

MAGNETIC

A MATTER OF TRUST

# 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

Digital Spy.

THE DEBRIEF

housetohome



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



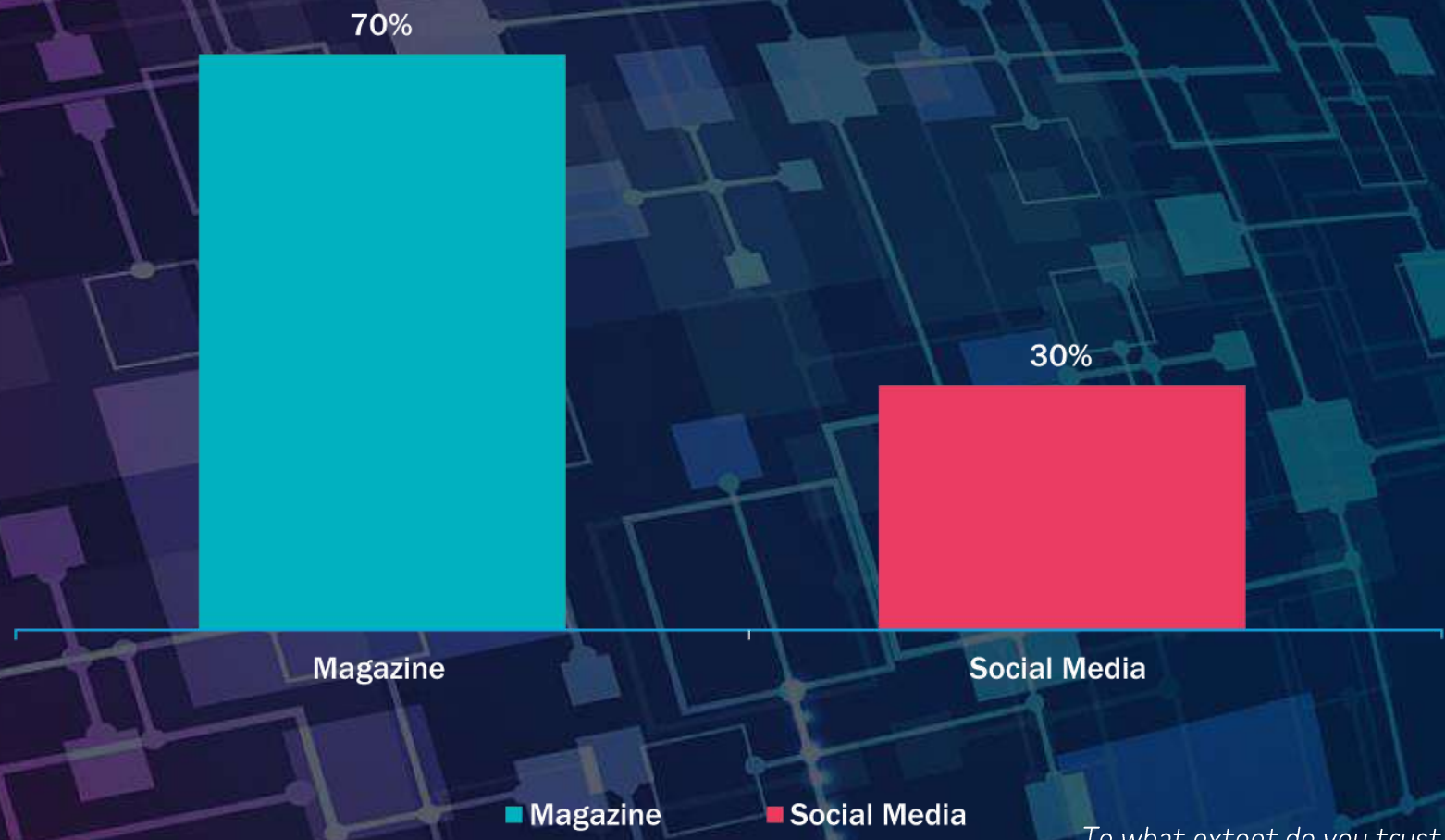
Implicitly by media channel



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



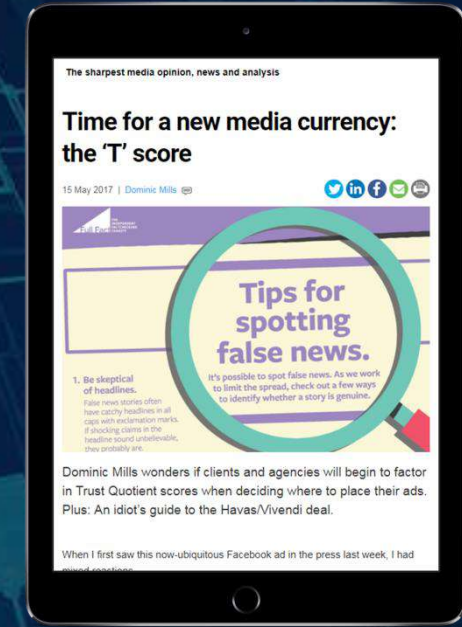
SINGLE QUESTION



*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

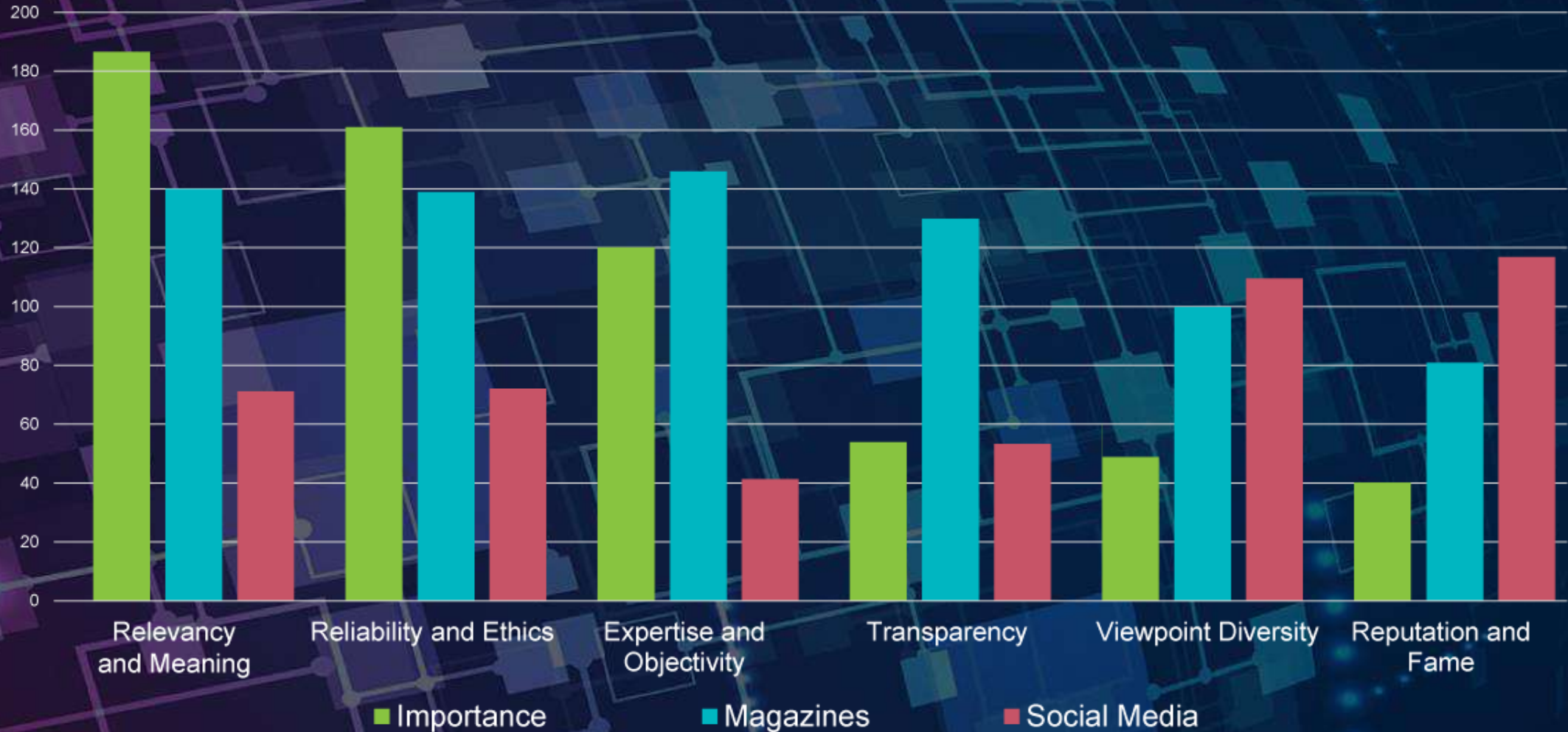
Is passionate about its content

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

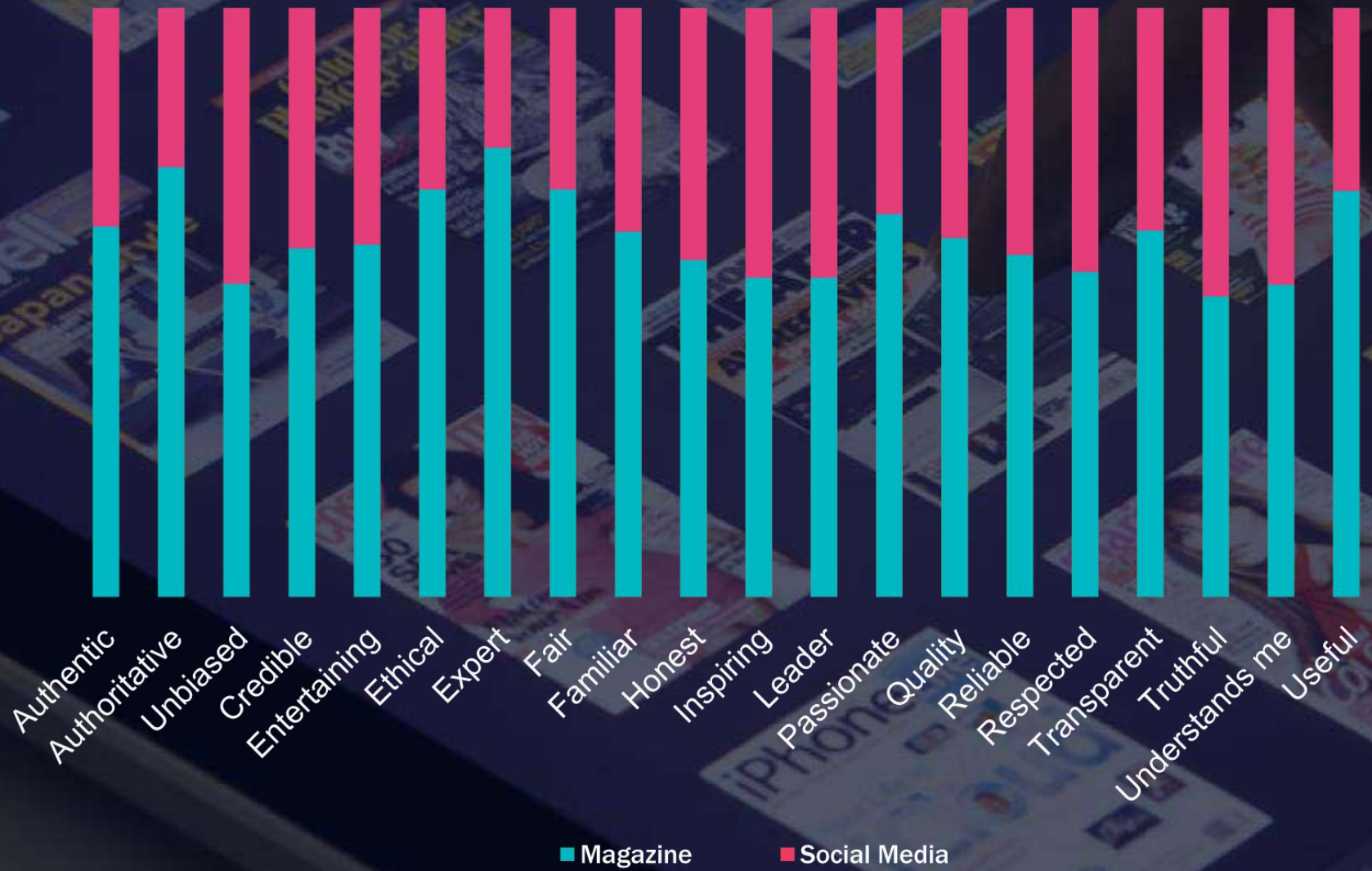




# M: No matter which way you cut it magazine media is more trusted than social media

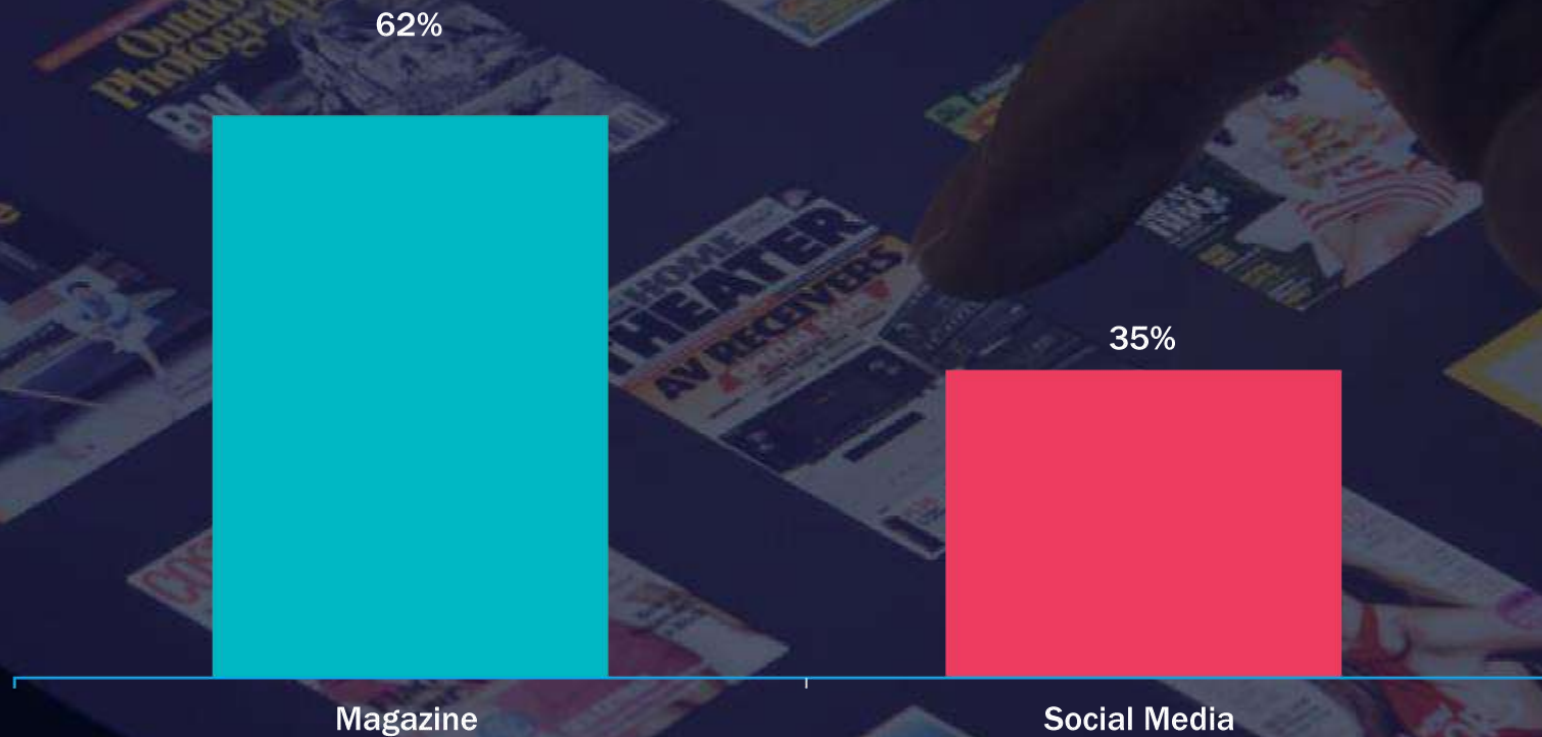


Implicit Trust



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

# 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'*

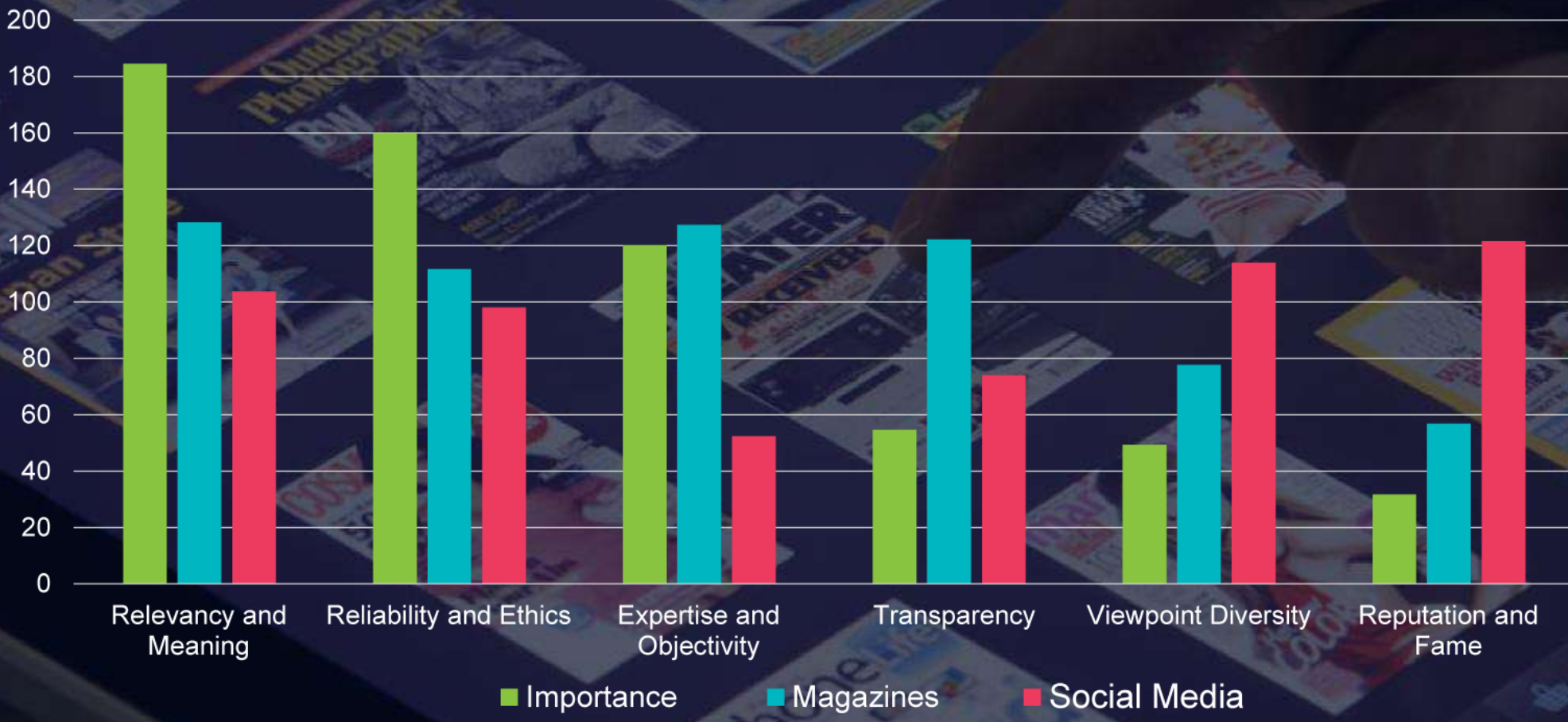
Base sample size of trust statements: Mag readers – 2484, Social Media – 654.



# M But magazines are still more trusted than social media



T Scores



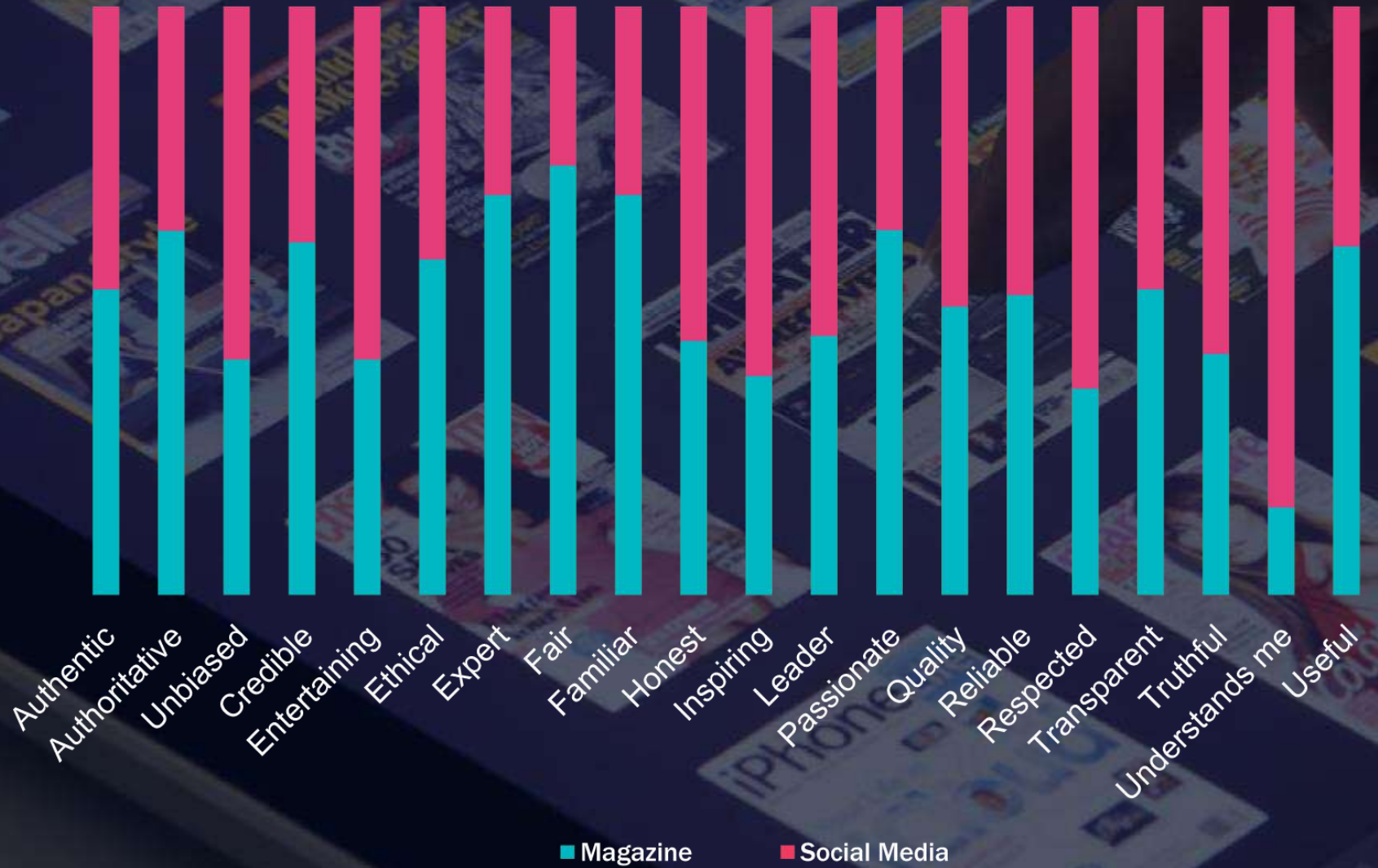
UNDER 35s  
DATA

# M: But magazines are still more trusted than media



Implicit Trust

UNDER 35s  
DATA

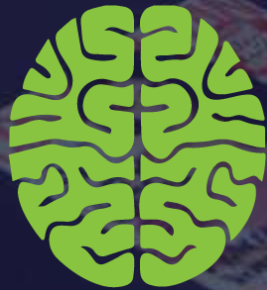


The chart shows the percentage of sample who were faster to Implicitly associate the attribute with either Magazines or Social Media.



# M | Key Takeout 3

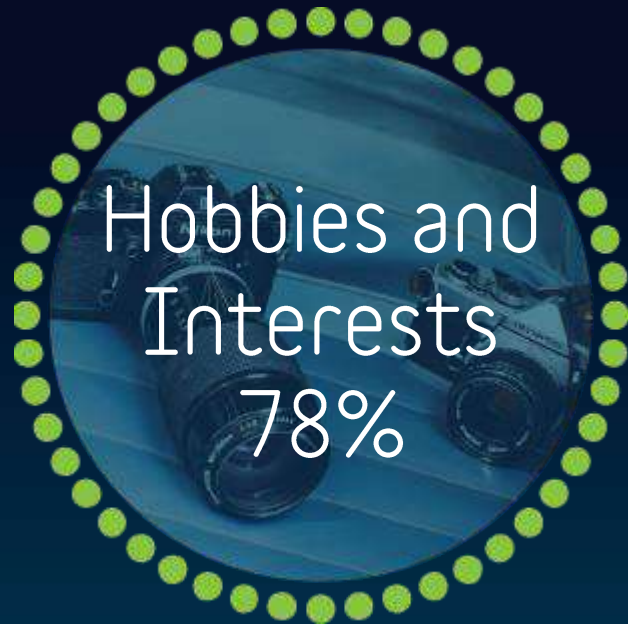
Magazines achieve better implicit or subconscious trust than social media



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







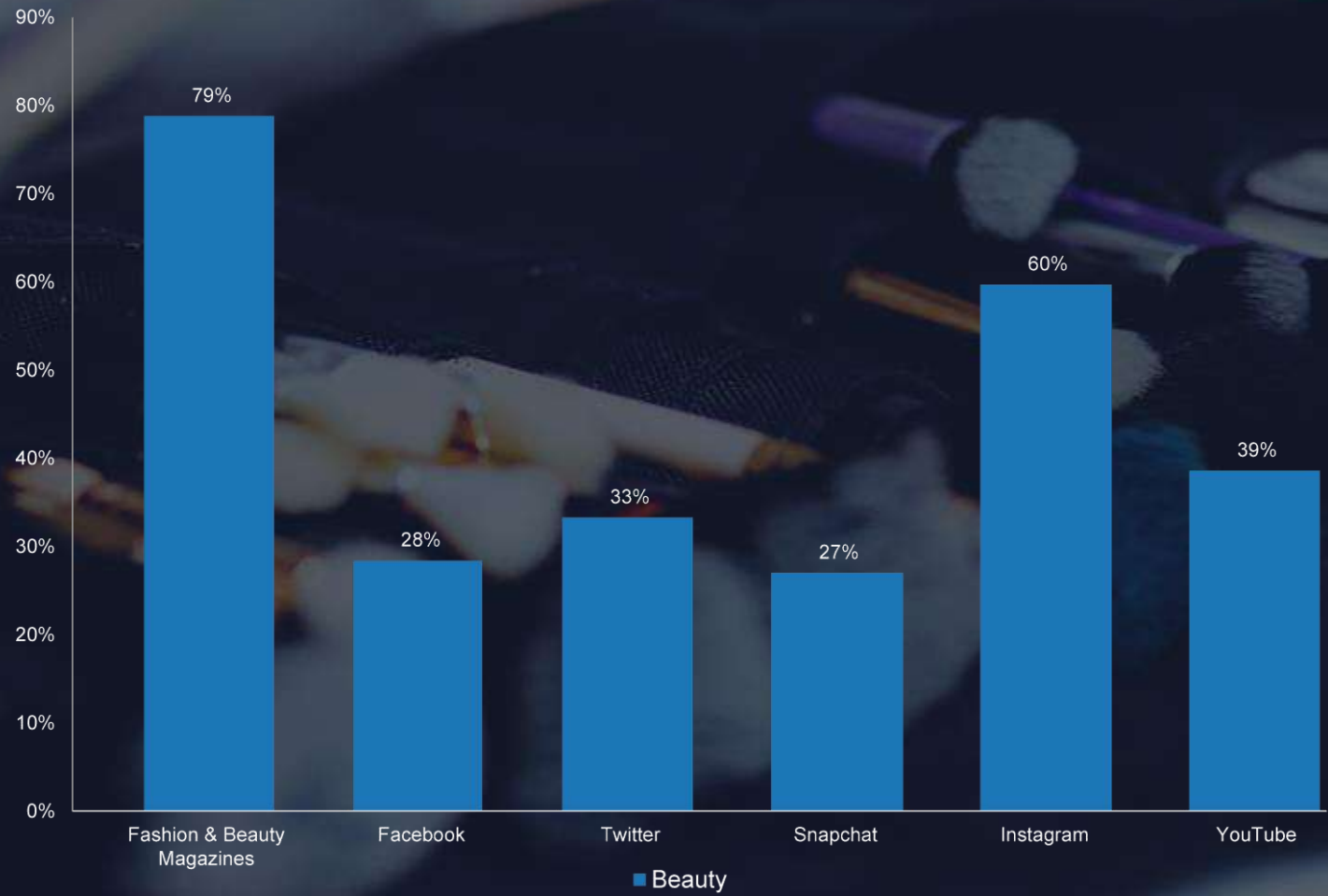
Category  
Analysis

# 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

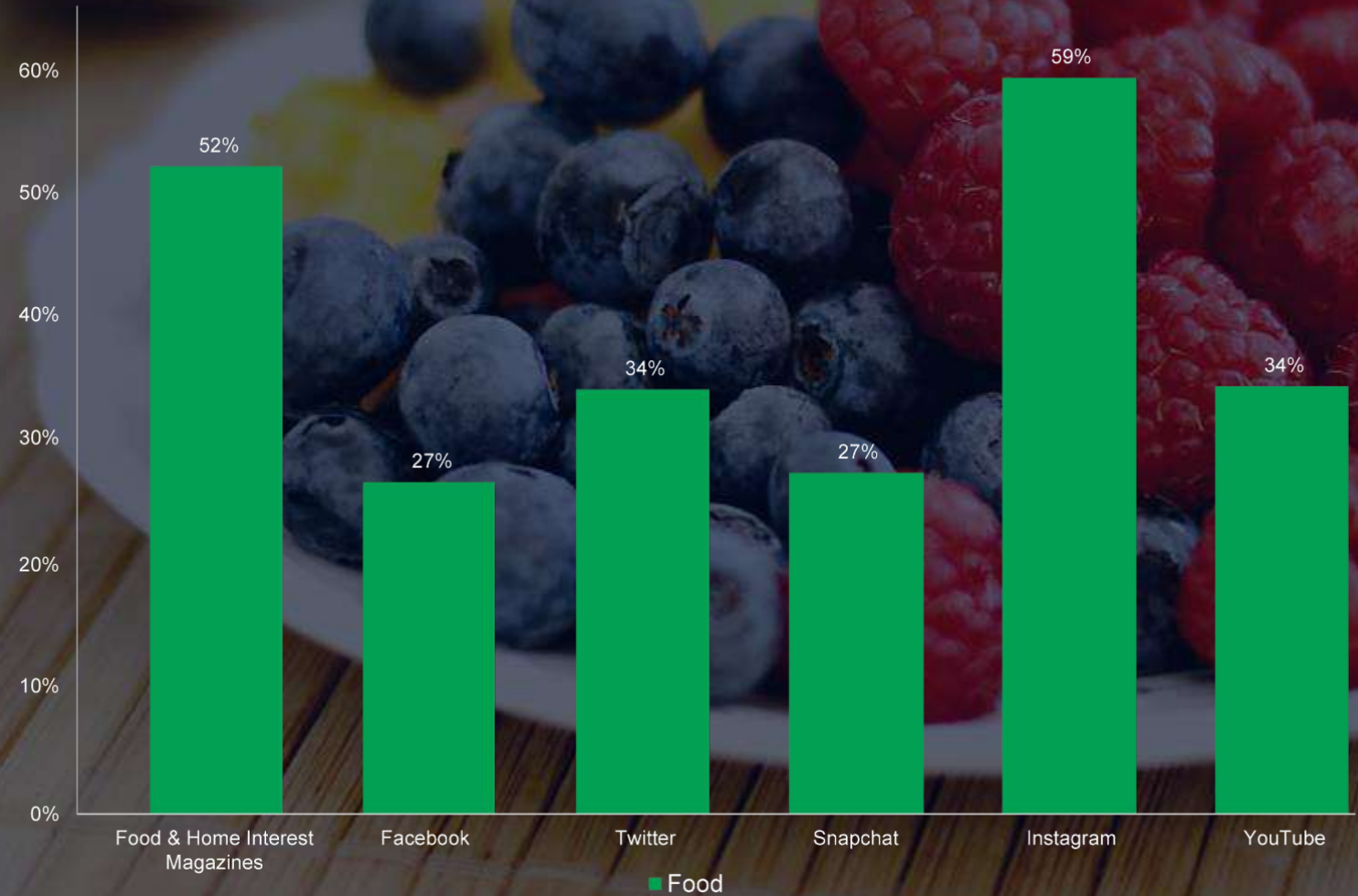


# M: Amongst those interested in food, Instagram is most likely to inspire trust



SINGLE QUESTION

THE SAME IS TRUE FOR UNDER 35s



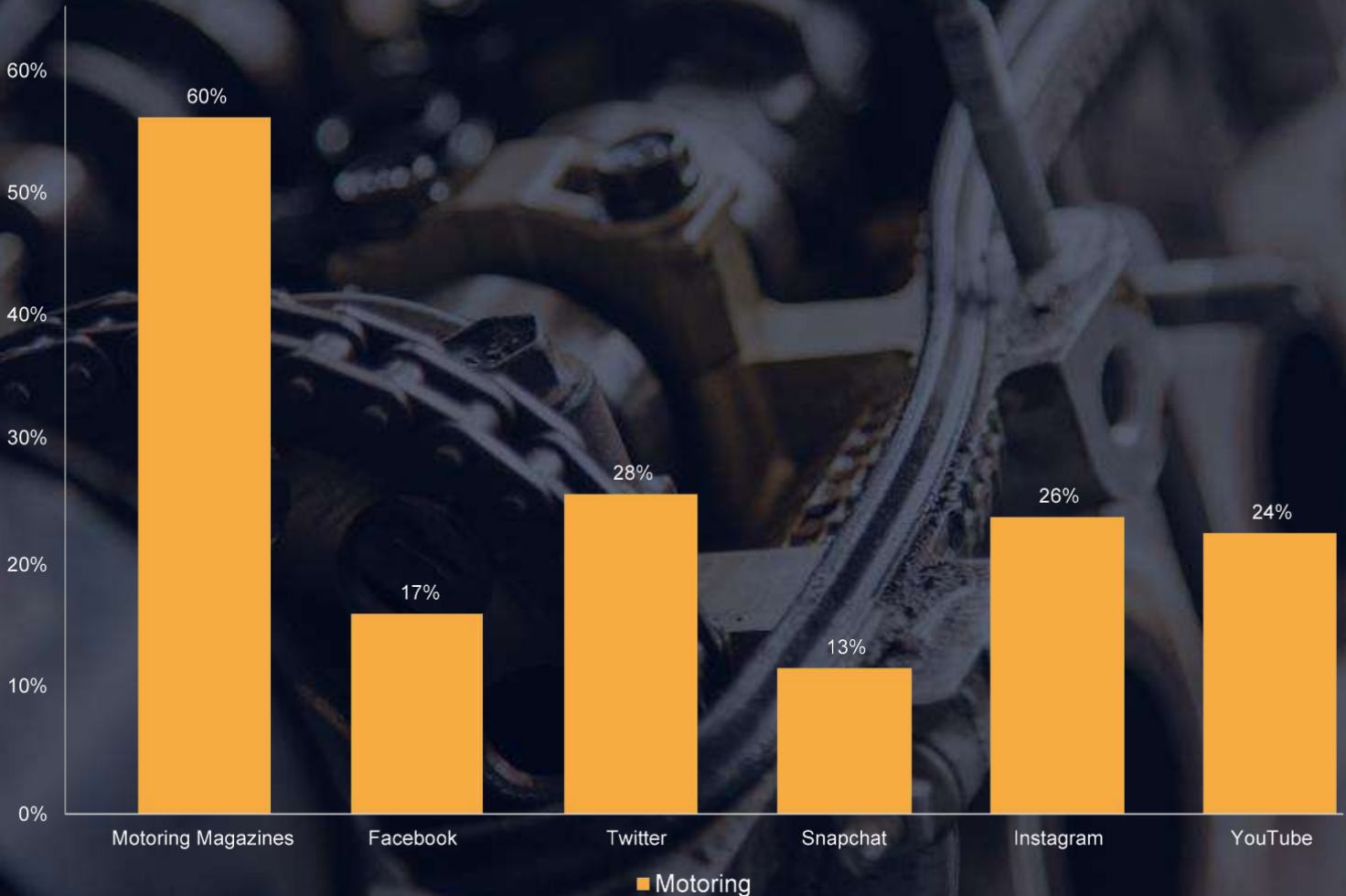
■ Food  
To what extent do you associate ^insert media brand^ with inspiration and advice in the following subject areas?  
Base sizes: Food and home interest mags 1,290, Facebook 367, Twitter 91, Snapchat 66, Instagram 101, YouTube 194

# 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 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



# 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



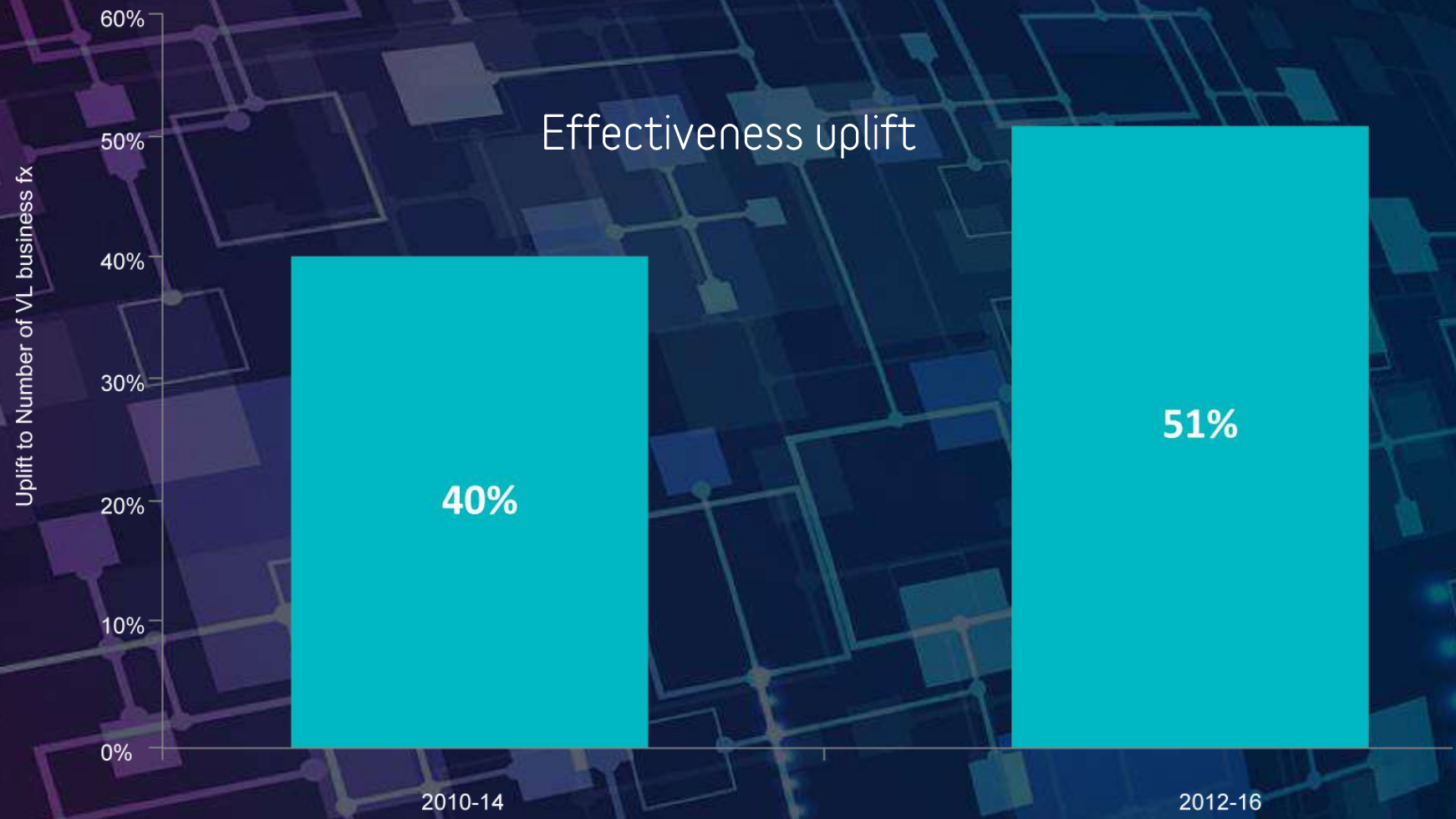
Source: IPA Databank, 2012-2016 UK cases



# M Magazine multiplier effects with social



# M: Like most established media, magazines are getting more effective



Source: IPA Databank, 2012-2016 UK cases  
% increase in number of VL business effects from adding magazines to schedule



M Brand rub

Red Bull®



F&F



Dr. Wolff • est. 1905

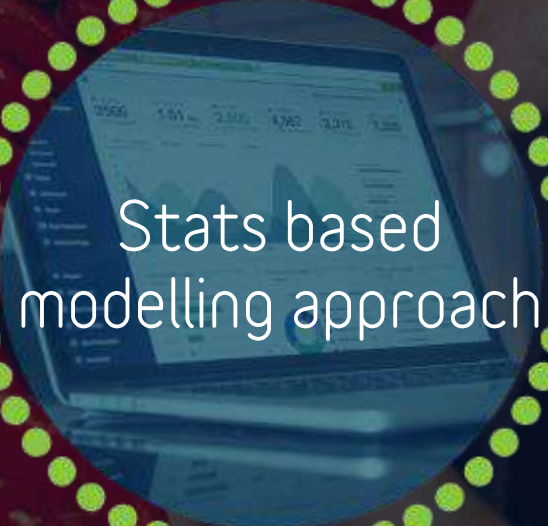
Plantur  
39

ghd

# M: The approaches we used

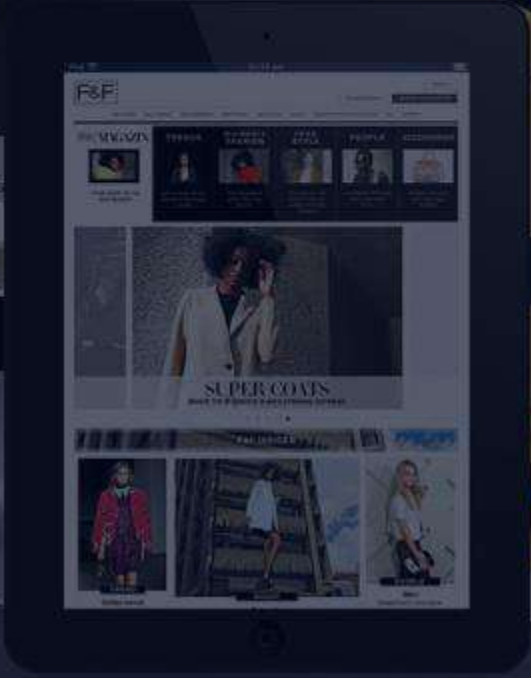
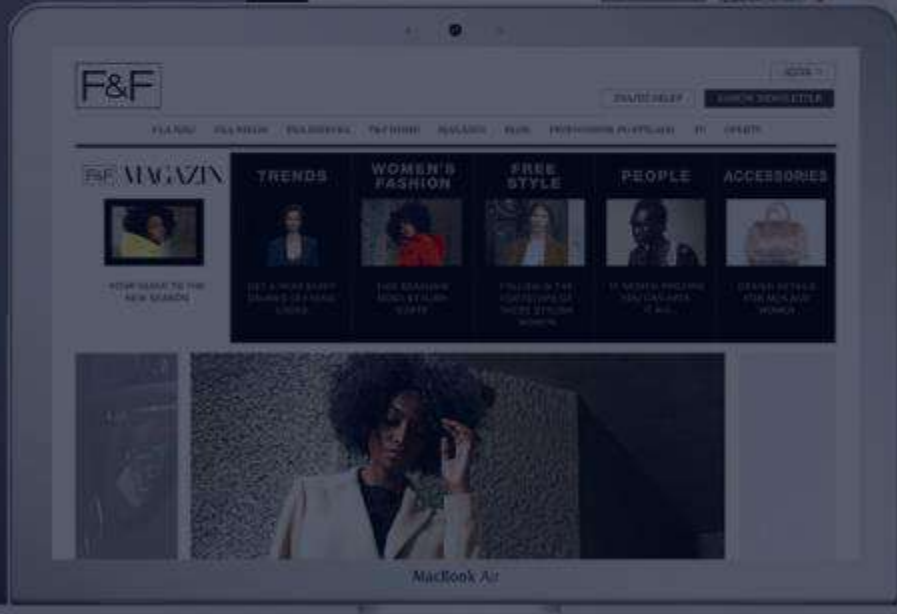
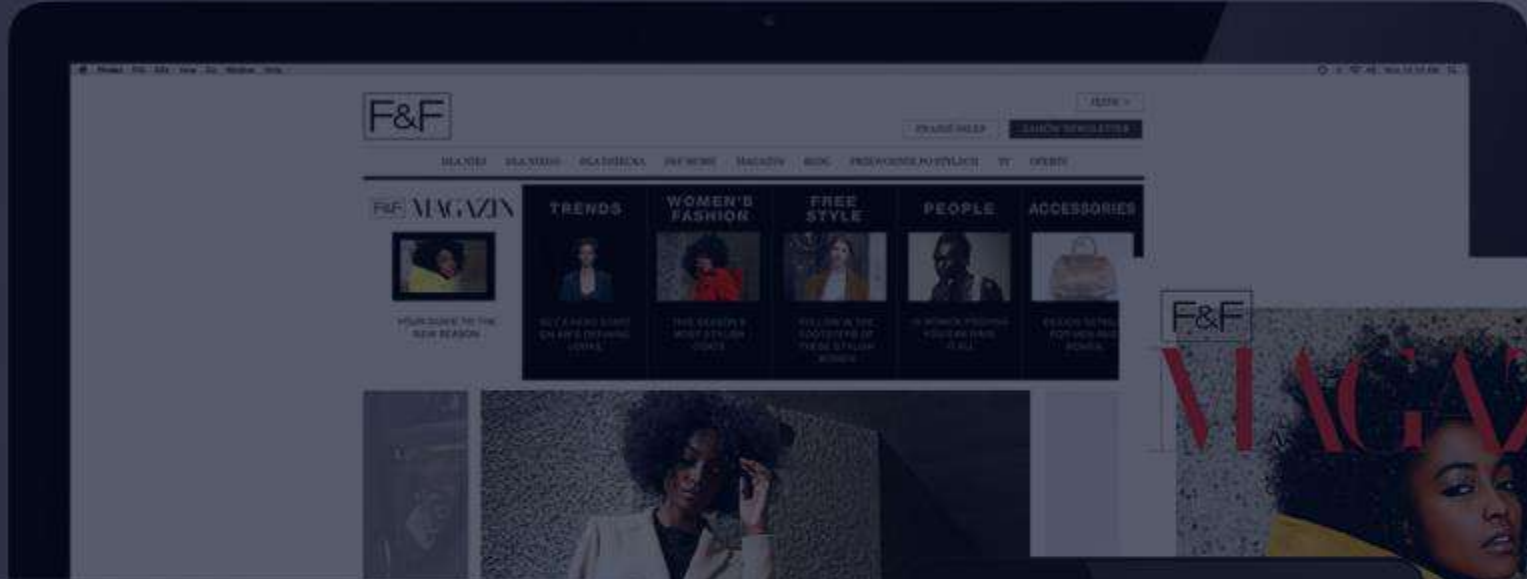


Exposed /  
non exposed



Stats based  
modelling approach

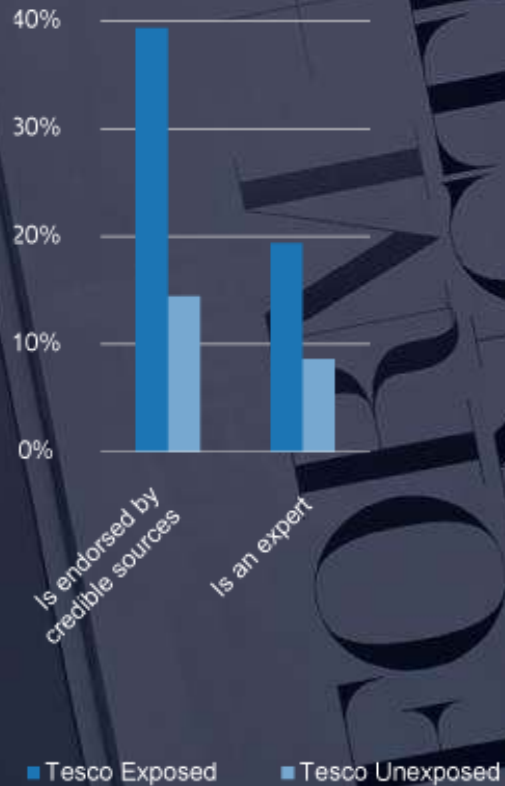




# M: Magazines delivered against a range of trust objectives



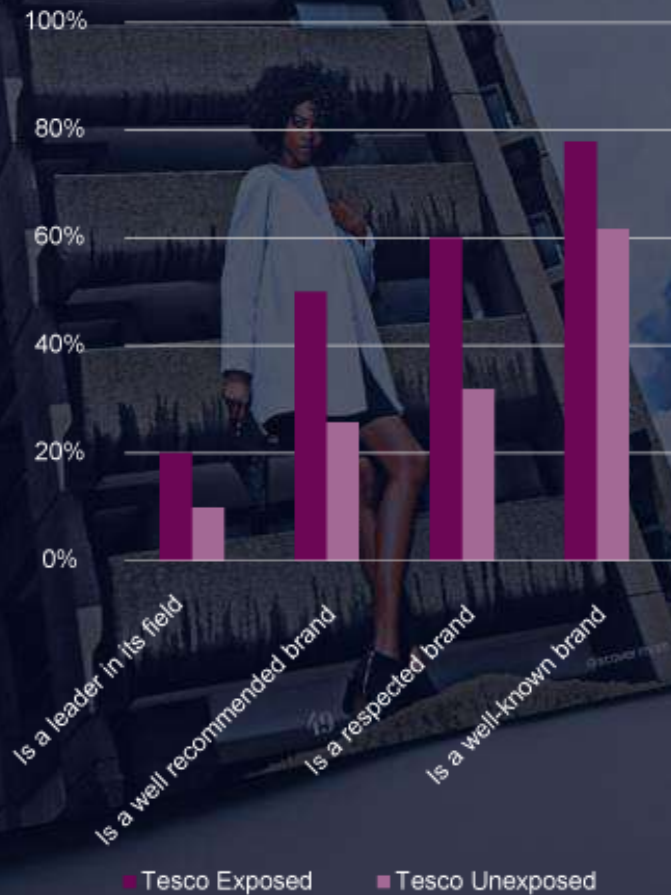
Expertise and objectivity



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

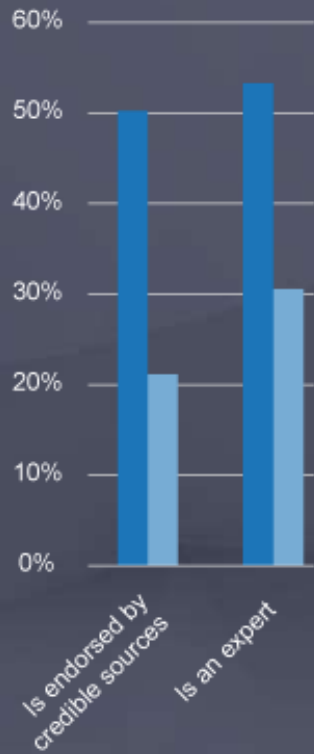




# M: Magazines delivered against a range of trust objectives

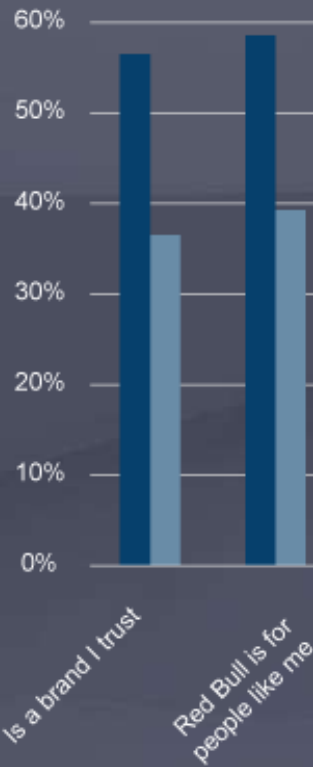


### Expertise and objectivity



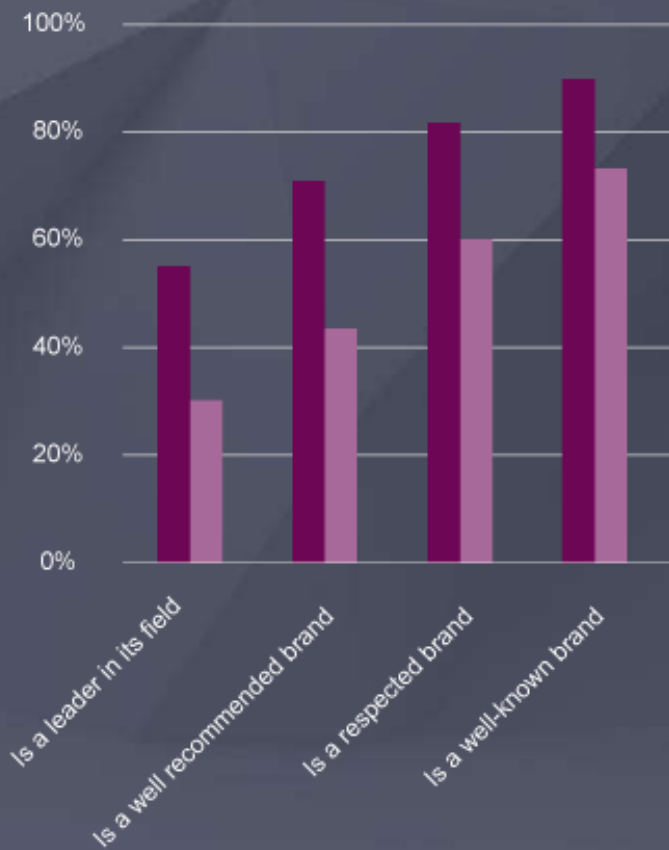
■ Pearl drops Exposed ■ Pearl drops Unexposed

### 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





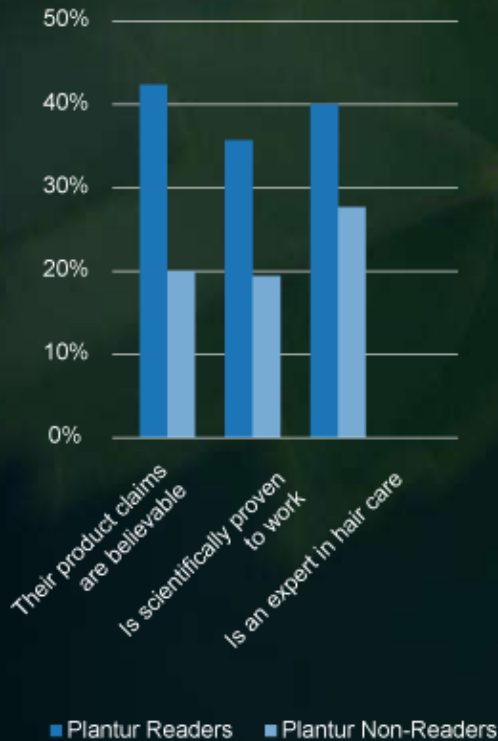
M

Dr. Wolff • est. 1905  
**Plantur**  
**39**

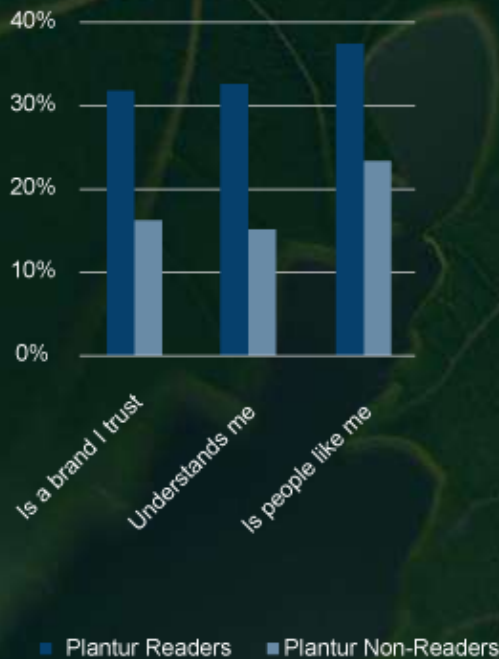


# M: Magazines delivered against expertise and objectives

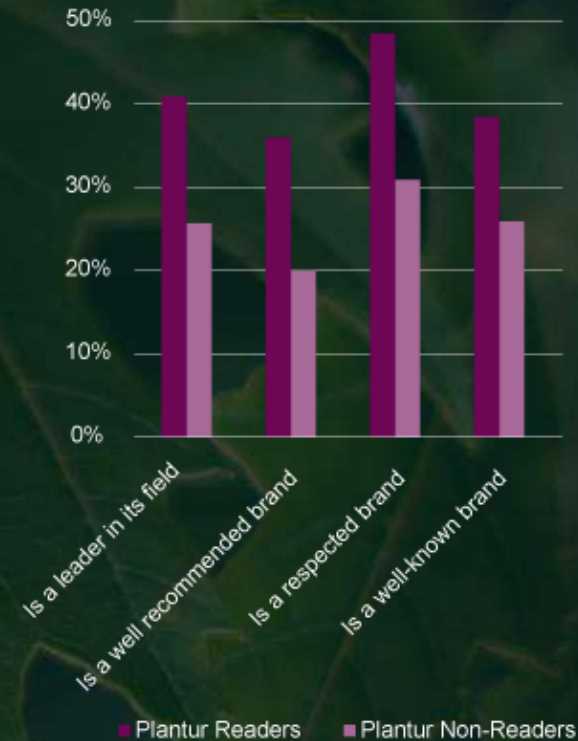
### Expertise and objectivity



### Relevancy and meaning



### Reputation and fame





# M: Magazines delivered against expertise and objectives

Understands me

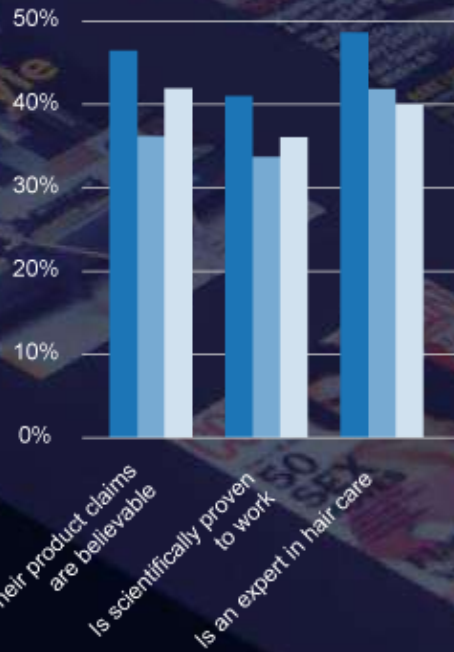
The product claims are believable

Is a brand I trust



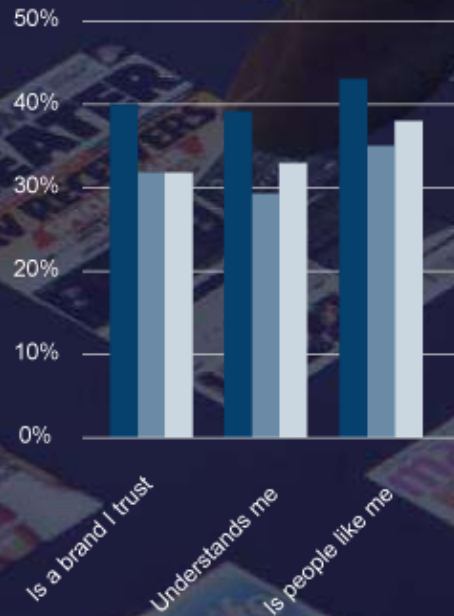
# M: TV and magazines combined are even more powerful at moving trust KPIs

Expertise and objectivity



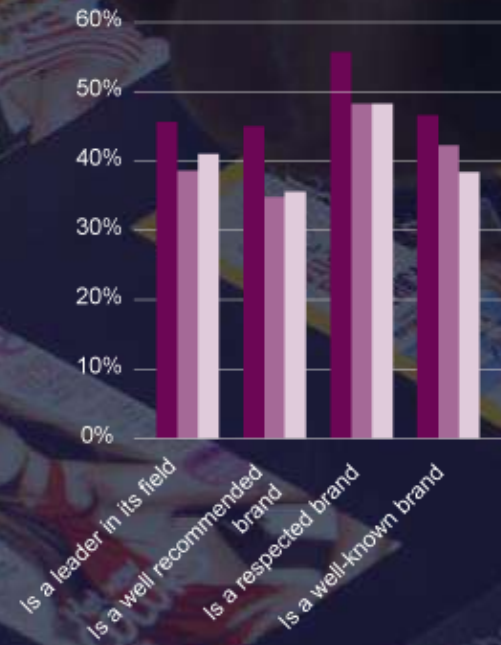
Readers and viewers Key Viewers Readers

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

64%

Average % uplift in  
Brand trust metrics

94%



A top-down view of many hands of various skin tones reaching towards the center, where they are holding a large, vibrant red heart. The background is dark, making the hands and the heart stand out. The overall mood is one of unity and care.

## 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

A group of hands holding red paintbrushes, symbolizing trust and media. The hands are arranged in a circle, and the paintbrushes are held in a way that they appear to be painting or holding something together. The background is dark, and the overall tone is professional and focused.

M

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