposed ■ Pearl drops Unexposed

Relevancy and meaning



■ Pearl drops Exposed ■ Pearl drops Unexposed

Reputation and fame



■ Pearl drops Exposed ■ Pearl drops Unexposed

M | 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



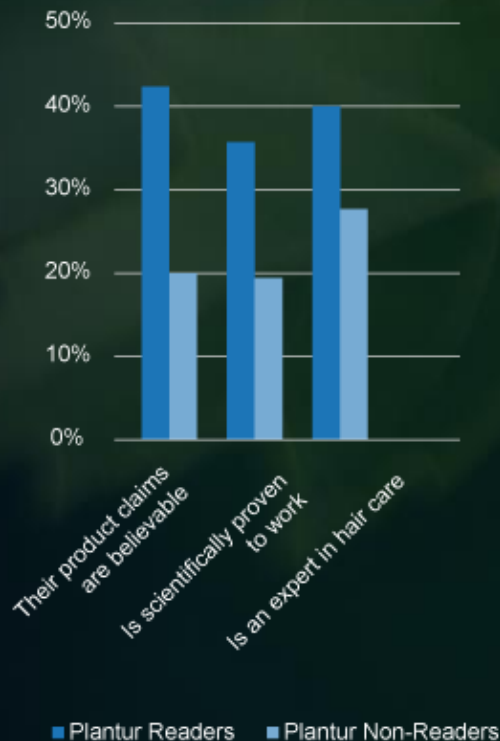
64%

M

Dr. Wolff • est. 1905
Plantur
39

M: Magazines delivered against expertise and objectives

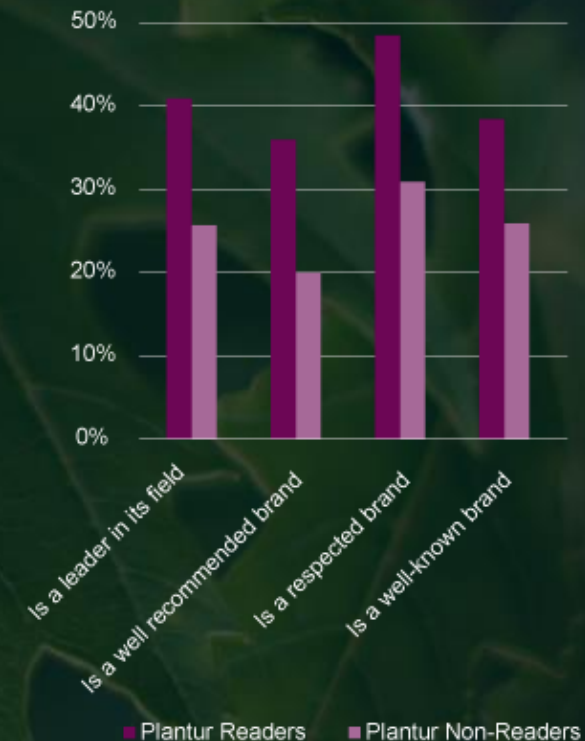
Expertise and objectivity



Relevancy and meaning



Reputation and fame



M: Magazines delivered against expertise and objectives

Understands me

The product claims are
believable

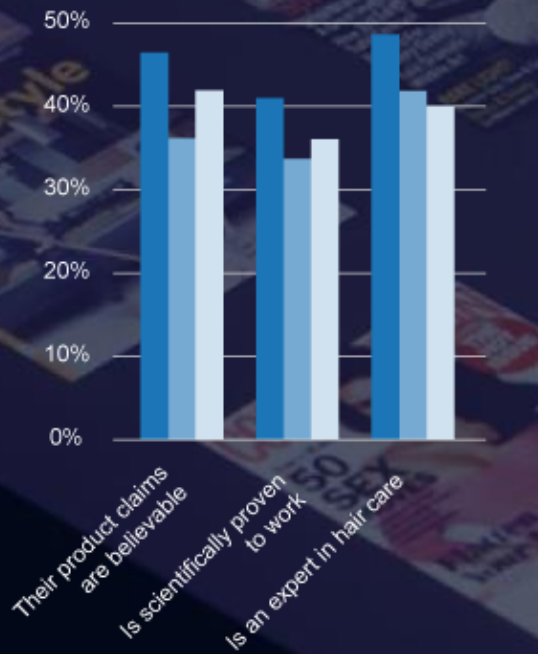
Is a brand I trust

Average brand trust
uplift

77%

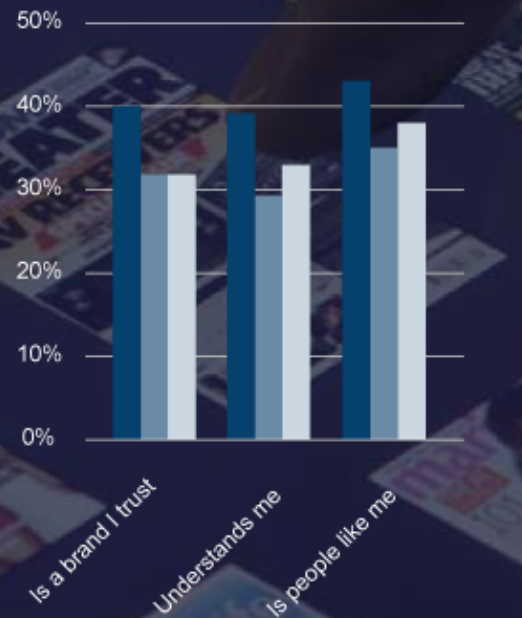
M: TV and magazines combined are even more powerful at moving trust KPIs

Expertise and objectivity



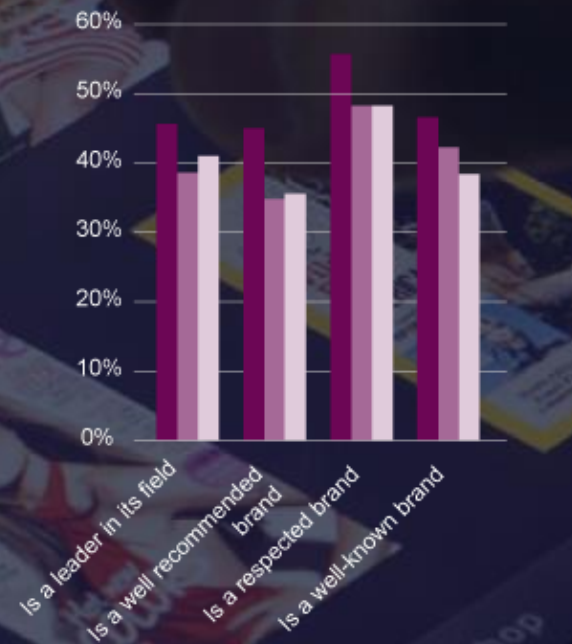
Readers and viewers Key Viewers Readers

Relevancy and meaning



Readers and viewers Key Viewers Readers

Reputation and fame



Readers and viewers Key Viewers Readers

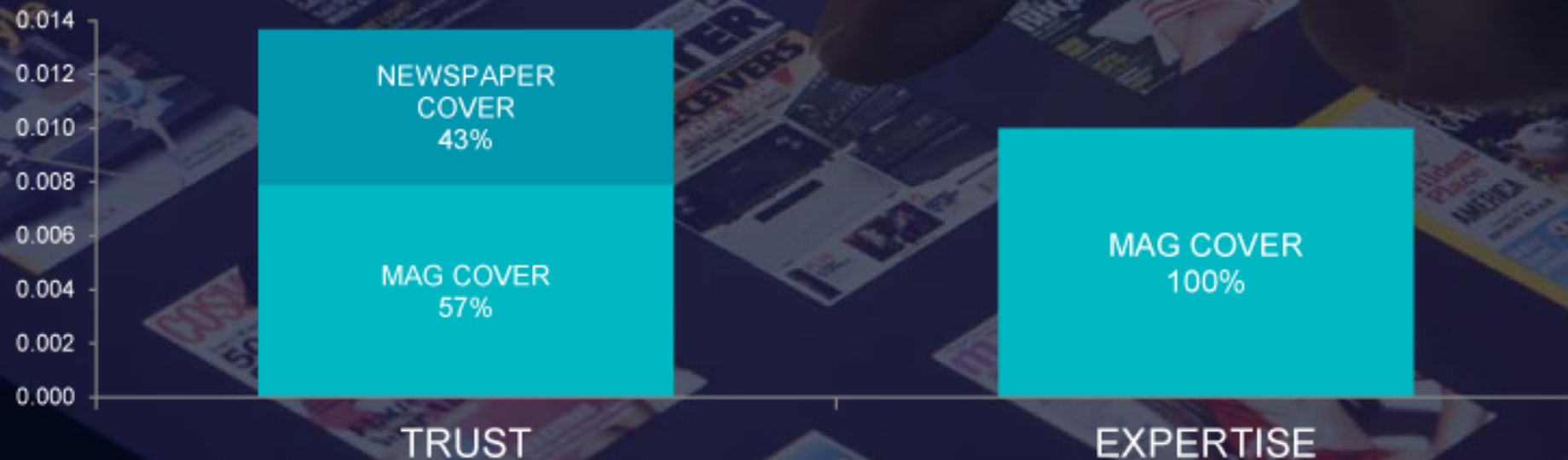
M

ghd

Thou shalt style with heat. Thou shalt style without fear.



M: Magazines deliver trust and expertise for GHD



M: Magazines' social media activity doubles the impact on quality perceptions



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

M: The potential impact of magazine brand rub on trust KPIs

64%

Average % uplift in
Brand trust metrics

94%



M: 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