



Brand Trust Dimensions

Initiative

**What can brands do
to strengthen trust
across inclusive
audiences?**

Our Questions

01 →

Dimensions of Trust

What are the components of brand trust?

How does brand trust vary by industry vertical
and across inclusive audiences?

02→

Levers for Building Trust

What actions can brands take to strengthen
trust across inclusive audiences?



The Scope

Who

Nationally
representative sample

AAPI
Black
Hispanic/Latine
White
(Total N=4,968)

What

32 brands studied
across 4 industries

verticals

Fast Casual Dining
Finance
Automotive
Over-the-Counter Medications

How

10 dimensions of brand trust

- Reliable
- Relatable
Authentic in how they represent themselves
Easy to communicate with
- Inclusive of all different types of people
Incl. in how they run the business
- Community minded
- Respectable
- Socially conscious

M/GNA

MEDIA TRIALS

Methodology

Recruitment

Participants recruited from
representative online panel. Survey
offered in English and Spanish
N=4,968



Trust Ratings

Participants randomized to rate 2 brands
they are familiar with from different
verticals



Brand Familiarity

Participants rate familiarity of brands



Actions

Deep dive into actions brands can take
to strengthen trust



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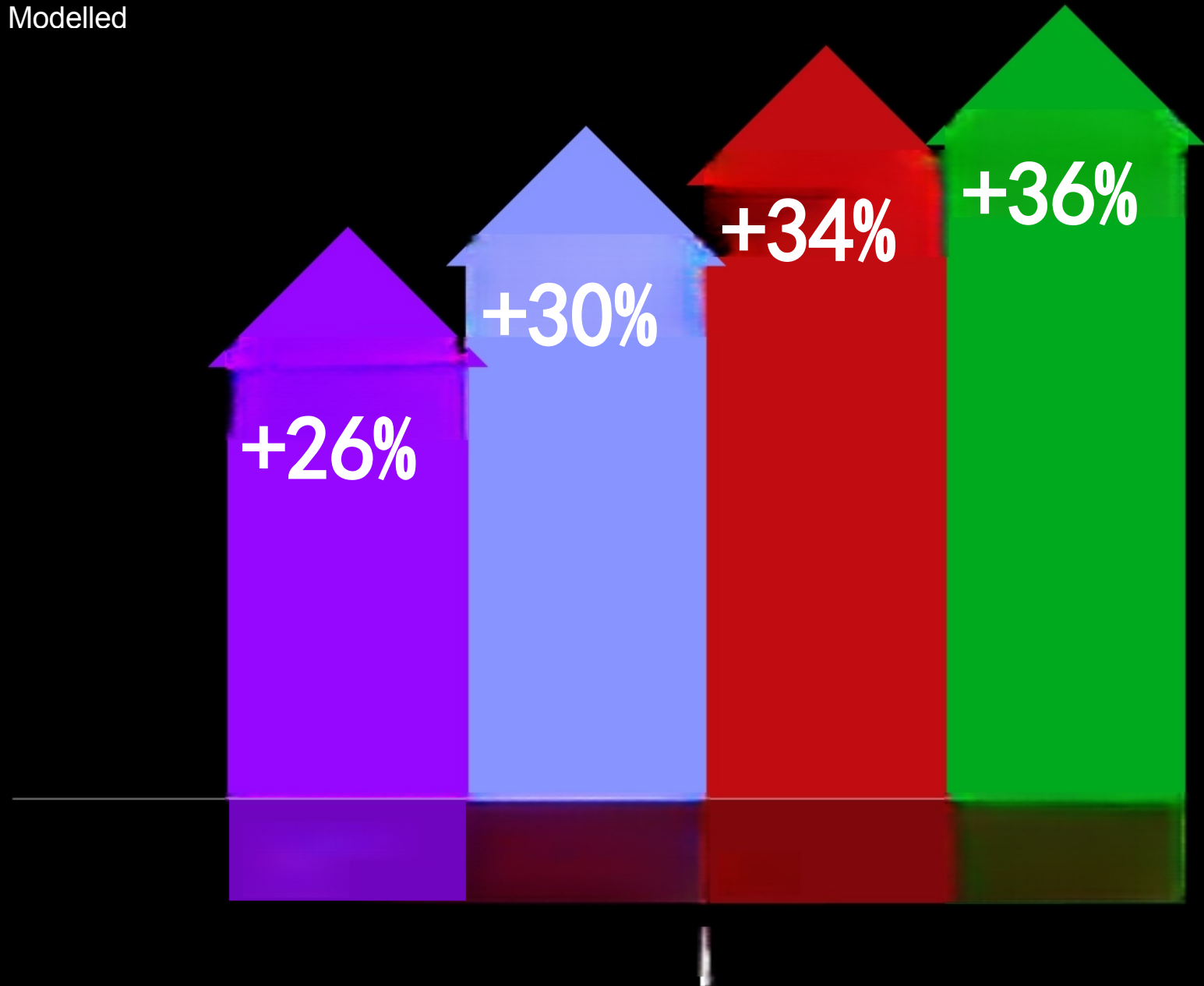
Trust Foundations



Trust has substantial impact on the bottom line across verticals

For example, for every point increase in trust, purchase intent increases for fast casual dining by an average of 26%

Impact of Trust on Purchase Intent
Modelled



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