

A close-up photograph of two hands clasped together in a firm grip, symbolizing trust and partnership. The hands are positioned centrally, with fingers interlaced. The background is a soft, out-of-focus light blue. The entire image is overlaid with a semi-transparent cyan filter. The text 'A MATTER OF TRUST' is centered horizontally across the hands, with 'A MATTER OF' in white and 'TRUST' in red. At the bottom center, the word 'MAGNETIC' is written in a white, dotted, monospace-style font.

A MATTER OF TRUST

MAGNETIC

M Brand trust is in crisis



M Trust matters because it's linked to KPIs



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



Extensions



Events

COSMOPOLITAN
#fashfest

STYLIST Live

EMPIRE Live

The brand rub opportunities



Social

GRAZIA

goodfood

COSMOPOLITAN

marie claire



Digital

Ideal Home

Digital Spy.

THE DEBRIEF



Print

olive

NME

ELLE

Cyclist

THE WEEK

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

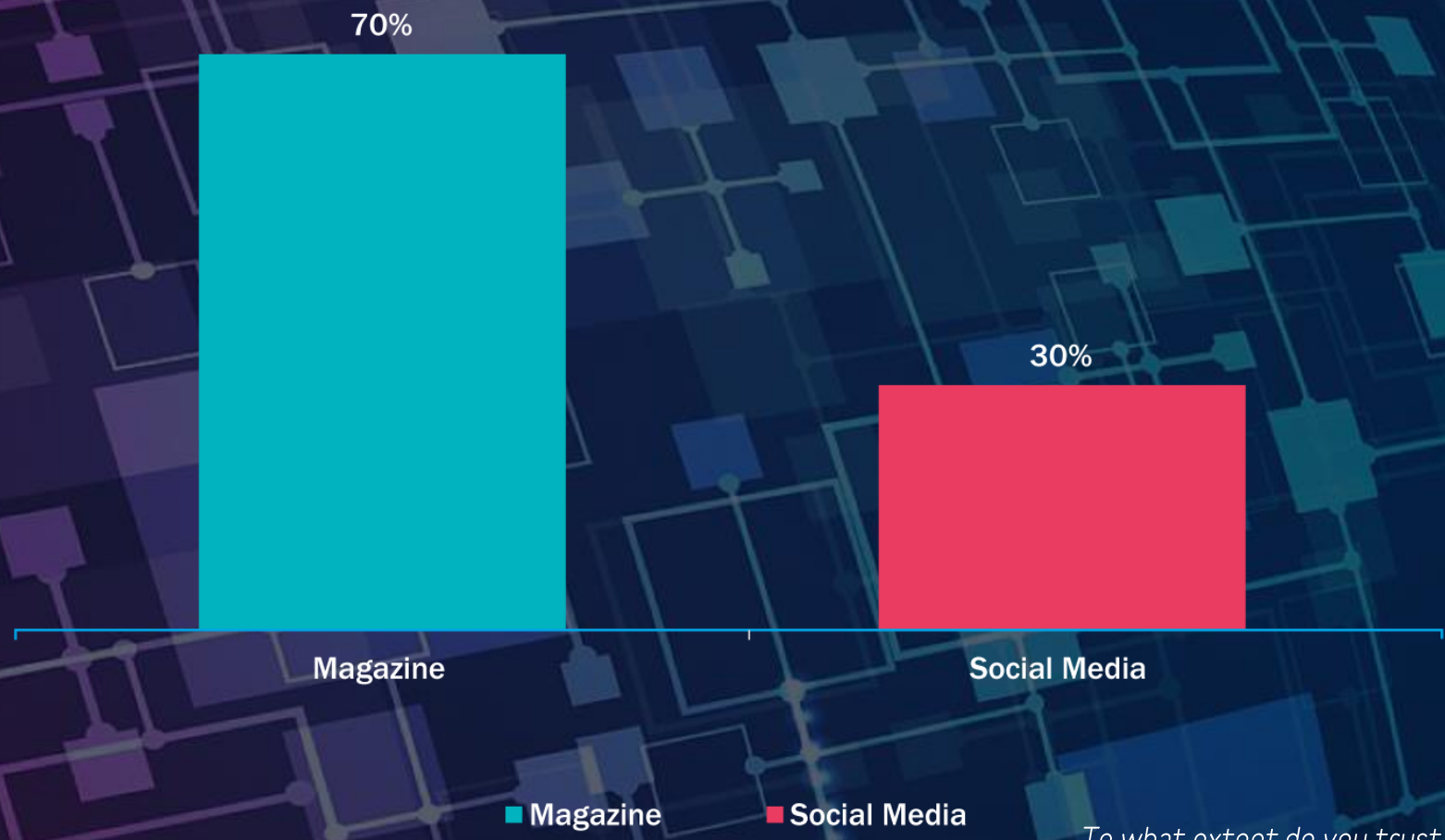


Implicitly by
media channel

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



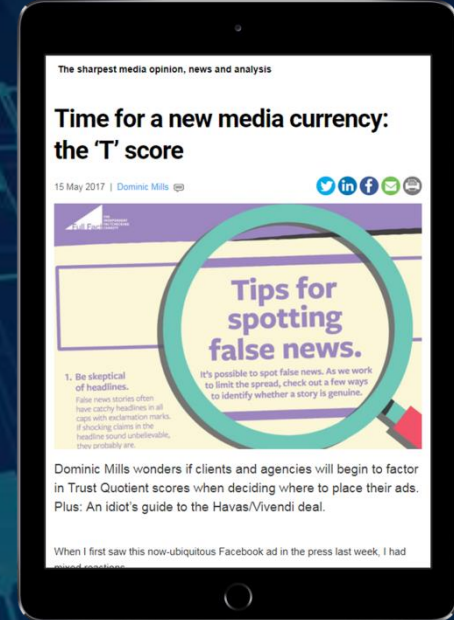
SINGLE QUESTION



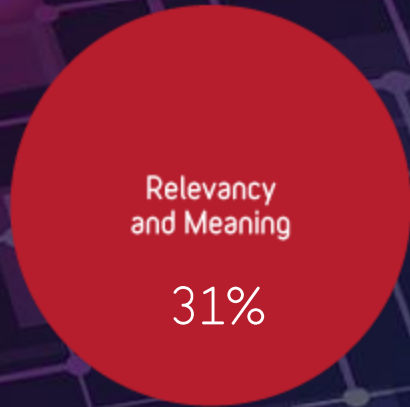
*To what extent do you trust the information provided by the above brand?
I trust the information they provide completely' + 'I slightly trust the information they provide'*

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

M: Introducing the T score



M: The factors that underpin trust



Inspires me

Understands me

Has my best interests at heart

Is a brand I believe in



Respects my privacy

Knows what it's talking about

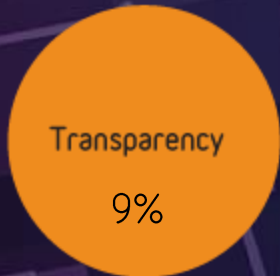
Is reliable

Hasn't provided me with information that turned out to be wrong

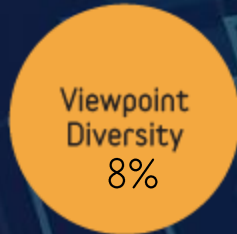


Provided unbiased and accurate content

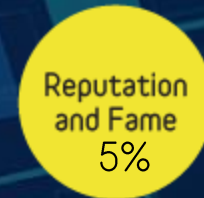
Provided expert opinion and knowledge



Is transparent and open about how they use my information



Provides a range of different viewpoints



Is well known

Is a leader in its field

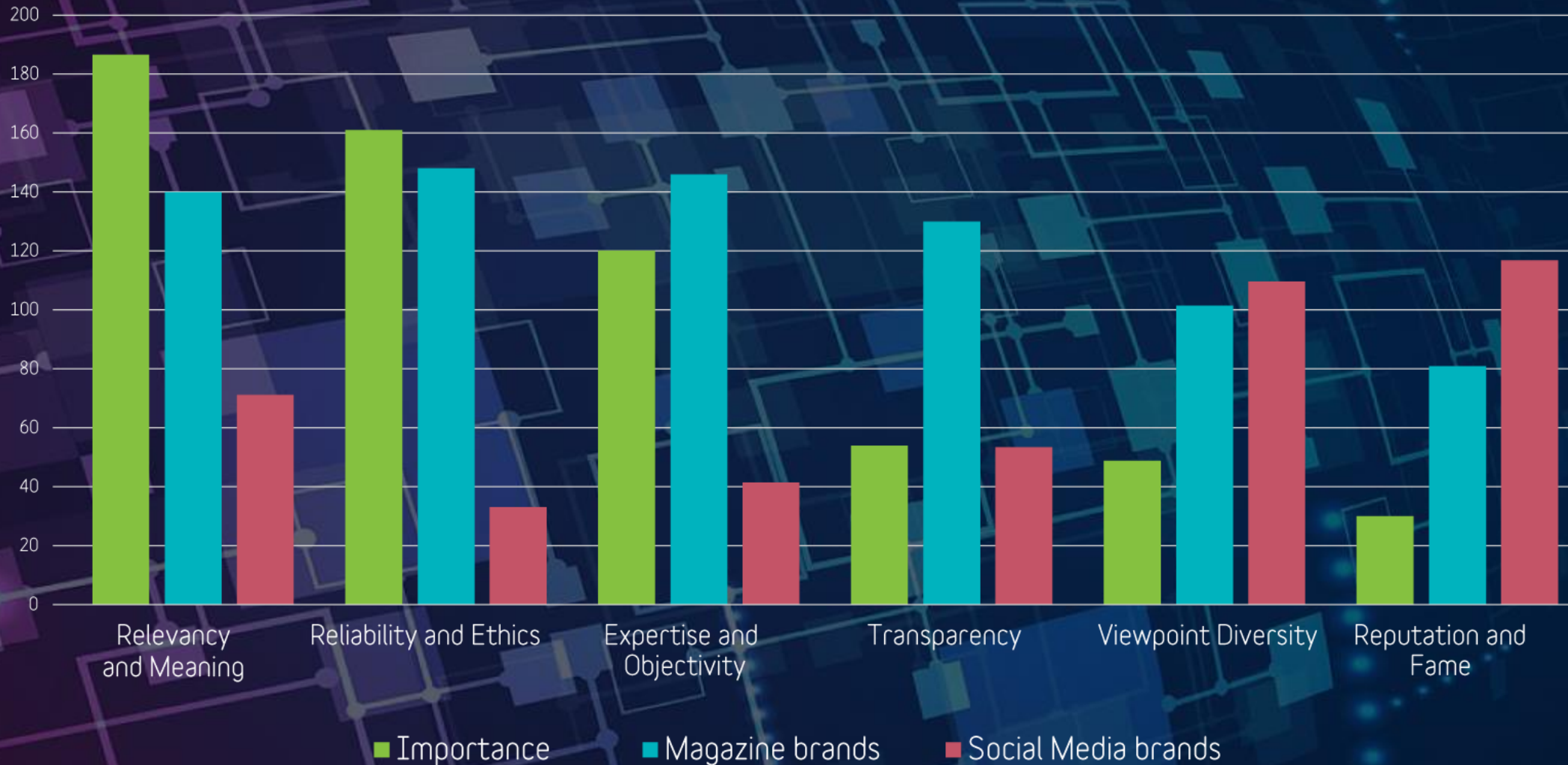
Has entertaining content

Is passionate about its content

Is a brand that I like

Is respected

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®



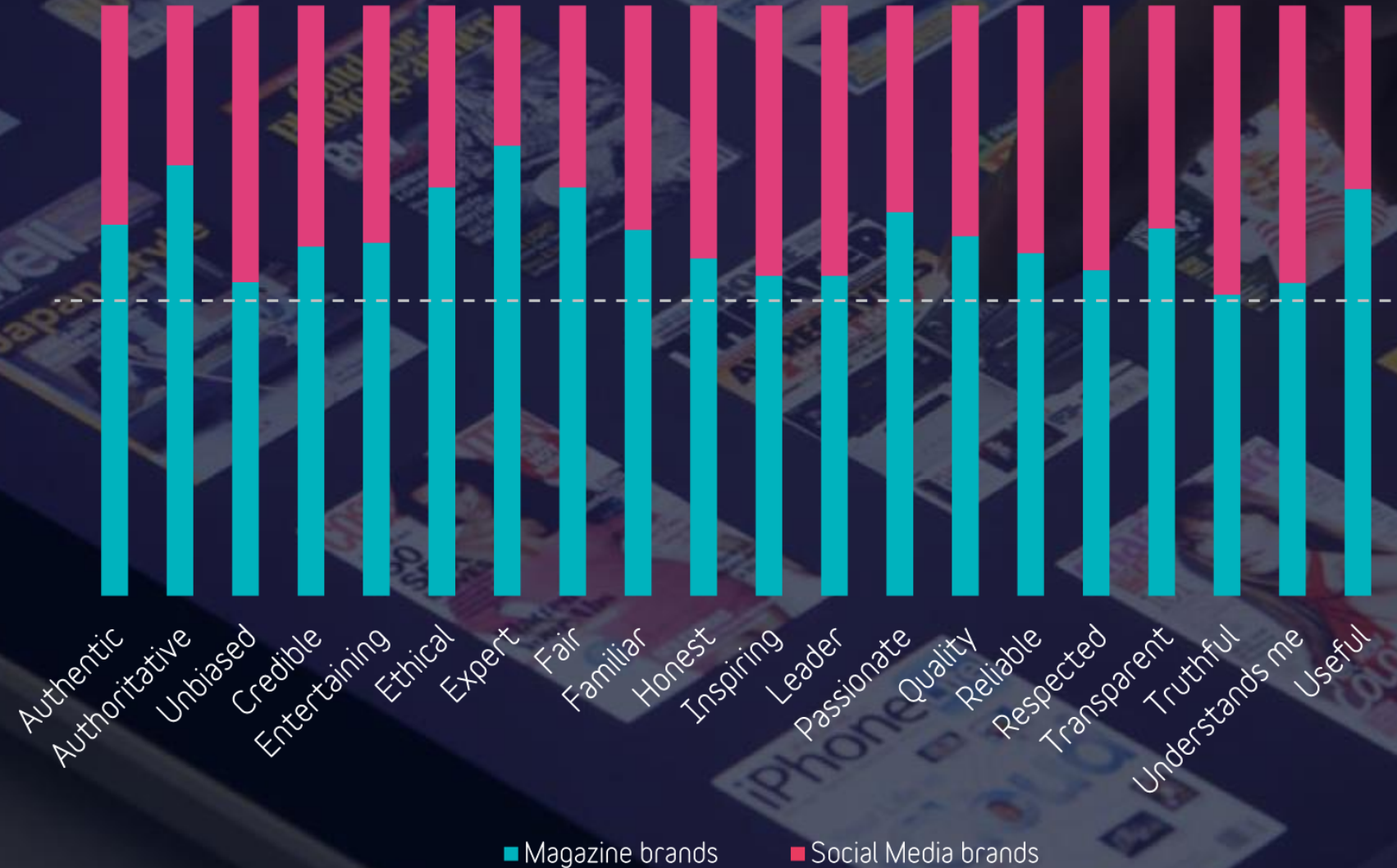
YouTube



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



Implicit Trust

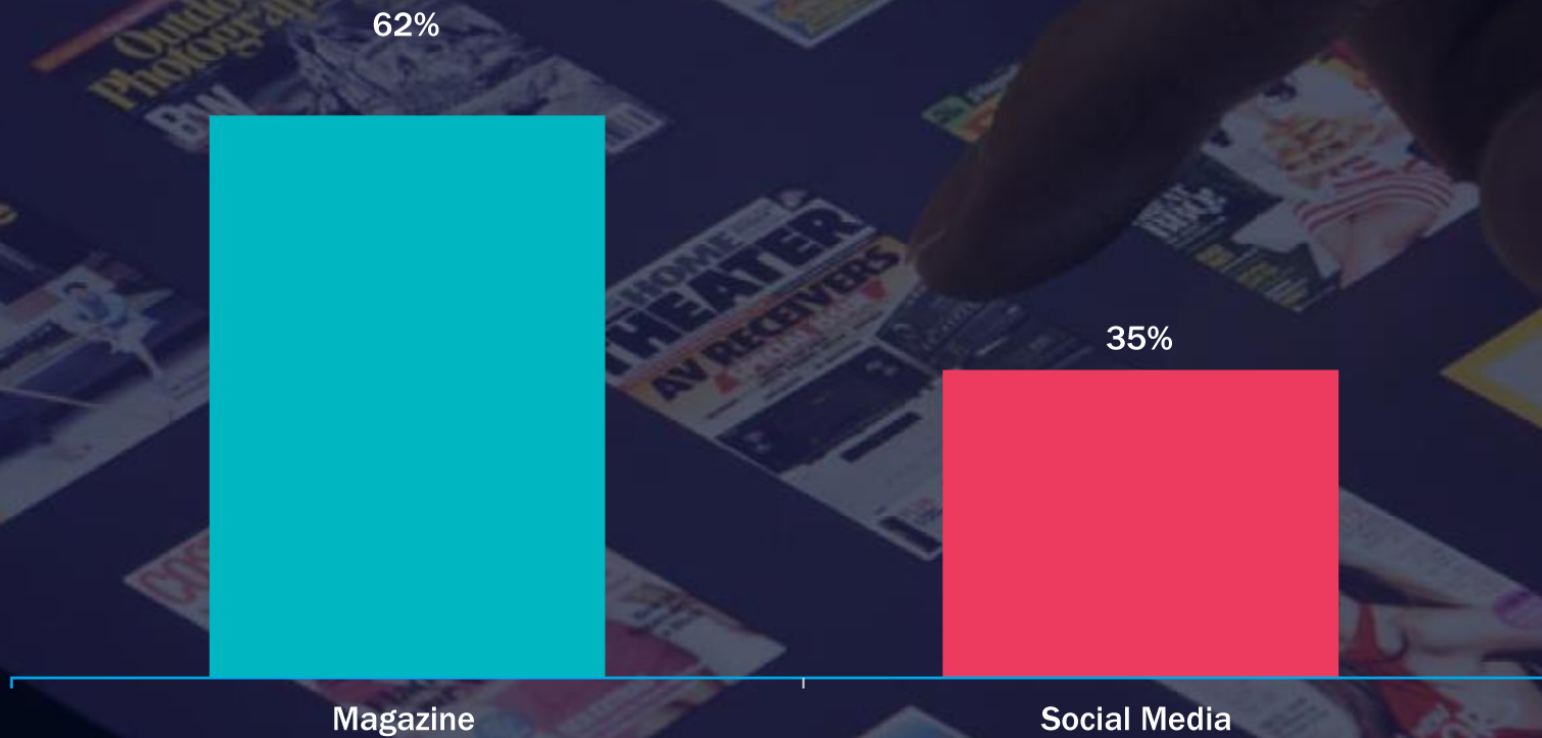


50%

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

■ Magazine brands ■ Social Media brands

M: There are differences by age



SINGLE QUESTION

UNDER 35s DATA

■ Magazine ■ 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'

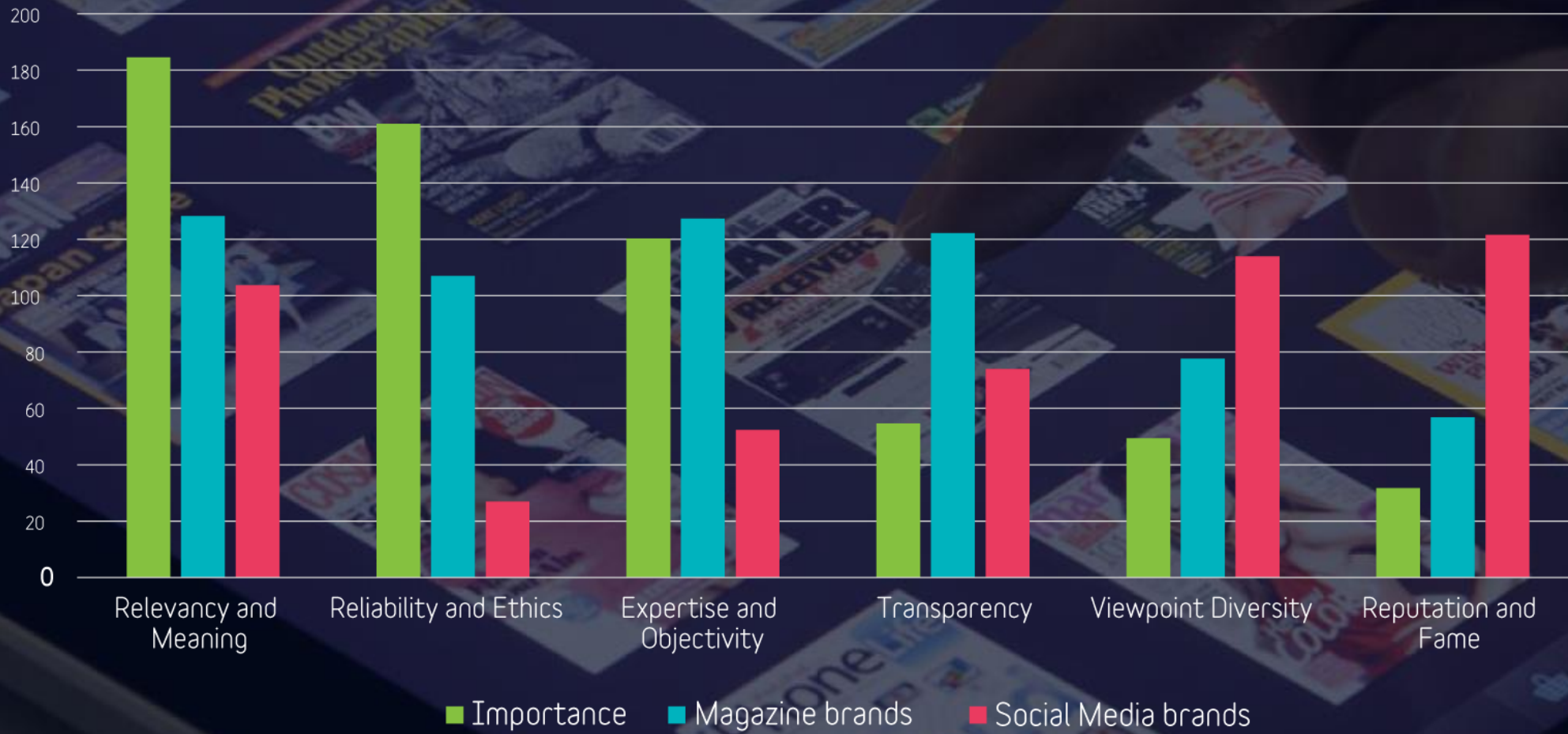
Base sample size of trust statements: Mag readers - 2484, Social Media - 654.

M But magazines are still more trusted than social media



T Scores

UNDER 35s
DATA

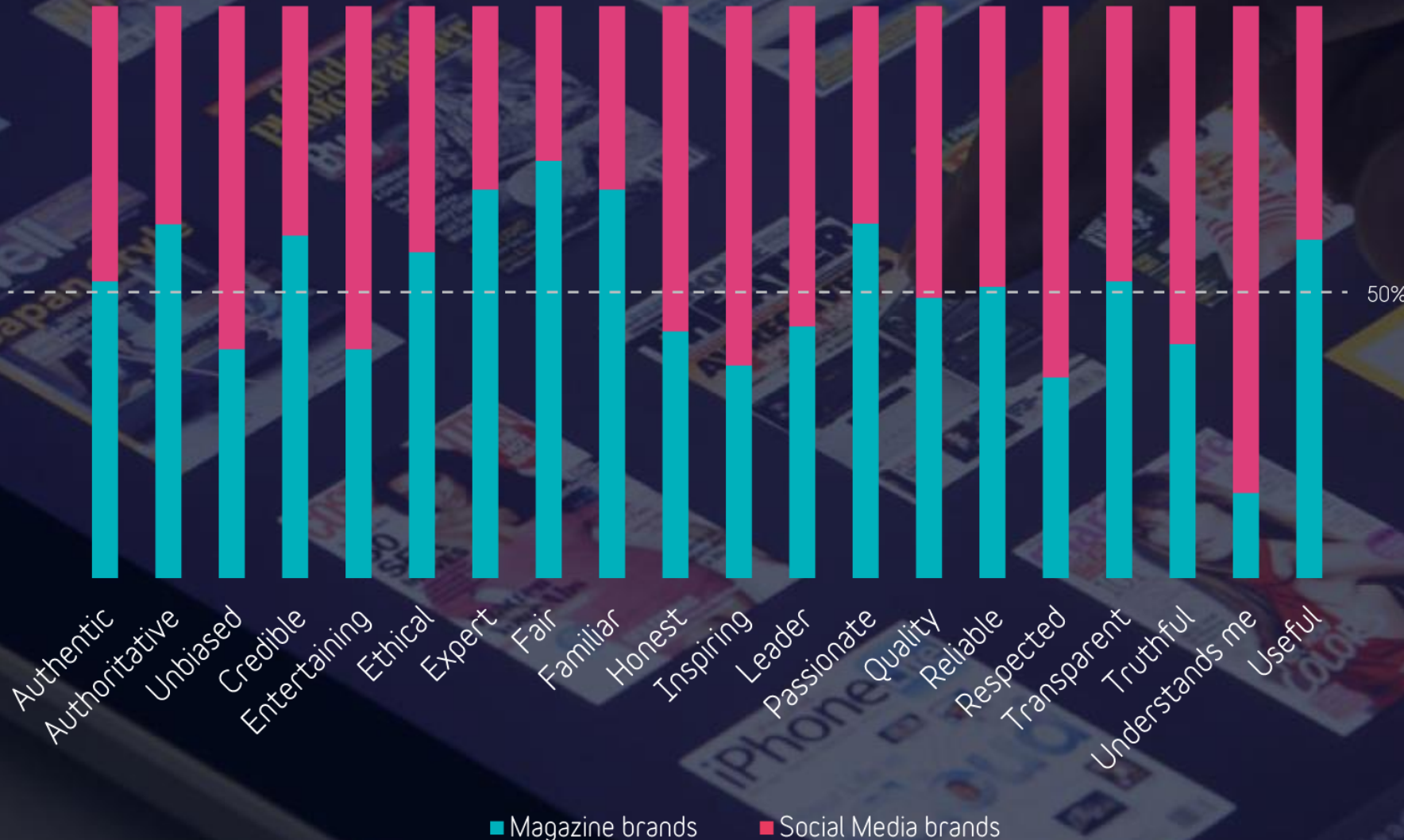


M: But magazines are still more trusted than media



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

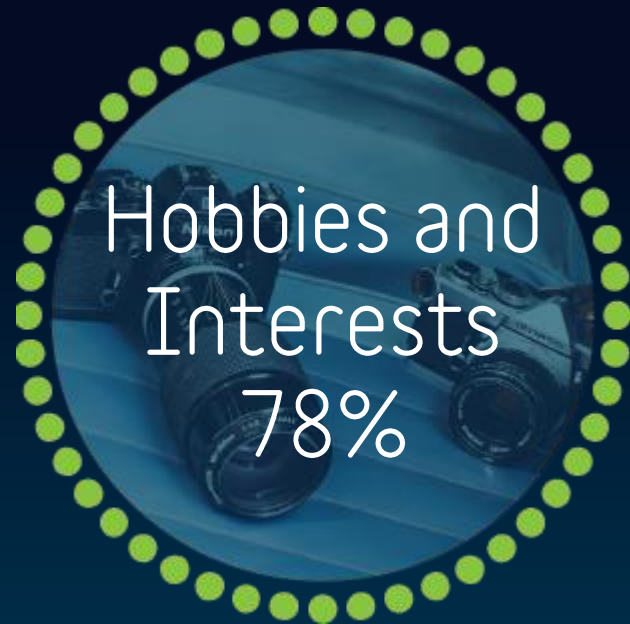
Magazines achieve better implicit or subconscious trust than social media



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



A collection of colorful wooden blocks (red, purple, blue, green, pink, brown) is scattered on a dark wood-grain surface. A green dotted circle is drawn around the text. The text "Category Analysis" is centered within the circle.

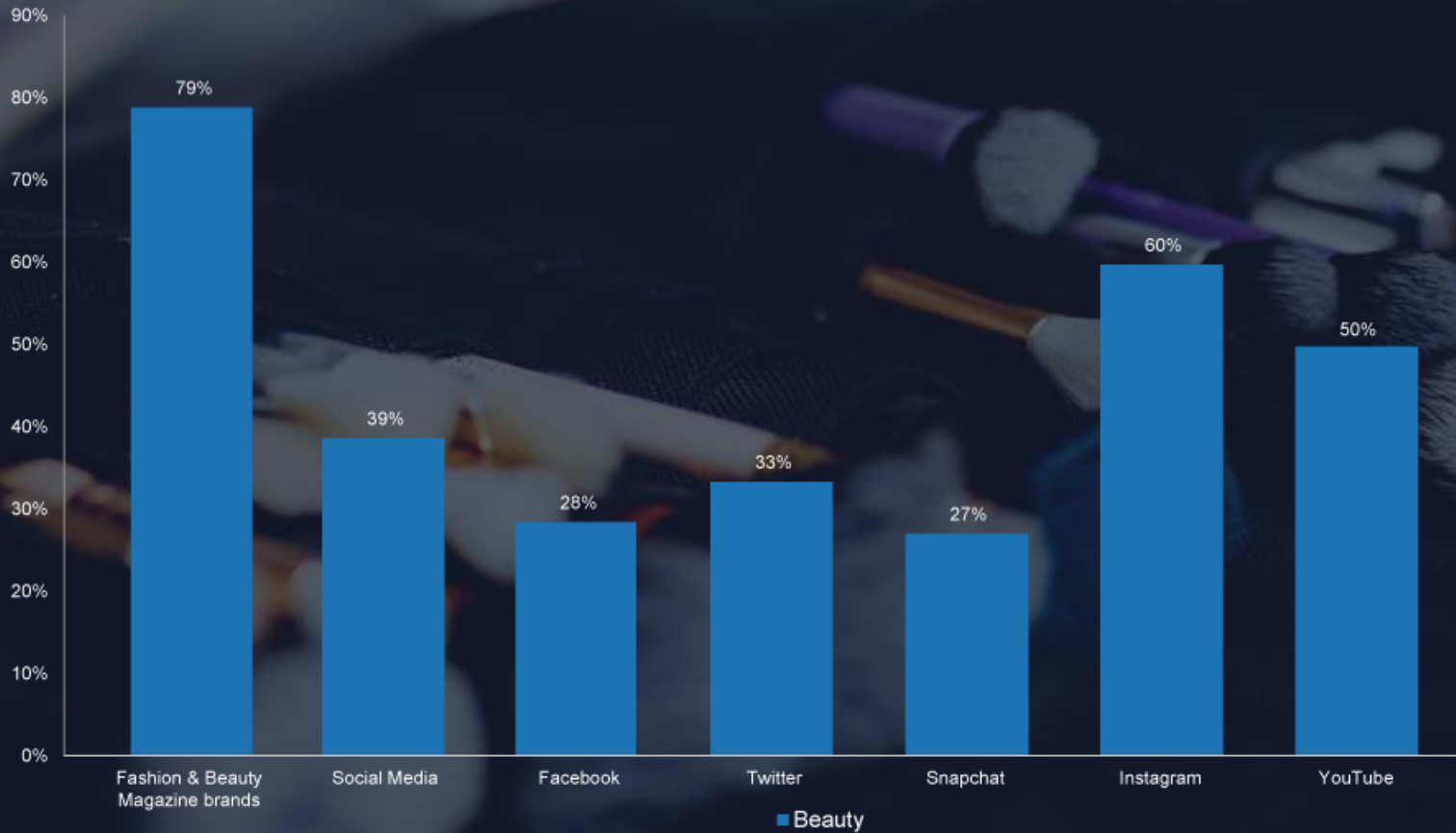
Category
Analysis

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



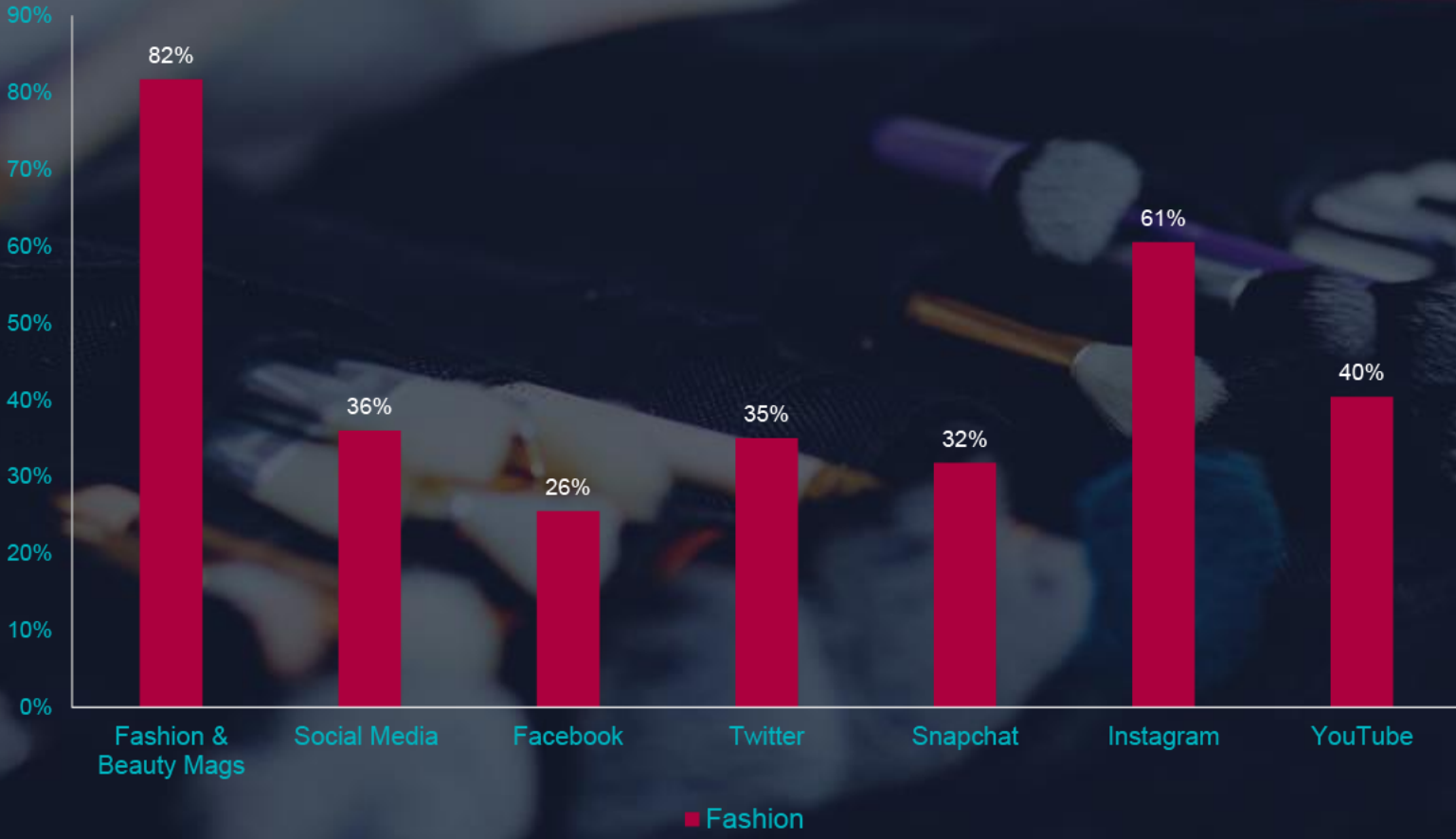
SINGLE
QUESTION

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



SINGLE QUESTION

THE SAME IS TRUE UNDER 35s

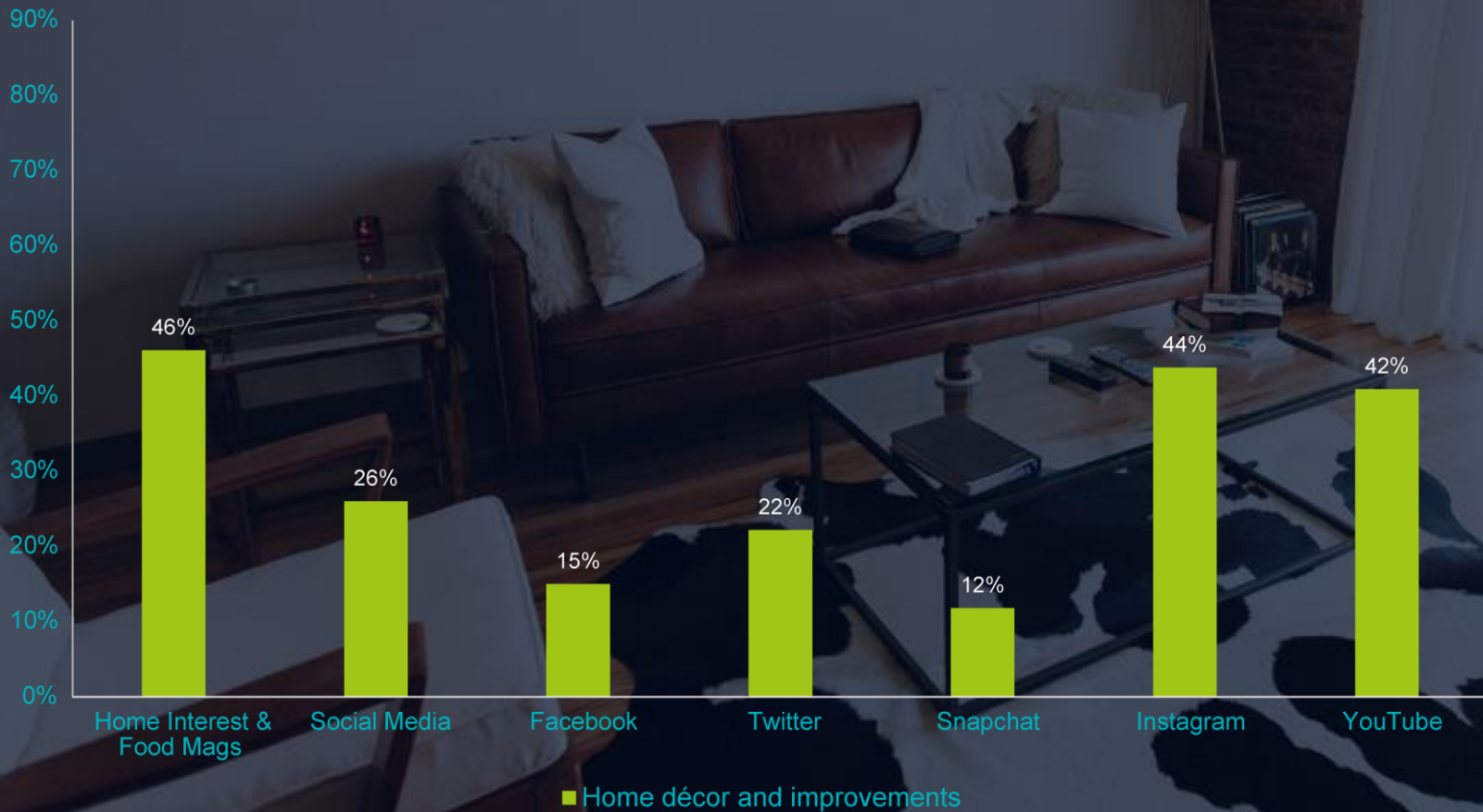
Base sizes (interested in fashion): Fashion & Beauty Magazine Readers: 684
Social Media: 517, Facebook: 196, Twitter: 60, Snapchat: 66, Instagram: 81, YouTube: 114

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



SINGLE QUESTION

Instagram is top amongst under 35s



Base sizes (interested in home décor and improvements): Home Interest & Food Magazine Readers 1,624
Social Media: 635, Facebook: 287, Twitter: 63, Snapchat: 51, Instagram: 80, YouTube: 154

M: Amongst those interested in sports, Twitter is most likely to inspire trust



SINGLE QUESTION

THE SAME IS TRUE FOR UNDER 35s



Base sizes (interested in sports): Motoring & Sport Magazine Readers: 875
Social Media: 465, Facebook: 204, Twitter: 73, Snapchat: 31, Instagram: 52, YouTube: 105

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



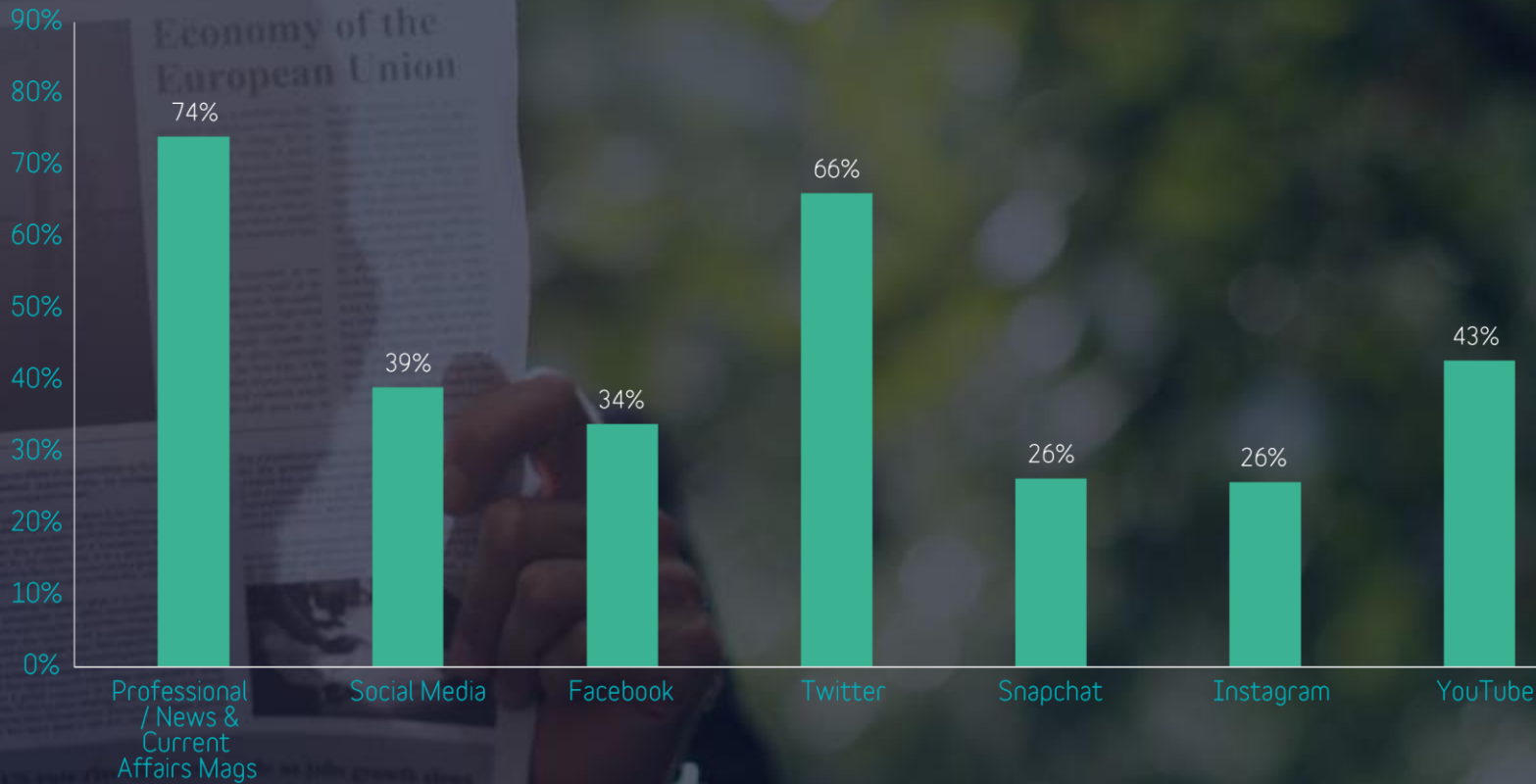
SINGLE QUESTION

THE SAME IS TRUE FOR UNDER 35s



Base sizes (interested in entertainment): Entertainment Magazine Readers: 1,200. Social Media: 880, Facebook: 380, Twitter: 105, Snapchat: 72, Instagram: 106, YouTube: 217

M: For those interested in news, magazines are more likely to inspire trust compared to social media



SINGLE QUESTION

Twitter is top amongst under 35s

Base sizes (interested in news & current affairs): Professional News & Current Affairs Magazine Readers: 531
Social Media: 802, Facebook: 354, Twitter: 109, Snapchat: 57, Instagram: 89, YouTube: 193

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 hands being rubbed together, with a glowing green dotted circle highlighting the central text. The hands are covered in a dark, textured substance, possibly paint or ink, and are set against a dark, blurred background. The text "The Rub Effect" is centered within the dotted circle in a white, sans-serif font.

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



M Brand rub

Red Bull®



F&F



Dr. Wolff • est. 1905

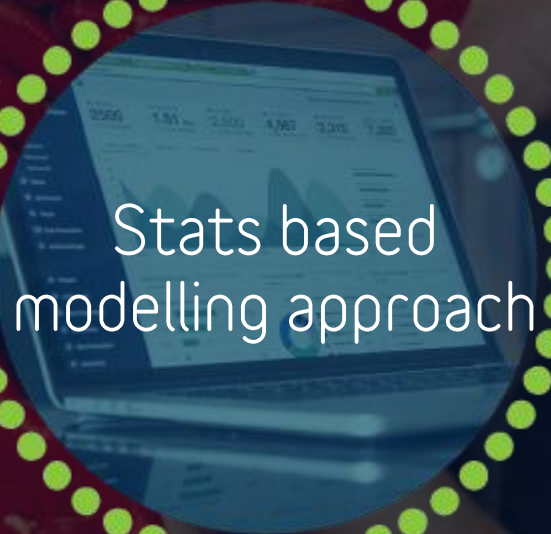
Plantur
39

gtd

M: The approaches we used



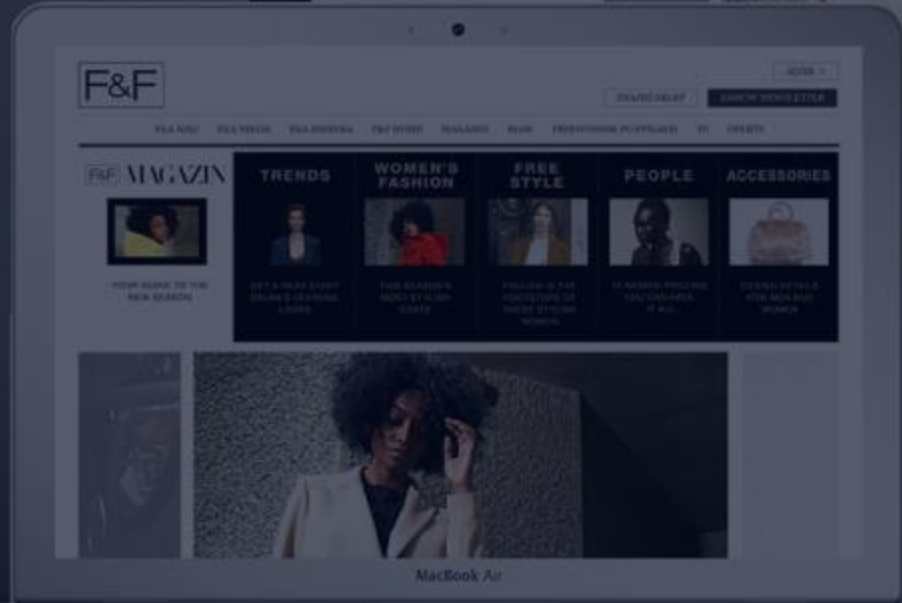
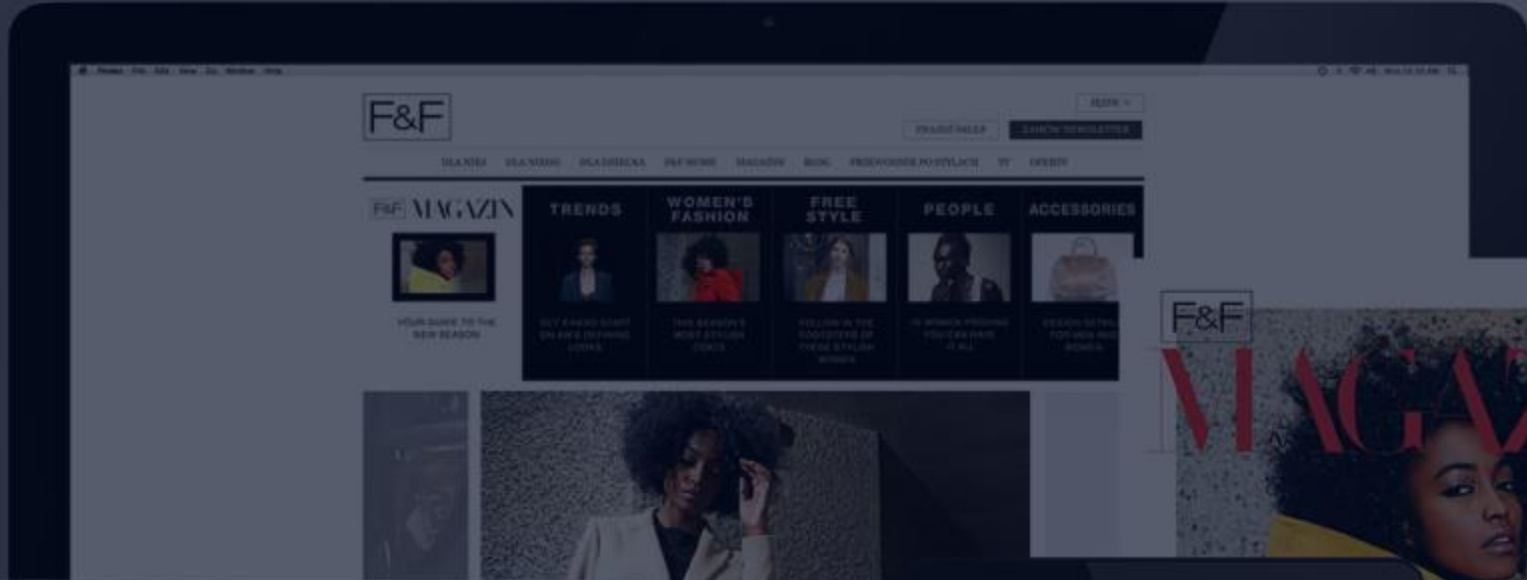
Exposed /
non exposed



Stats based
modelling approach

M

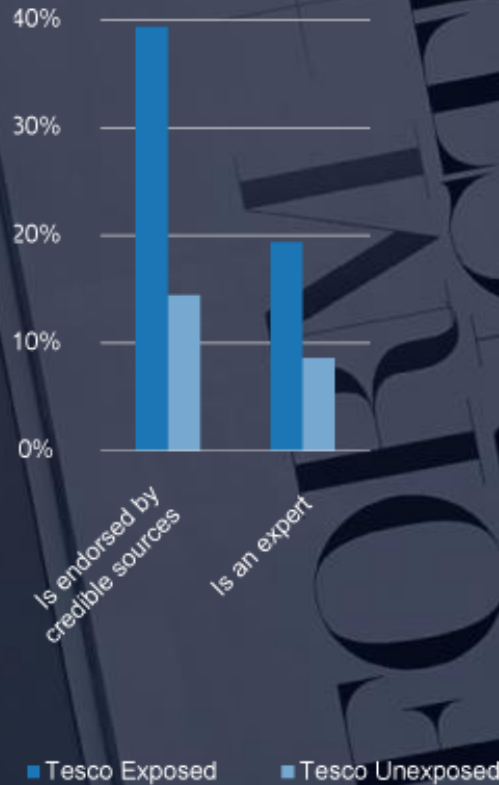
F&F



M: Magazines delivered against a range of trust objectives



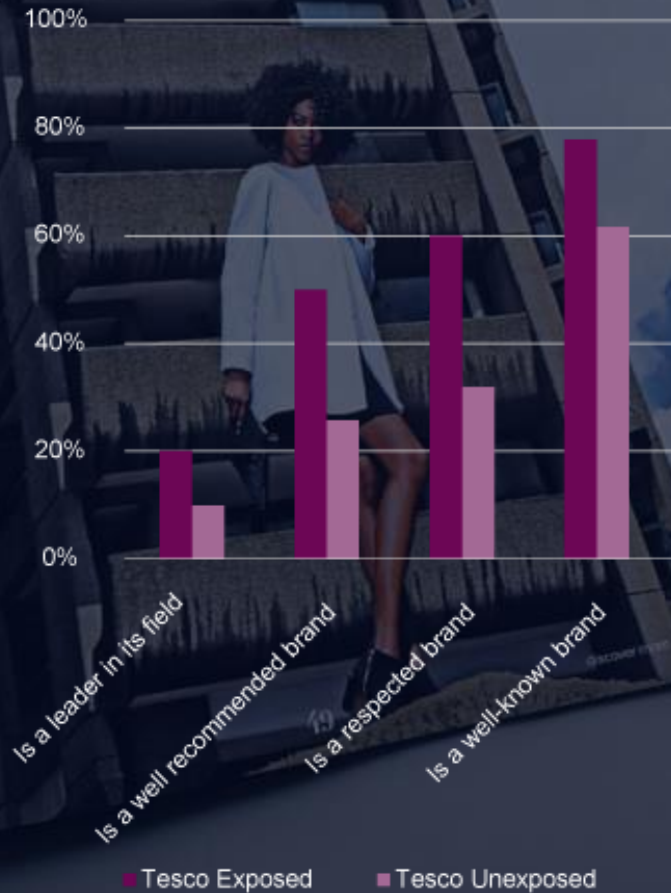
Expertise and objectivity



Relevancy and meaning



Reputation and fame



M: Magazines delivered against a range of trust objectives



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%



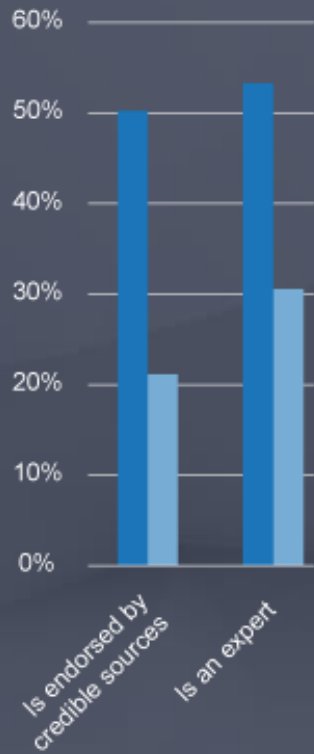
M



M: Magazines delivered against a range of trust objectives

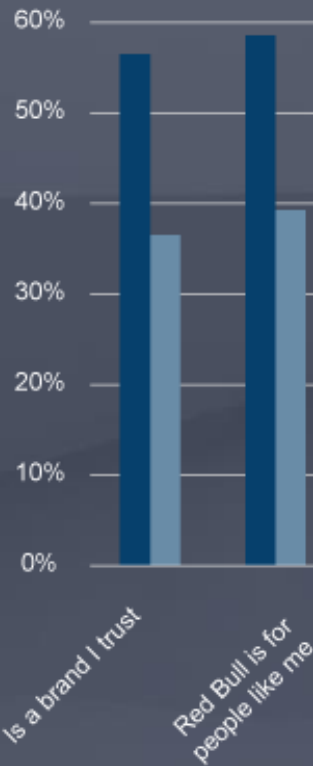


Expertise and objectivity



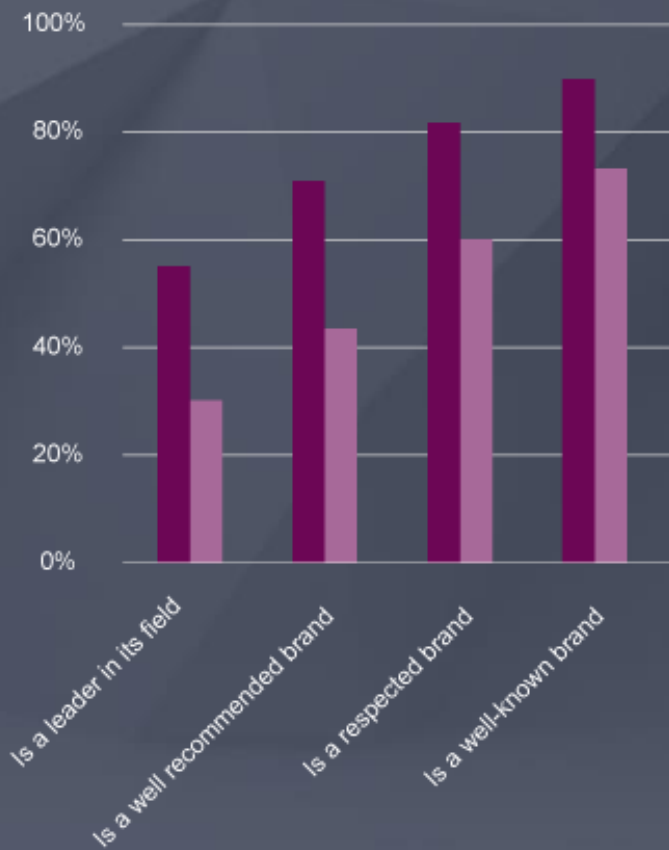
■ Pearl drops Exposed ■ Pearl drops Unexposed

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



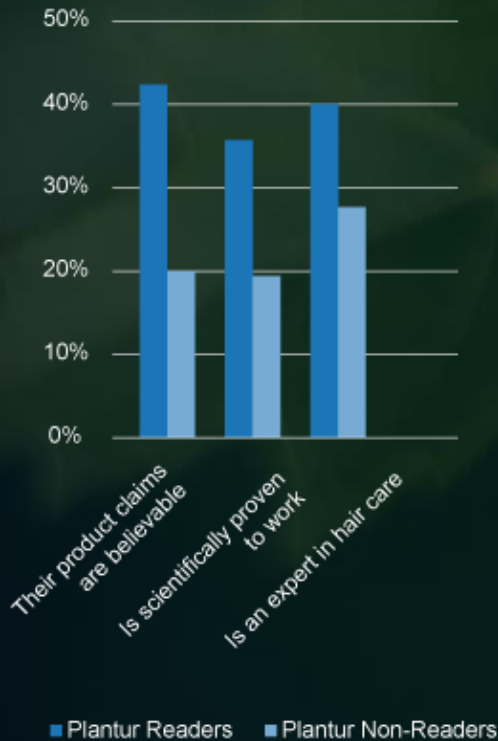
M

Dr. Wolff • est. 1905
Plantur
39

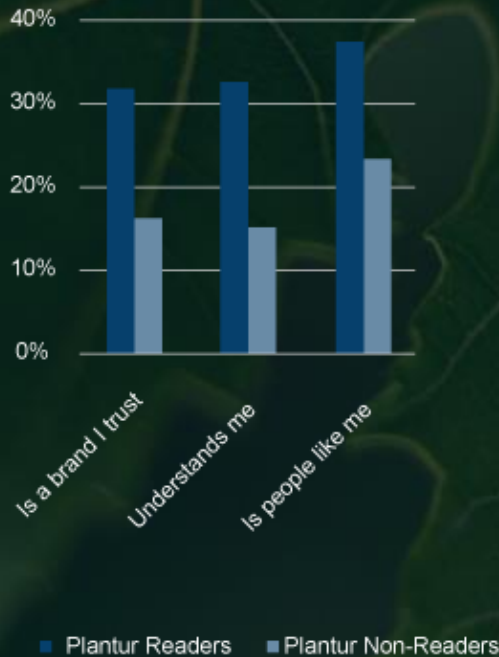


M: Magazines delivered against expertise and objectives

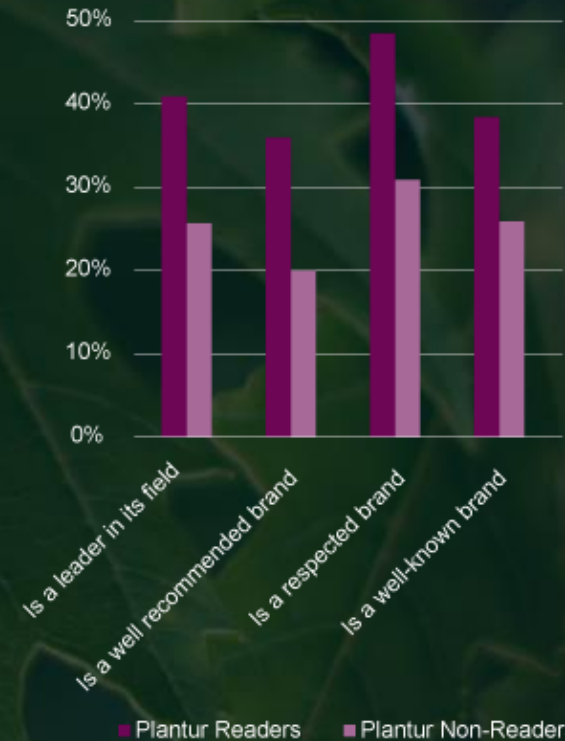
Expertise and objectivity



Relevancy and meaning



Reputation and fame



M: Magazines delivered against expertise and objectives

Understands me

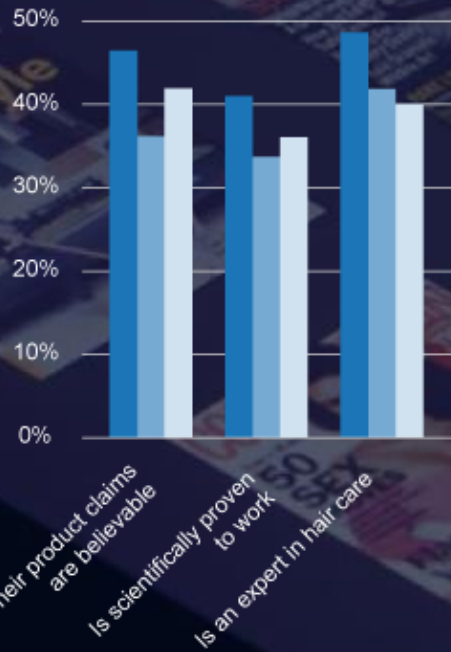
The product claims are believable

Is a brand I trust



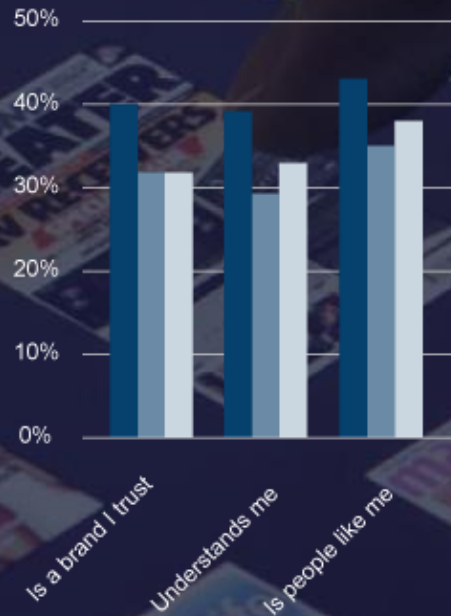
M: TV and magazines combined are even more powerful at moving trust KPIs

Expertise and objectivity



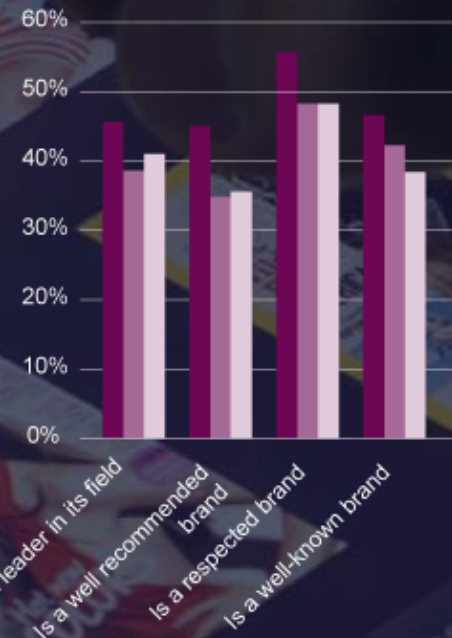
Readers and viewers Key Viewers Readers

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.



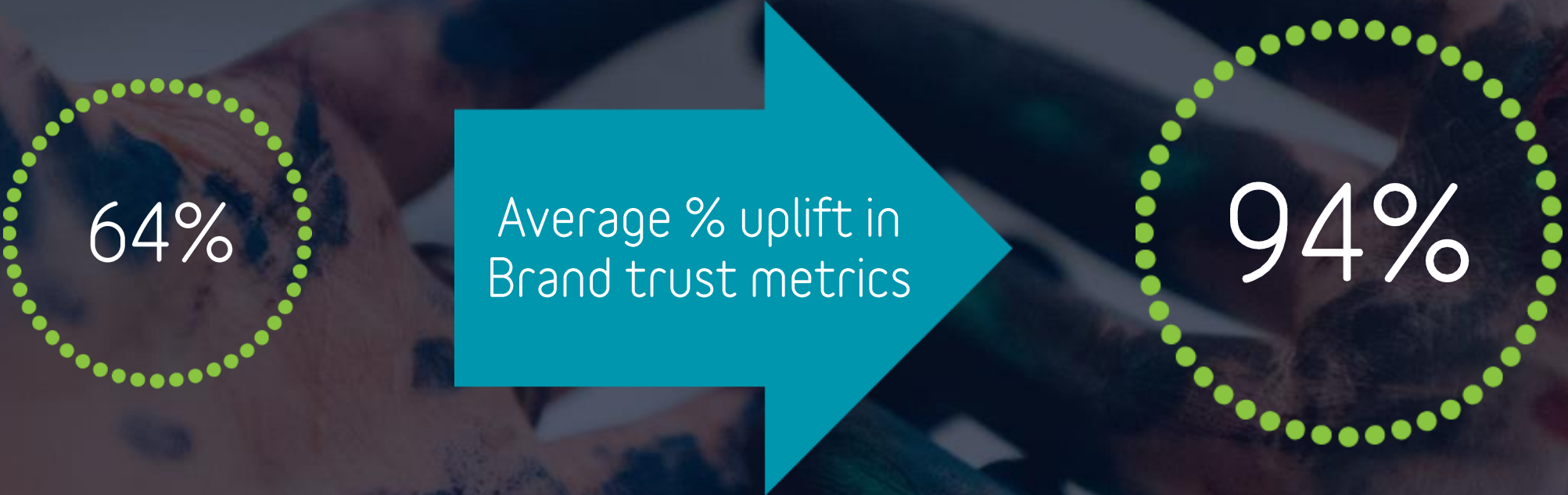
M Magazines deliver trust and expertise for GHD



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



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



A group of hands of various skin tones are arranged in a circle, holding a large, vibrant red heart shape. The hands are positioned around the heart, with some fingers pointing towards it and others supporting it from the sides. The background is dark, making the red heart and the hands stand out prominently.

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