transference of trust
Driving Purchase Intent & Brand Equity
Background & Objectives
Brands need trust

Trust is the second most important brand attribute, after price and affordability, when consumers decide to buy a new brand or become a regular customer.

<table>
<thead>
<tr>
<th>BRAND TRUST RANKS AS TOP FIVE BUYING CONCERN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percent who rate each as important in their buying decision</td>
</tr>
<tr>
<td>Quality</td>
</tr>
<tr>
<td>Convenience</td>
</tr>
<tr>
<td>Value</td>
</tr>
<tr>
<td>Ingredients</td>
</tr>
<tr>
<td>I must be able to trust the brand to do what is right</td>
</tr>
<tr>
<td>Supply Chain</td>
</tr>
<tr>
<td>Customer before profit</td>
</tr>
<tr>
<td>Good reviews</td>
</tr>
<tr>
<td>Reputation</td>
</tr>
<tr>
<td>Values</td>
</tr>
<tr>
<td>Environmental Impact</td>
</tr>
</tbody>
</table>

Source: Edelman Brand Trust Barometer 2020

Source: Edelman Brand Trust Barometer 2020
CSR is a major driver for consumer trust

74% of consumers want to place trust in brands based on their ability to make an impact on the society and environment.

Source: Edelman Brand Trust Barometer 2020
Consumers have expectations for CSR

70% of consumers want to know what brands are doing to address social and environmental issues.

46% of consumers pay close attention to a brand’s social responsibility efforts.

~ 90% of millennials and Gen Z are more willing to purchase products with a social or environmental benefit.

over 80% of millennials feel brands have the resources to make a difference in the causes that matter to them.

Brands are trying to keep up

Fortune Global 500 firms spend around $20 billion a year on CSR
...Yet consumers do not fully trust corporate motivations

- **71%** of consumers don’t believe brands will deliver on their promises
- **< 50%** of brands are seen as trustworthy
- **34%** of consumers think companies are transparent about their commitments

Sources: Havas Meaningful Brands Report 2021
What is Trust?
Core tenets of Trust

- **Ability**: Functional trust. Is it competent?
- **Dependability**: Transactional trust. Is it *reliable*?
- **Integrity**: Moral and *ethical* trust. Is the brand honest?
- **Purpose**: Societal and environmental trust. Is the brand trying to have a *positive impact on society* overall?
- **Self**: Personal trust. Is it *relevant* to the audience? Does it resonate emotionally?

Source: [https://www.edelman.com/trust/edelman-trust-management/etm-brand](https://www.edelman.com/trust/edelman-trust-management/etm-brand)
How does one build Trust?
Different paths to trust depending on setup

Within Organization/Contained Group
- Primarily through action
- Action primary, comms secondary

With Consumer/Non-contained Group
- Primarily through association and perceived intention
- Communication primary, action secondary
Publisher platform is the lens through which brands are received

The Context Effect – How a webpage’s context can dramatically alter how audiences recall and respond to ads

Brands can achieve higher brand memorability and elicit positive emotional responses from consumers by activating contextual strategies.

Click here for study

Brands on TikTok see higher levels of receptiveness to brand messaging, calls-to-action and ad breakthrough

Launched in 2017, TikTok became the fastest to a billion users and changed the face of video based social media. Adopted by young and old alike and second to only Facebook in average daily time spent, TikTok’s success lies deep in its UX and its ability to capture engagement at regular intervals never before seen in the world of social media.

Click here for study

Trusted through Association

Brand

Trusted

platform
To summarize

TRUST

- Brands need TRUST, the 2nd most important driver of choice after the product
- Consumers still don't trust organizations

CSR initiatives
- Brands are trying to do more CSR
- Directly influence CSR effectiveness

Building TRUST
- Publisher platform associations, perceived intentions
Questions this study sought to answer

Phase 1
Is NPR Trustworthy? How does that compare to TV News?

Phase 2
Does NPR provide a unique advantage to deliver CSR messaging versus TV News?
Is NPR trustworthy?
To understand NPR’s relationship with Trust we used our nPLICIT™ technology
Identifying Subconscious Associations

- Subconscious associations are the pillars that drive behavior
- nPLICIT™ isolates subconscious associations between brands and equities
- Faster responses mean stronger associations

How it works:

1. Respondents see brands on either end of the screen.
2. An equity attribute is shown for a second.
3. Brand logo shown right after, and respondents have to match to left or right <500ms.
How to read implicit results

Association of Platform with Attribute

- **Strong Association**
  - Platform Y: 148
  - Platform Z: 118

- **Moderate Association**
  - Platform Y: 148
  - Platform Z: 118
To understand the inherent trust equity associations of NPR

Phase 1: nPLICIT™ Task

- All respondents were NPR listeners
- To measure strength of subconscious associations to 4 trust driving attributes with NPR vs competitor (TV News Brand)
NPR <-> Trust Driver Associations

- Ethical
  - Moderate Association: 120
  - Strong Association: 149

- Reliable
  - Moderate Association: 120
  - Strong Association: 146

- Relevant
  - Moderate Association: 120
  - Strong Association: 139

- Accurate
  - Moderate Association: 120
  - Strong Association: 137
NPR vs. Competitor <> Trust Driver Associations

<table>
<thead>
<tr>
<th>Trust Driver</th>
<th>NPR Rating</th>
<th>TV News Rating</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ethical</td>
<td>149</td>
<td>138</td>
<td>Difference approaching significance</td>
</tr>
<tr>
<td>Reliable</td>
<td>146</td>
<td>151</td>
<td>Difference not significant</td>
</tr>
<tr>
<td>Relevant</td>
<td>139</td>
<td>116</td>
<td>Significant difference</td>
</tr>
<tr>
<td>Accurate</td>
<td>137</td>
<td>120</td>
<td>Significant Difference</td>
</tr>
</tbody>
</table>
Questions this study sought to answer

**Phase 1**

Is NPR Trustworthy? How does that compare to TV News?

NPR owns key attributes that drive trust

*3 out of 4* of these associations are significantly stronger than TV News
NPR and CSR: Measuring Ad Efficacy
Questions this study sought to answer

Phase 2

Does NPR provide a unique advantage to deliver CSR messaging versus TV News?
Neuro-Insight Key Metrics

Detail Memory Encoding
Ad effectiveness is assessed by measuring the speed of electrical signals in the left hemisphere of the brain, which is the area responsible for detail memory encoding. This is Neuro-Insight's key metric and is used to inform whether or not an ad will make a lasting impression on viewers. Ads with high detail-memory responses correspond directly to a shift in consumer behavior in market.

<table>
<thead>
<tr>
<th>Effectiveness Benchmark</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>&gt;0.7</td>
<td>Low Impact</td>
</tr>
<tr>
<td>0.3 to 0.7</td>
<td>Average Impact</td>
</tr>
<tr>
<td>&lt;0.3</td>
<td>High Impact</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Encoded in subconscious memory</td>
<td>Effectiveness Benchmark</td>
</tr>
<tr>
<td>Average subconscious activity</td>
<td></td>
</tr>
<tr>
<td>No impact in subconscious memory</td>
<td></td>
</tr>
</tbody>
</table>

Graph:
- X-axis: Time
- Y-axis: Impact
- Bar graphs: Low Impact, Average Impact, High Impact
- Line graph: Effectiveness Benchmark

Legend:
- Low Impact: Impact > 0.7
- Average Impact: 0.3 ≤ Impact ≤ 0.7
- High Impact: Impact < 0.3

Graph explanation:
The graph illustrates the impact of ads over time. The X-axis represents time, and the Y-axis represents the impact level. Three types of impact are shown: Low Impact (Impact > 0.7), Average Impact (0.3 ≤ Impact ≤ 0.7), and High Impact (Impact < 0.3). The line graph indicates the effectiveness benchmark over time.
A memorable ad isn’t necessarily a successful one. True impact is measured via an assessment of brand memorability, which we call Brand Impact. Brand Impact is a measurement of detail memory during an ad’s key branding moments.

**Brand Impact**

An assessment of detail memory gives us the information we need to determine:

- **Encoded in subconscious memory**
- **Average subconscious activity**
- **No impact in subconscious memory**

- **>0.7**
- **0.3 to 0.7**
- **<0.3**

**Time**

**Effectiveness Benchmark**

**Branding Peak**
Previous NPR Study

Sponsored Messaging on NPR was found to be 23% more memorable than the average of Radio Ads in Neuro-Insight’s database and the Ads tested on commercial radio shows.

Average Detailed Memory Encoding

- Sponsored Messaging on NPR: 0.65
- Ads on Tested Commercial Radio: 0.53
- Radio Ad Database Avg: 0.53

The results of the NPR study on sponsored messaging on NPR compared to traditional radio ads and ads on tested commercial radio shows indicate a significant difference in memory encoding, with NPR ads being 23% more memorable.
Study Summary

NI measured effectiveness of CSR messaging on NPR and compared with TV News

Methodology
Neuro-Insight’s Steady State Topography (SST™) that measures the speed of activity in different regions of the brain

Design
2-cell SST™ study with post-SST™ survey to obtain explicit responses

Content
• 8 ads tested in each cell
• 4 CSR ads and 4 non-CSR ads

Sample
• NPR listeners and TV News watchers
• Aged 25 – 65 years old
• 46% Male, 54% Female
To understand the performance on NPR and TV News

Phase 2: SST™
- All respondents were NPR listeners and TV News watchers
- One cell was exposed to CSR & non-CSR content on NPR, the other Cell was exposed to CSR & non-CSR content on TV News
- Each cell had a total of 8 ads – 4 CSR ads and 4 non-CSR ads

The order of exposure was heavily rotated within each cell

NPR Cell, n=70

NPR Cell, n=70

TV News Cell, n=66

TV News Cell, n=66

The order of exposure was heavily rotated within each cell
Results
Looking at whole ad average memory

<table>
<thead>
<tr>
<th>Category</th>
<th>NPR</th>
<th>TV News Brand</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engagement</td>
<td>0.58</td>
<td>0.61</td>
<td>Difference not significant</td>
</tr>
<tr>
<td>Detail Memory</td>
<td>0.61</td>
<td>0.61</td>
<td>Difference not significant</td>
</tr>
<tr>
<td>Approach/Withdraw</td>
<td>0.54</td>
<td>0.44</td>
<td>Significant difference</td>
</tr>
</tbody>
</table>
Grocer ad on both platforms – peak detail memory at branding

TV News
Brand

Peak Detail
Memory
0.70

npr

Peak Detail
Memory
0.99
Peak Memory at Branding

Avg. Peak Detail Memory

npr

0.87

TV News Brand

0.77

Average Peak Detail Memory for different brands:

<table>
<thead>
<tr>
<th>Brand</th>
<th>Peak Memory</th>
</tr>
</thead>
<tbody>
<tr>
<td>Telecom</td>
<td>0.87</td>
</tr>
<tr>
<td>Bank</td>
<td>0.94</td>
</tr>
<tr>
<td>Crocer</td>
<td>0.99</td>
</tr>
<tr>
<td>Retailer</td>
<td>1.20</td>
</tr>
</tbody>
</table>
The NPR CSR Creative Formula

“And from [Brand]”
:01 - :04

Raison de CSR
:04 - :10

CTA (URL)
:10 - :15
The NPR CSR Creative Formula

1 out of 2 branding moments are always encoded
2 out of 3 key moments are encoded in memory (in most cases)

<table>
<thead>
<tr>
<th>Brand Impact</th>
<th>Telecom</th>
<th>Bank</th>
<th>Grocer</th>
<th>Retailer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Key moments encoded</td>
<td>CSR</td>
<td>CSR</td>
<td>CSR</td>
<td>CSR</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SST Score (%ILE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>And from [Brand]</td>
</tr>
<tr>
<td>Raison de CSR</td>
</tr>
<tr>
<td>CTA (URL)</td>
</tr>
</tbody>
</table>
To summarize

**TRUST**

- Brands need TRUST, the 2nd most important driver of choice after the product.
- Consumers still don't trust organizations.
- CSR initiatives directly influence CSR effectiveness.
- Brands are trying to do more CSR.
- Publisher platform associations, perceived intentions impactful, effective CSR messaging.
- TRUSTED publisher platform. Opportunity to borrow equity from NPR.
Thank You.