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?

Martin Lewis seeks damages for ‘fake’ Facebook ads

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?
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
There is a strong relationship between relevancy and trust

- Relevancy and meaning: 31%
- Reliability and ethics: 27%
- Expertise and objectives: 20%
- Transparency: 9%
- Viewpoint diversity: 8%
- Reputation and fame: 5%

Source: Matter of Trust
Relevancy is also important for brand KPIs

Source: Evaluation of ICE database made up of 65 studies from 2010 - 2015
Magazines achieve strong trust scores on PAMCo

<table>
<thead>
<tr>
<th>Category</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homes</td>
<td>86%</td>
</tr>
<tr>
<td>Food</td>
<td>90%</td>
</tr>
<tr>
<td>Fashion</td>
<td>75%</td>
</tr>
<tr>
<td>Automotive</td>
<td>85%</td>
</tr>
</tbody>
</table>

Source: PAMCo January 2017 – December 2017
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.
So let's 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

Source: PAMCo January 2017 - December 2017
And are highly trusted by those interested in homes and interiors

Source: Matter of Trust
Food titles reach 13.4 million adults

Those who agreed that they trusted what they read

2m PRINT

12m DIGITAL

Source: PAMCo January 2017 - December 2017
And are highly trusted by those interested in food.

Source: Matter of Trust
Luxury fashion titles reach 9.8 million adults

Those who agreed that they trusted what they read

4m PRINT

7m DIGITAL

Source: PAMCo January 2017 - December 2017
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

- **PRINT**: 2m
- **DIGITAL**: 5.5m

Source: PAMCo January 2017 - December 2017
And are highly trusted by those interested in cars

Source: Matter of Trust
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
Trust in magazines translates into trust in brands

64% Average % uplift in Brand trust metrics

94%

Source: Matter of Trust
And this benefits brands that advertise there

Magazine without ads

19% share of attention

Source: Fuel the funnel

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