

MAGNETIC

PUTTING TRUST IN CONTEXT



Consumer trust across government, business, media and NGOs is at an all-time low. The most recent Edelman Trust Barometer revealed its most worrying findings for a decade; recording the largest-ever drop in trust. When it comes to brands facing a crisis in trust the headlines just keep coming, think the VW emissions scandal, united airlines viral video disaster and the Pepsi Kendall Jenner debacle. So, it's no surprise that advertisers are increasingly focusing their attention on trust.

Is trust in the Facebook brand irrevocably damaged in the eyes of consumers?

campaign

Martin Lewis seeks damages for 'fake' Facebook ads

ADVERTISING WEEK

What Brands Are Doing to Win Back Trust in a Post-Truth World

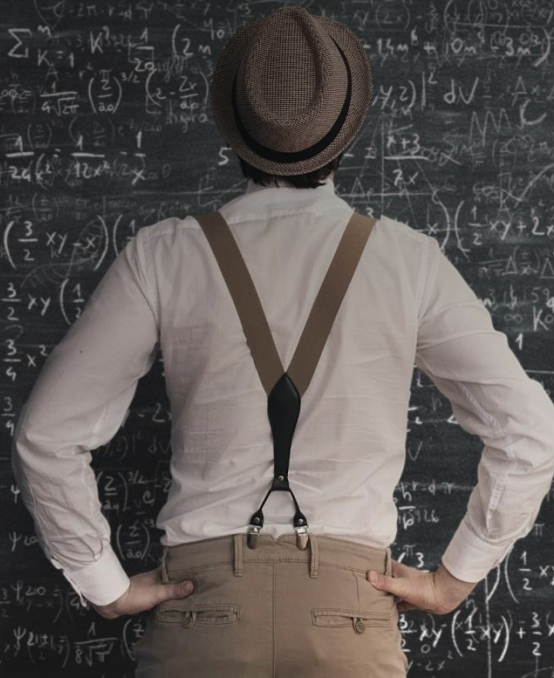
Amazon, American Express and others weigh in





Trust is complex

It's important to acknowledge that trust is a relative concept, better understood specifically in relation to a category rather than generically, the context in which trust is evaluated is critical





Matter of Trust - Objectives

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 trust paradox

Trust is in decline



Number of briefs
is on the increase



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



In the **context**
of a specific
sector



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



The factors that underpin trust

Relevancy and
Meaning

Reliability and
Ethics

Expertise and
objectivity

Transparency

Viewpoint
Diversity

Reputation
and Fame

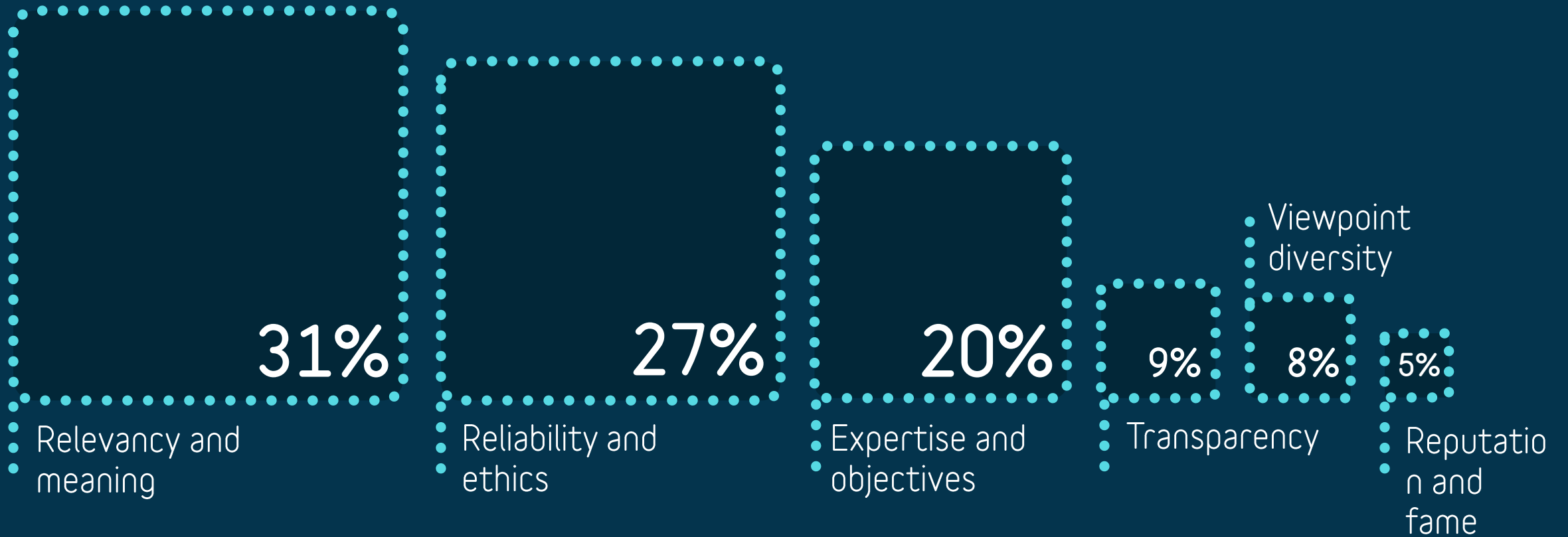


Magazine brands deliver against the factors most crucial to trust



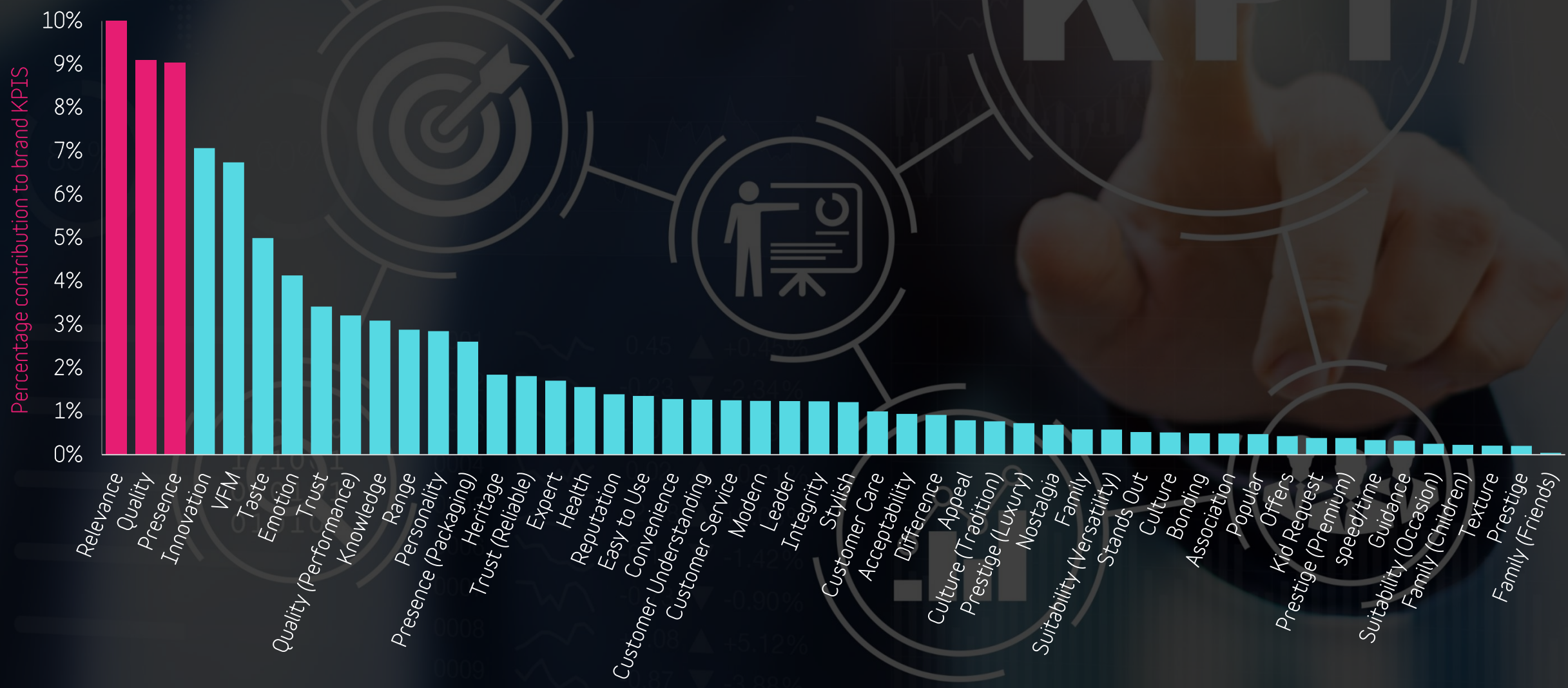
Source: Matter of Trust
Base (sample size of trust statements section): Mag readers - 2484, Social Media - 654)

M | There is a strong relationship between relevancy and trust





Relevancy is also important for brand KPIs



Source: Evaluation of ICE database made up of 65 studies from 2010 - 2015

M | Magazines achieve strong trust scores on PAMCo

Those who agreed that they trusted what they read

Homes	86%
Food	90%
Fashion	75%
Automotive	85%





Is trust scalable?

If trust is heavily entwined with context this raises the question, if you prioritise trust does it mean you have to compromise on scale. In your quest to be trusted and contextually relevant does that mean it's harder to reach a mass audience at the same time? Is trust and relevancy scalable?

For the first time it's now possible to look at media brand reach across multiple platforms. With PAMCo we can measure de-duplicated print, web and mobile reach to give us a total reach score. We can look at total brand reach by media brand, but also across magazine sectors, which is what we've done here for food, fashion and autos.

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So lets do a deep dive into some of those sectors...



Homes titles reach 10.7 million adults

Those who agreed that they trusted what they read

5m

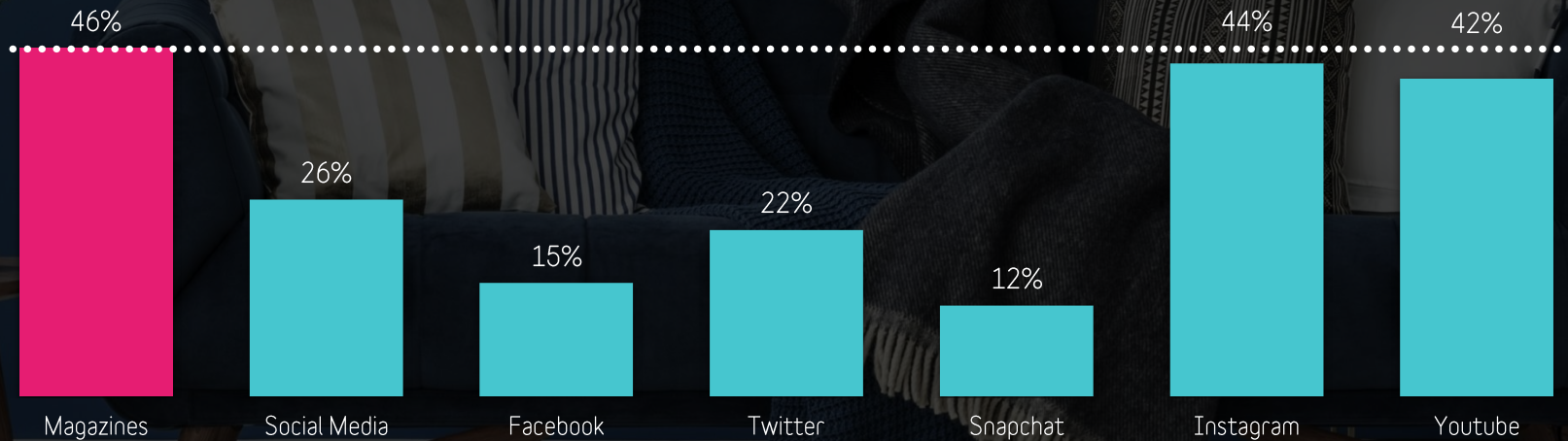
PRINT

7m

DIGITAL



And are highly trusted by those interested in homes and interiors





M Food titles reach 13.4 million adults

Those who agreed that they trusted what they read

2m

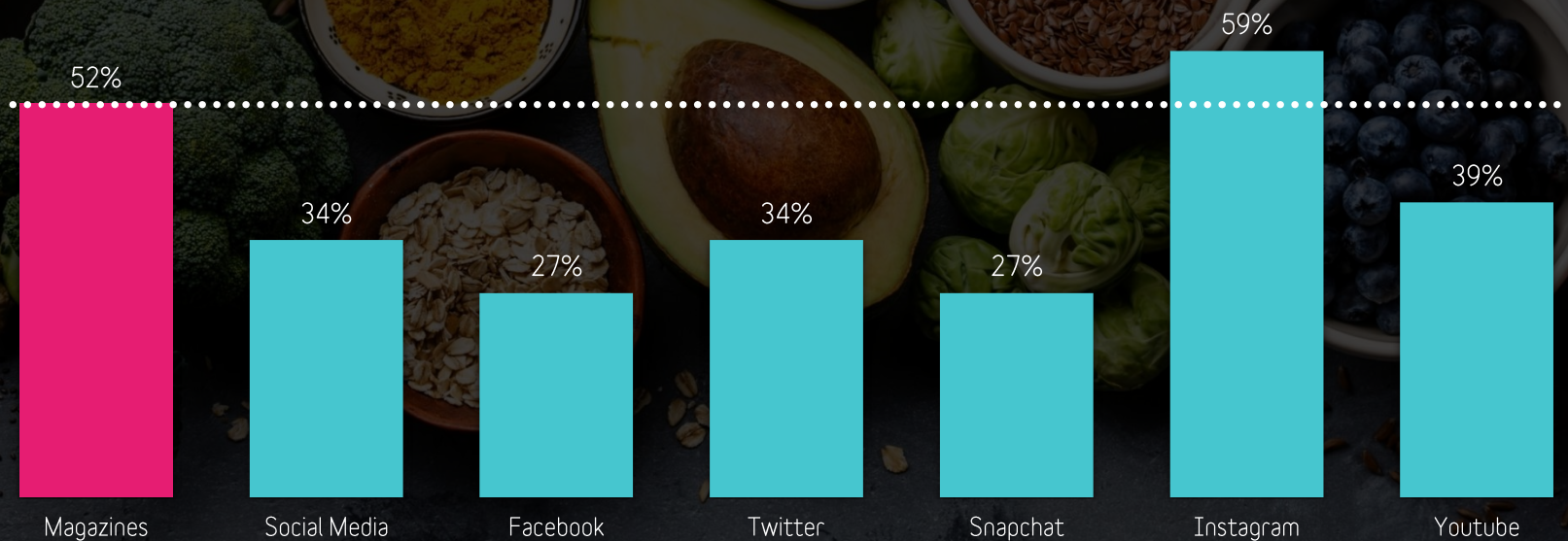
PRINT

12m

DIGITAL

M

And are highly trusted by those interested in food





Luxury fashion titles reach 9.8 million adults

Those who agreed that they trusted what they read

4m

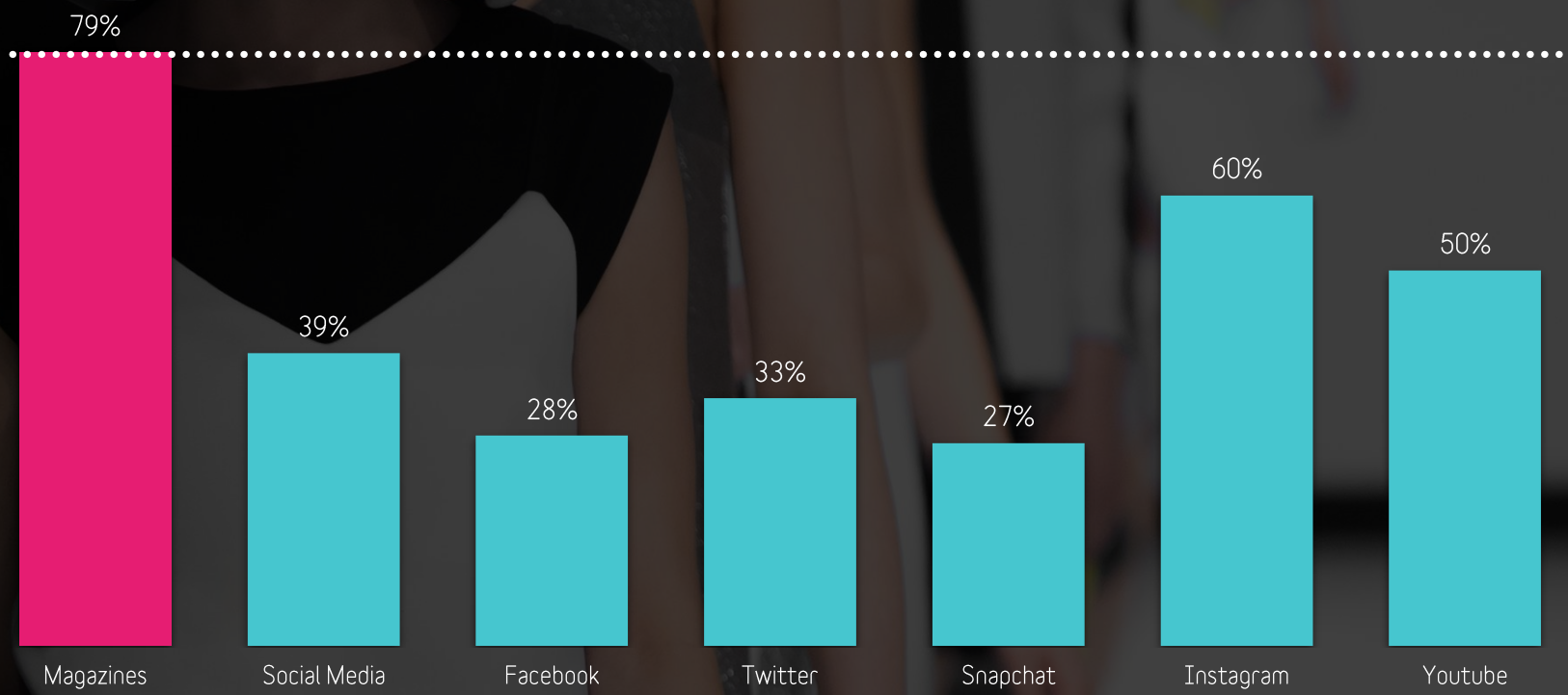
PRINT

7m

DIGITAL

M |

And are highly trusted by those interested in fashion and beauty





Automotive titles reach 7 million adults

Those who agreed that they trusted what they read

2m

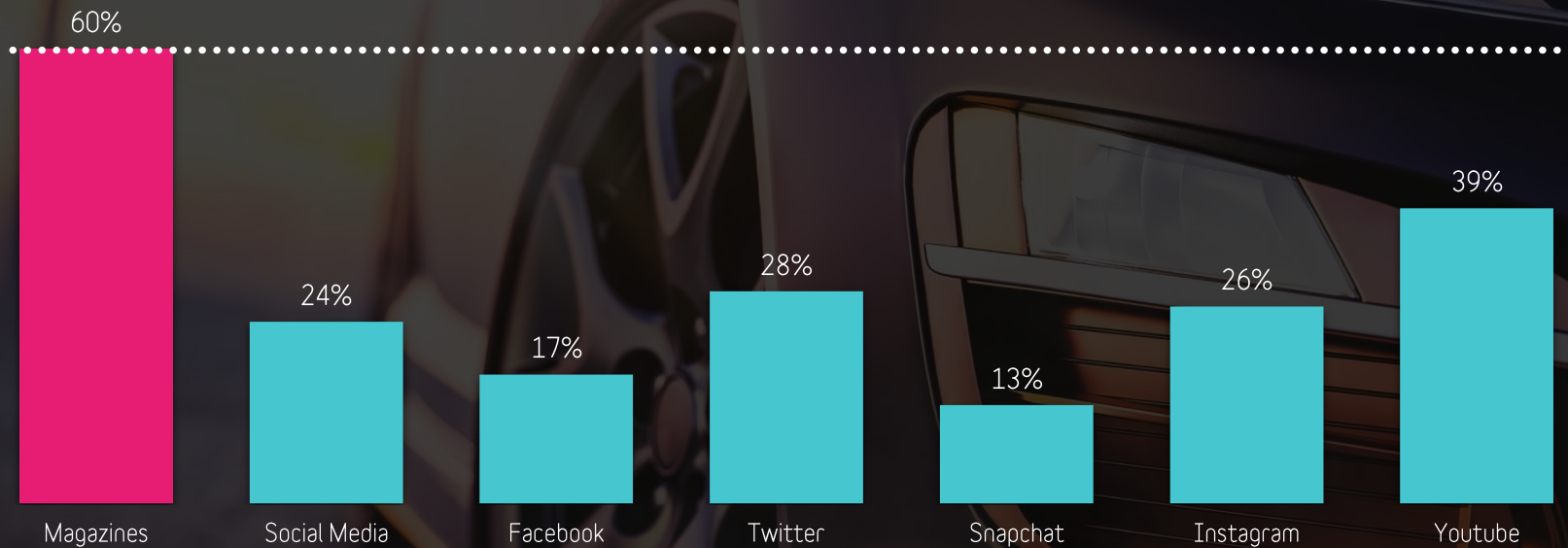
PRINT

5.5m

DIGITAL

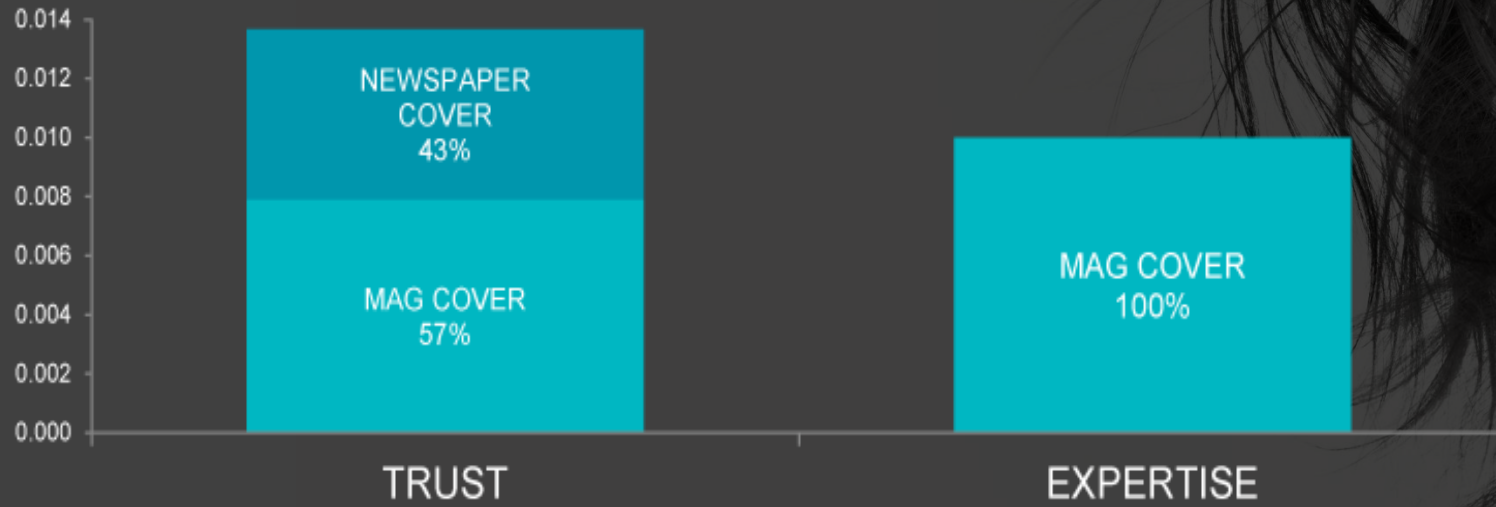


And are highly trusted by those interested in cars



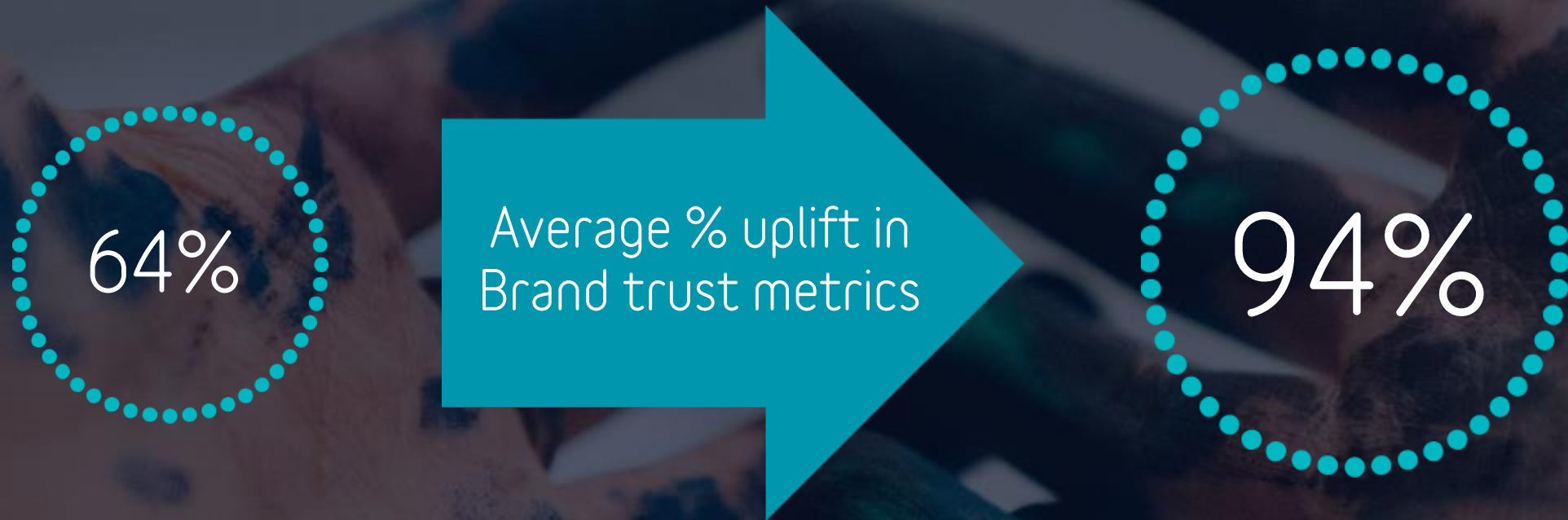


And this benefits brands that advertise there



Magazine activity was the biggest driver of trust and both magazine print and social media activity played a role in delivering this

M | Trust in magazines translates into trust in brands



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And this benefits brands that advertise there

Magazine without
ads



19%

share of attention

Magazine with ads



42%

share of attention



Conclusions

- Magazine brands are highly trusted
- Magazine brands reach significant audiences
- Magazine brands enable advertisers to achieve trust related KPIs
- This effect is driven by magazine brands