

The Trust 10

01 Brands must navigate an expanded definition of relevance

Culture is critical to trust. Today's cultural landscape is broader than pop influence. It is also shaped by purpose and society as a result of seismic values shifts.

02 Changing culture is the most powerful way to earn trust

Through brands, people have the power to create change in the world. Compared to bystander brands, those that work to change culture earn a 38pt lift in trust. Changing culture also improves a brand's performance across all five trust-building dimensions we measure, when compared to brands that focus only on product functionality: Purpose (+62%), Self (+58%), Integrity (+56%), Dependability (+51%), and Ability (+45%).

03 Expectations of brands extend beyond the consumer transaction to now serve the "We"

Sixty-three percent of people want brands to focus on making the world a better place compared to 37% who want brands to make "me a better person." Today, brands are expected to focus on values that address societal "we" issues/values over individual "me" issues/values.

04 Trust matters more than love

Like any relationship, trust is fundamental. Today, people believe trust in a brand (88%) is more important than love (81%) when deciding what brand to buy or use.

05 Trust drives growth

Brands are not only built on ability and competence, but also the emotional impact of trust to the consumer. People reward trusted brands with advocacy (61%), purchase (57%), loyalty (43%), and engagement (31%).

06 Move at the speed of culture

Be prepared to speak out and recalibrate your business in real time. People expect a timely response from brands within 2-3 days (or sooner) regarding their position on a major news event or issue in culture.

07 People have the power to force change

Understanding the expectations of people is more important than ever. Today, nearly two in three consumers believe they have the power to force a brand to change nearly anything about itself, and 78% believe they can force a brand to change its company's societal impact.

08 Business integrity foundational to brand trust

Brands must understand their role in culture and how that intersects with locally relevant issues. However, there are two foundational topics that business' must address: worker's rights & paying a living wage, and safely re-opening the economy.

09 Earning trust requires action across both product & corporate brand

Almost nine in 10 people (86%) expect brands to take one or more actions beyond their product and business, like giving money to good causes, addressing societal challenges and supporting local communities. In fact, two in five (40%) people say that there are brands they love but no longer buy because they do not trust the company that owns the brand.

10 Rewards of taking a stand outweigh the risks

Across all 15 issues surveyed globally, including those considered to be more politically charged, an exponential number of respondents say they are more likely to buy a brand that takes a stand compared to those that would not. This was reported globally and across all demographics.