



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

## BRAND TRUST RANKS AS TOP FIVE BUYING CONCERN

Percent who rate each as important in their buying decision

Product attributes	Quality	85
	Convenience	84
	Value	84
	Ingredients	82
TRUST	I must be able to trust the brand to do what is right	81
Brand & company attributes	Supply Chain	79
	Customer before profit	78
	Good reviews	77
	Reputation	73
	Values	72
	Environmental Impact	71

# 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

# 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

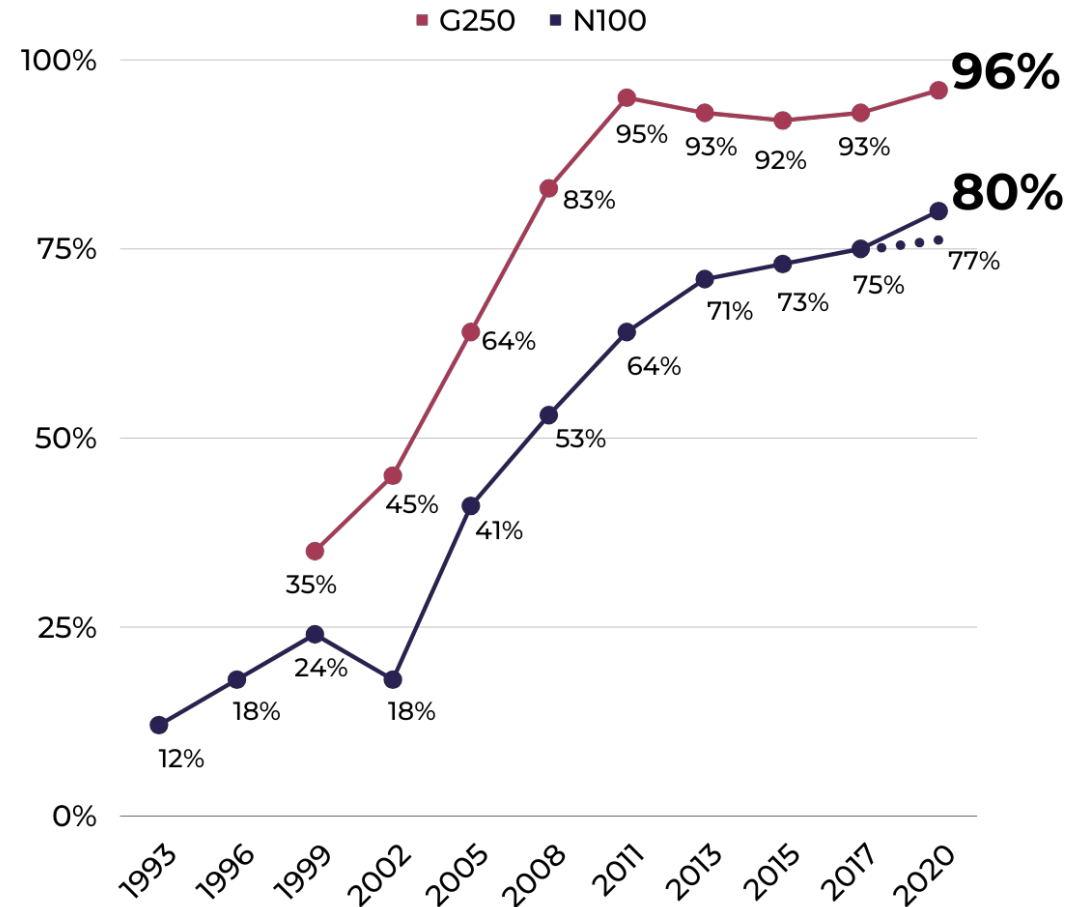
**over 80%** of millennials feel brands have the resources to make a difference in the causes that matter to them

# Brands are trying to keep up

Fortune Global 500 firms spend around \$20 billion a year on CSR

Growth in global sustainability reporting rates since 1993:

N100 and G250



Sources: KPMG Survey of Sustainability Reporting 2020/

NATIONALPUBLICMEDIA.COM

# ...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

# What is Trust?





# Core tenets of Trust

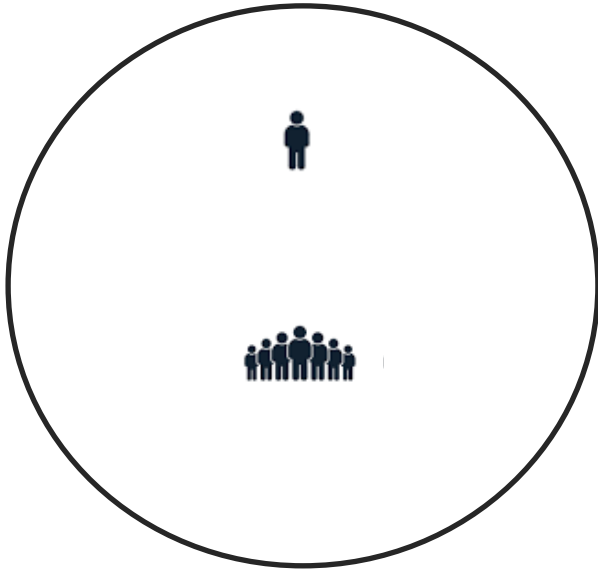
- **Ability:** Functional trust. Is it competent?
- **Dependability:** Transactional trust. Is it **reliable**?
- **Integrity:** Moral and **ethical** trust. Is the brand honest?
- **Purpose:** Societal and environmental trust. Is the brand trying to have a **positive impact on society** overall?
- **Self:**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

# How does one build Trust?



# Different paths to trust depending on setup

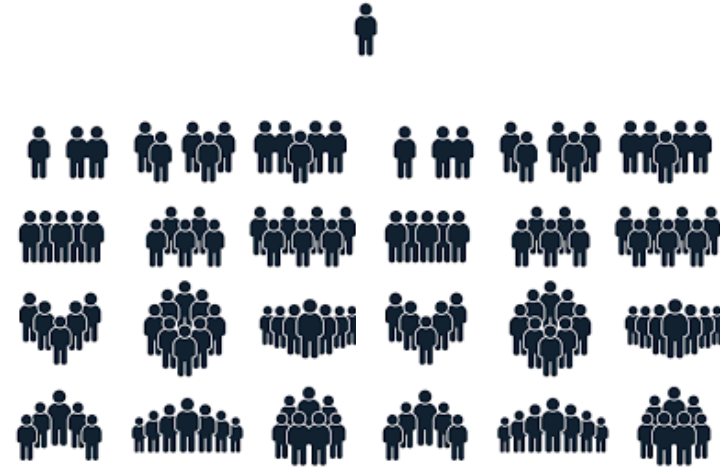
Within Organization/Contained Group



Primarily **through action**

Action primary, comms secondary

With Consumer/Non-contained Group

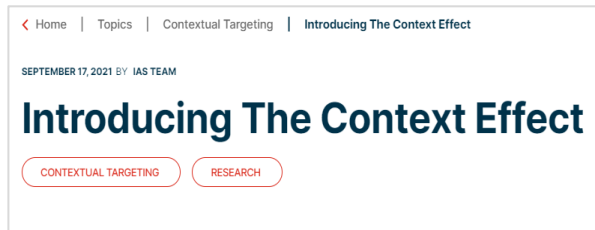


Primarily **through association and perceived intention**

Communication primary, action secondary

# Publisher platform is the lens through which brands are received

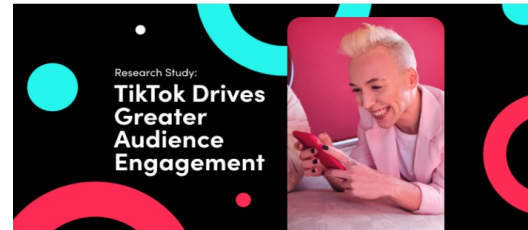
The Context Effect – How a webpage's context can dramatically alter how audiences recall and respond to ads



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

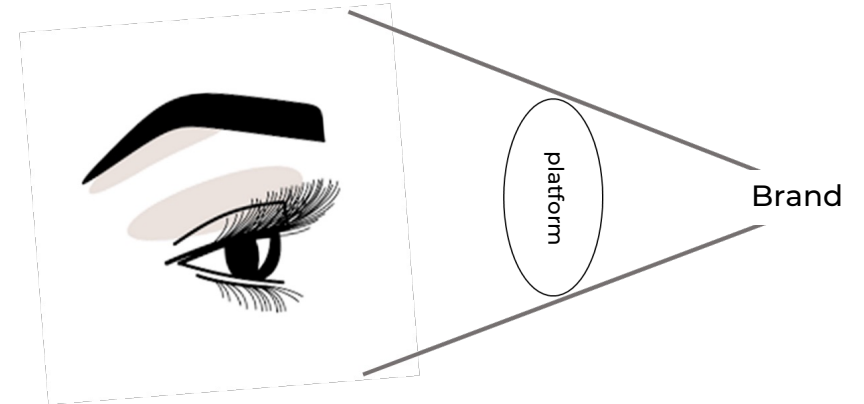
[Click here for study](#)

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



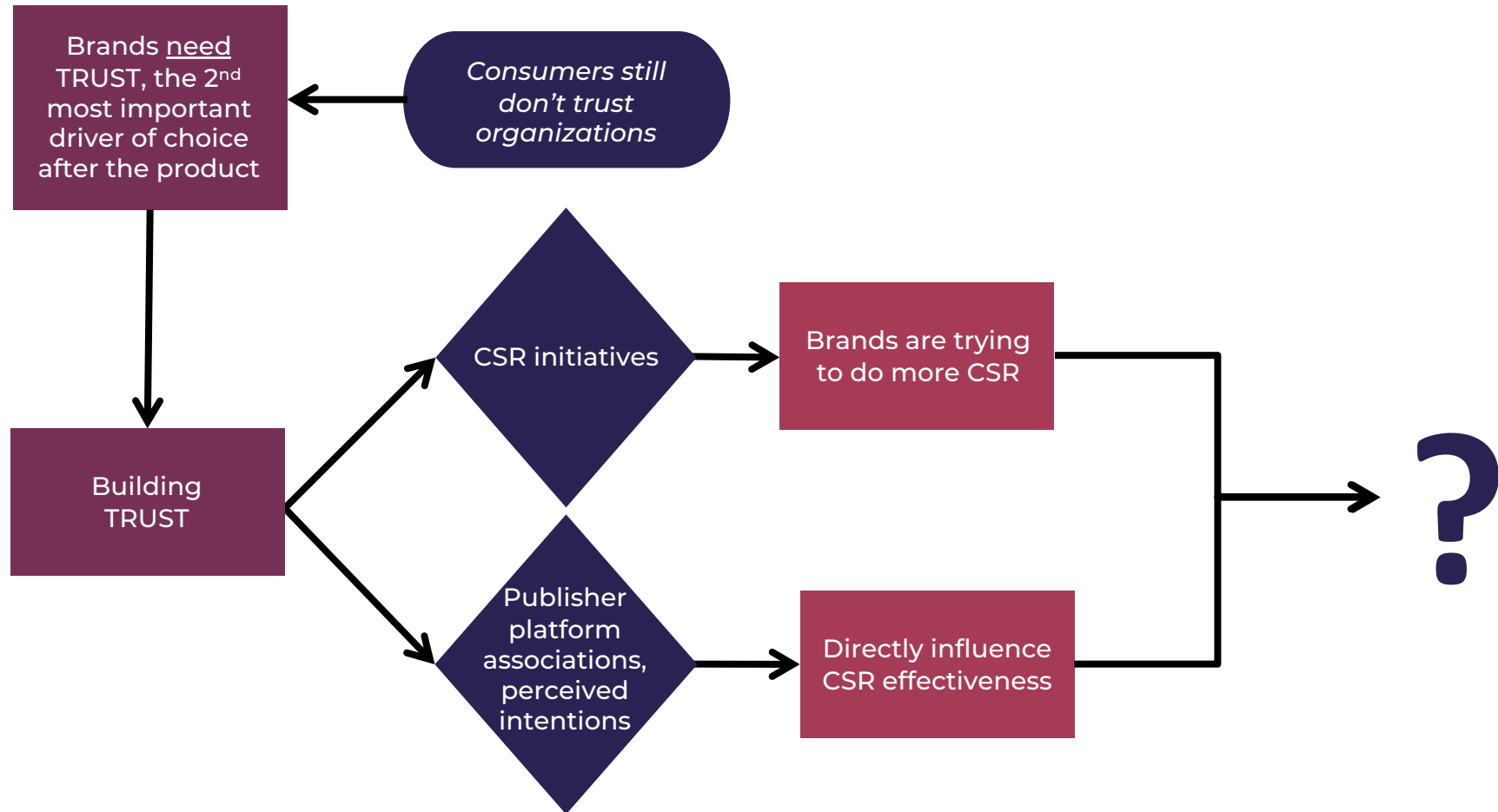
Launched in 2017, TikTok became the fastest to a billion users and changed the face of video based social media. Adopted by young and old alike and second to only Facebook in average daily time spent, TikTok's success lies deep in it's UX and its ability to capture engagement at regular intervals never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

[Click here for study](#)



# To summarize

## TRUST



# Questions this study sought to answer

nPLICIT™

## Phase 1

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

SST™

## Phase 2

Does NPR provide a unique advantage to deliver CSR messaging versus TV News?



# Is NPR trustworthy?



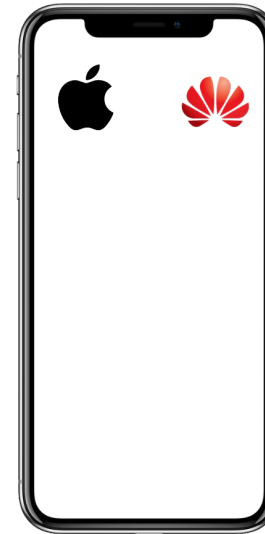
**To understand NPR's relationship with Trust  
we used our nPLICIT™ technology**



# Identifying Subconscious Associations

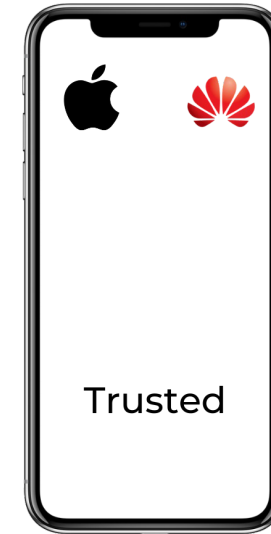
- Subconscious associations are the pillars that drive behavior
- nPLICIT™ isolates subconscious associations between brands and equities
- Faster responses means stronger associations

## How it works



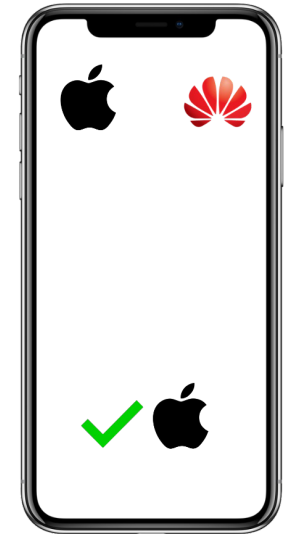
L R

Respondents see brands on either end of the screen



L → R  
1 second

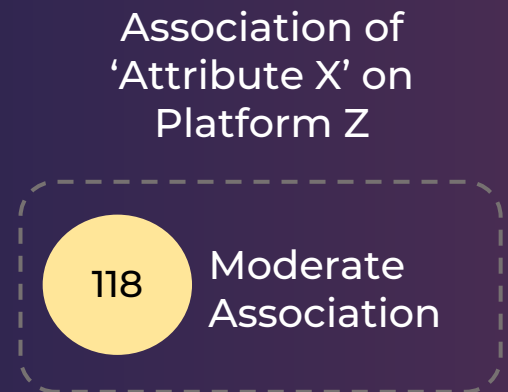
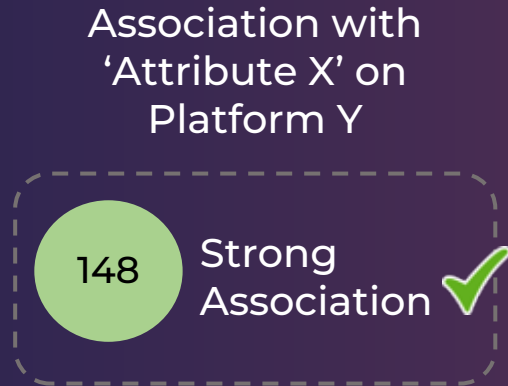
An equity attribute is shown for a second



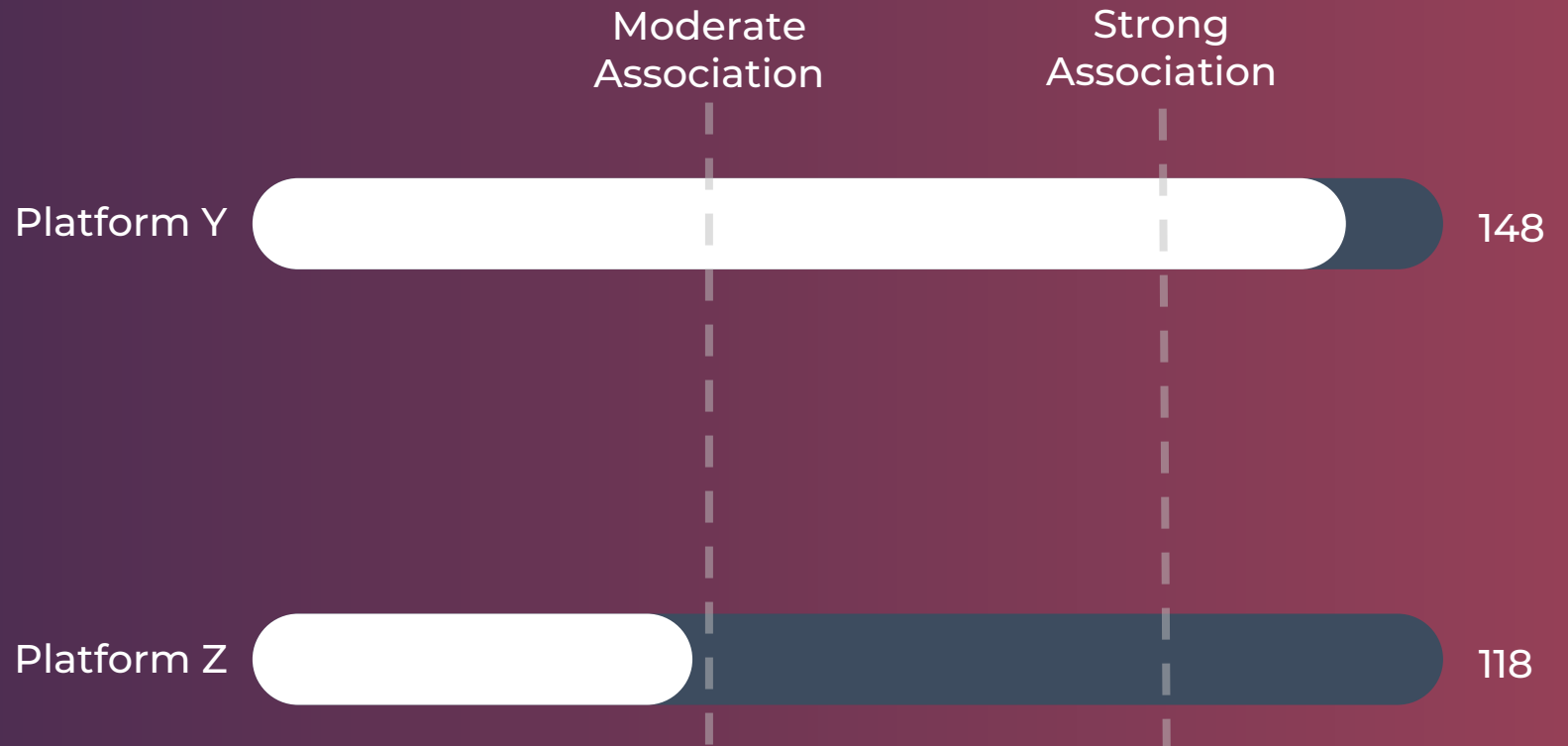
L → R  
100ms to 500ms

Brand logo shown right after, and respondents have to match to left or right <500ms

# How to read implicit results



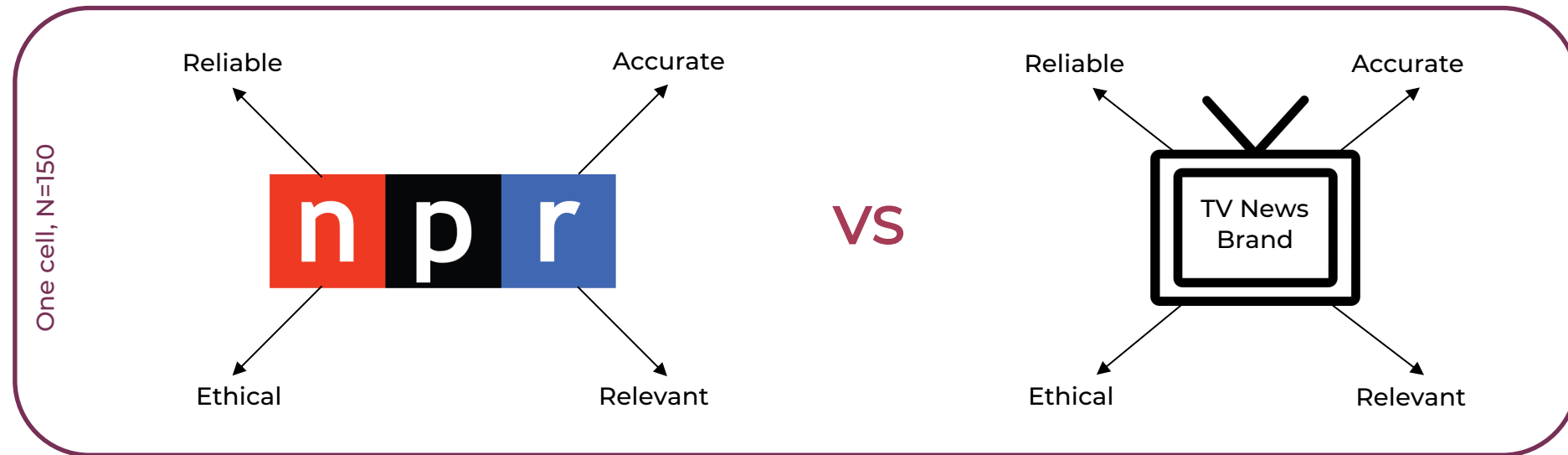
## Association of Platform with Attribute



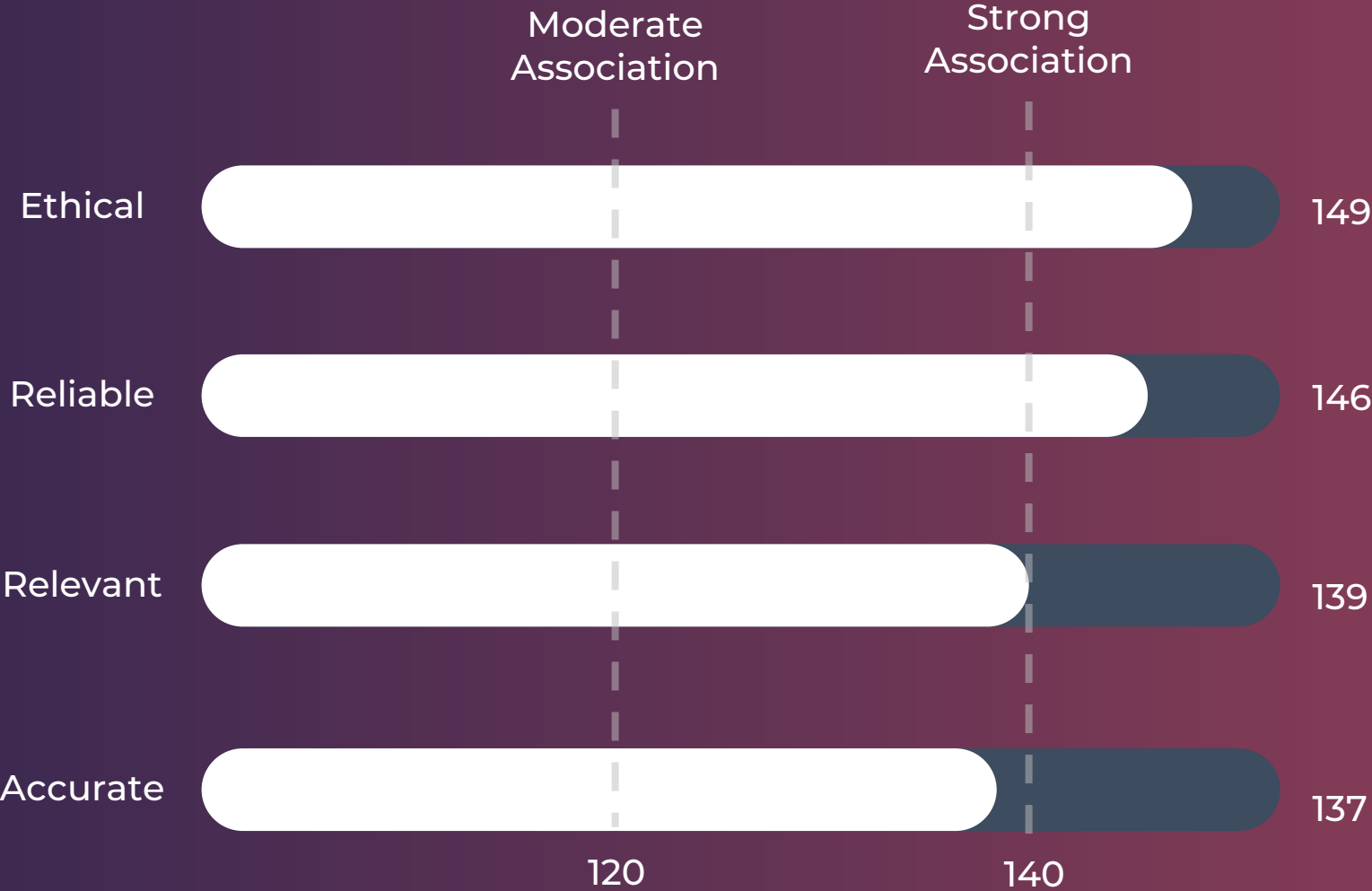
# To understand the inherent trust equity associations of NPR

## Phase 1: nPLICIT™ Task

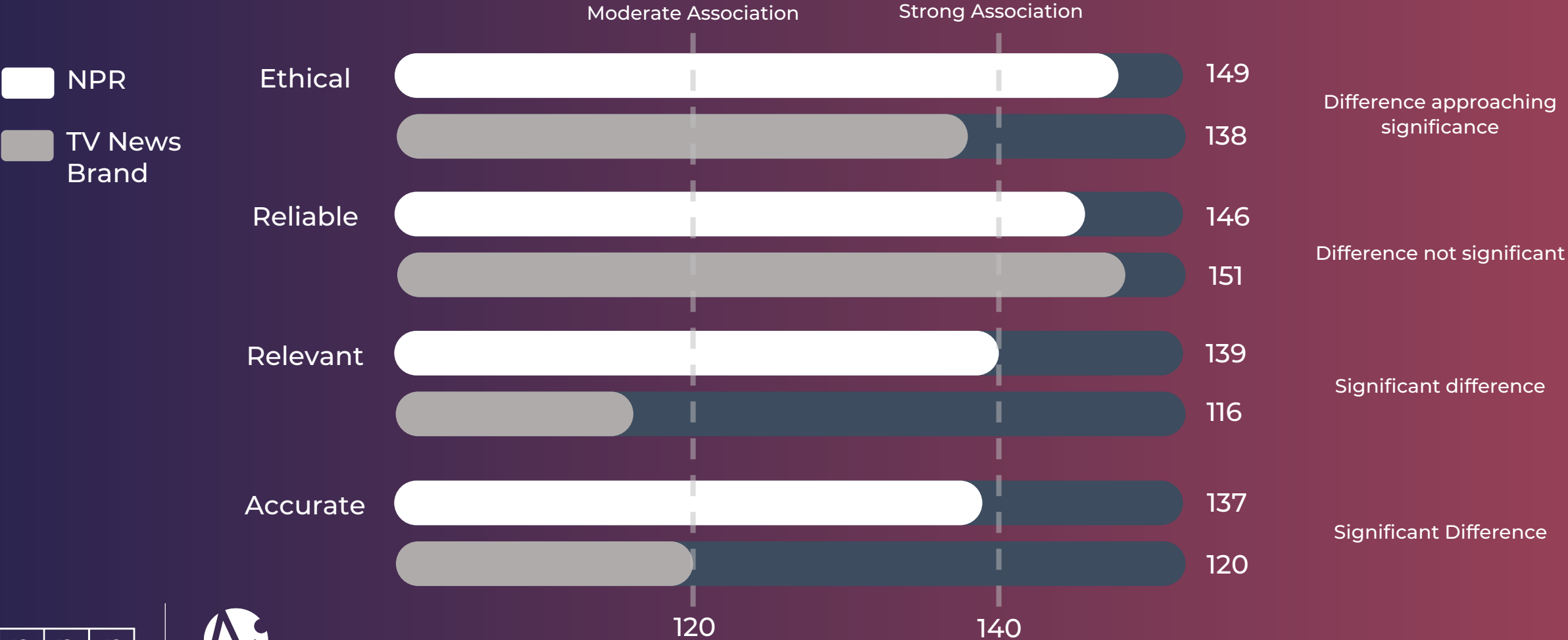
- All respondents were NPR listeners
- To measure strength of subconscious associations to 4 trust driving attributes with NPR vs competitor (TV News Brand)



# NPR <> Trust Driver Associations



# NPR vs. Competitor <> Trust Driver Associations



# Questions this study sought to answer



nPLICIT™

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

The logo for the Social Science Test (SST) is a black square with the text "SST™" in white, sans-serif font.

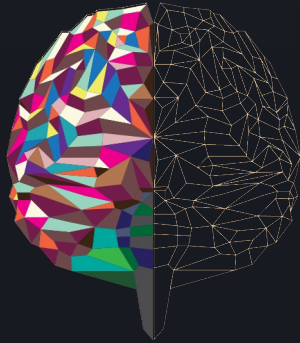
SST™

## Phase 2

Does NPR provide a unique advantage to deliver CSR messaging versus TV News?



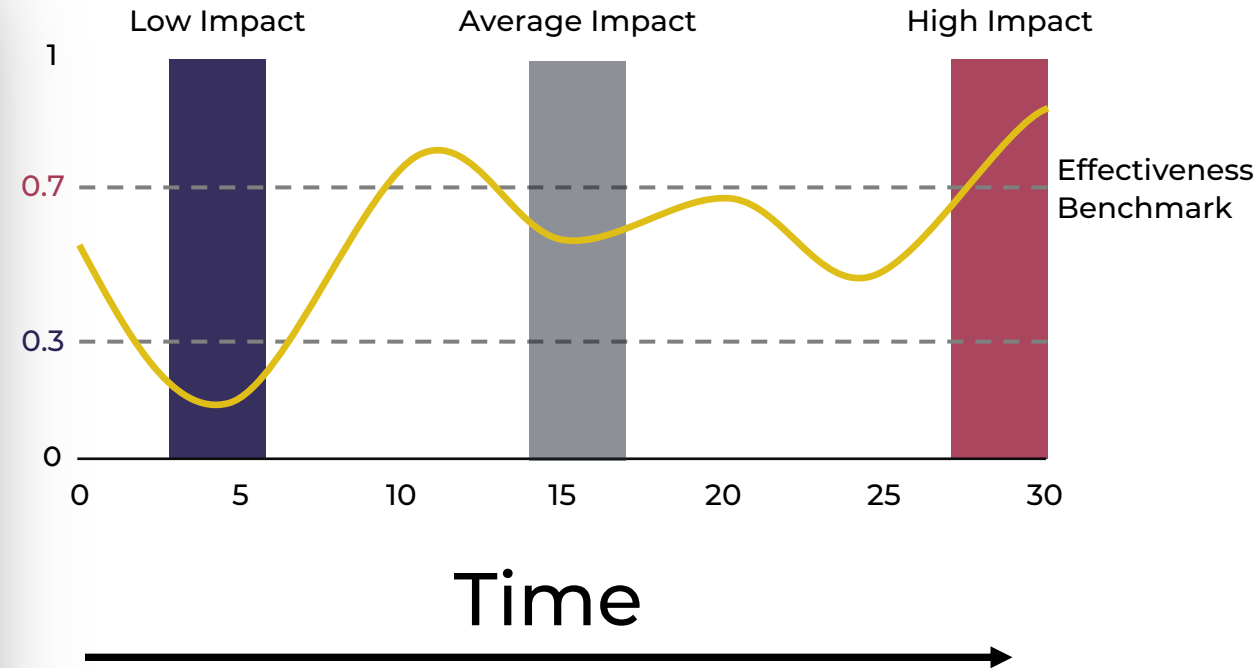
# Neuro-Insight Key Metrics



## 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.



>0.7

0.3 to 0.7

<0.3

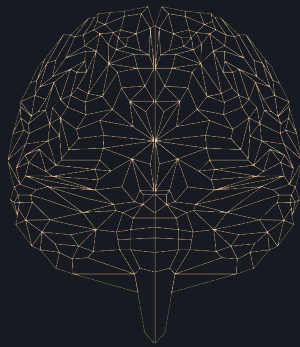
Encoded in subconscious memory

Average subconscious activity

No impact in subconscious memory

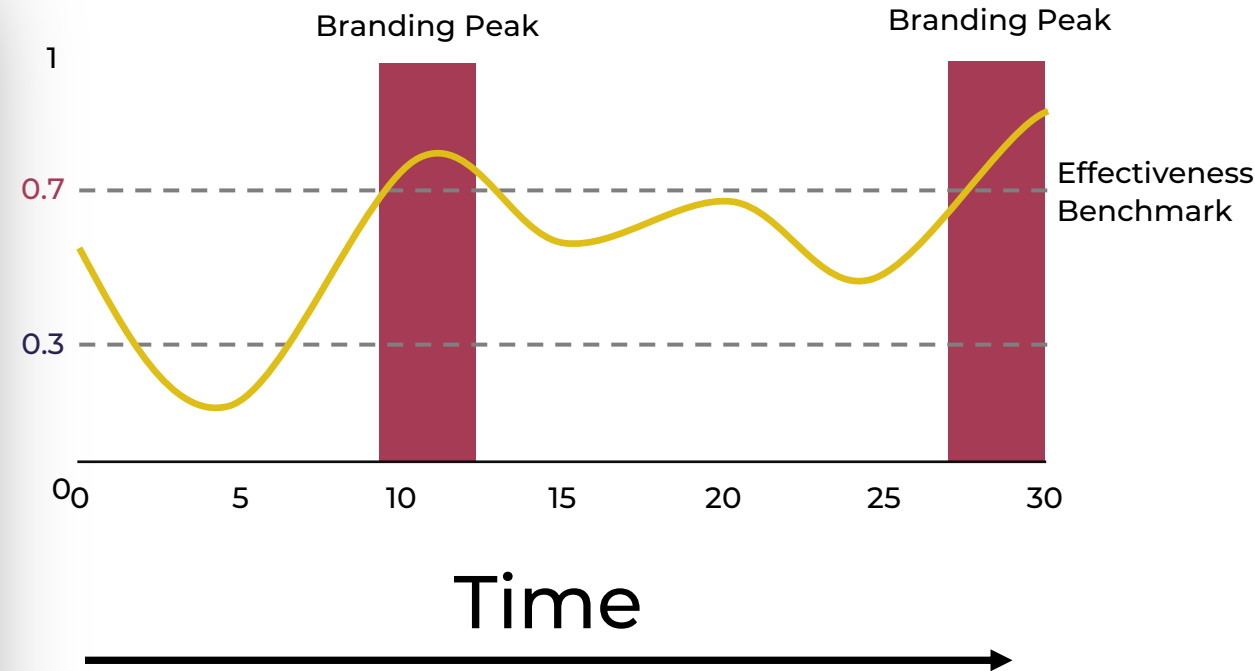
# Neuro-Insight Key Metrics

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



## Brand Impact

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.



>0.7

Encoded in subconscious memory

0.3 to 0.7

Average subconscious activity

<0.3

No impact in subconscious memory

# Previous NPR Study

Insights

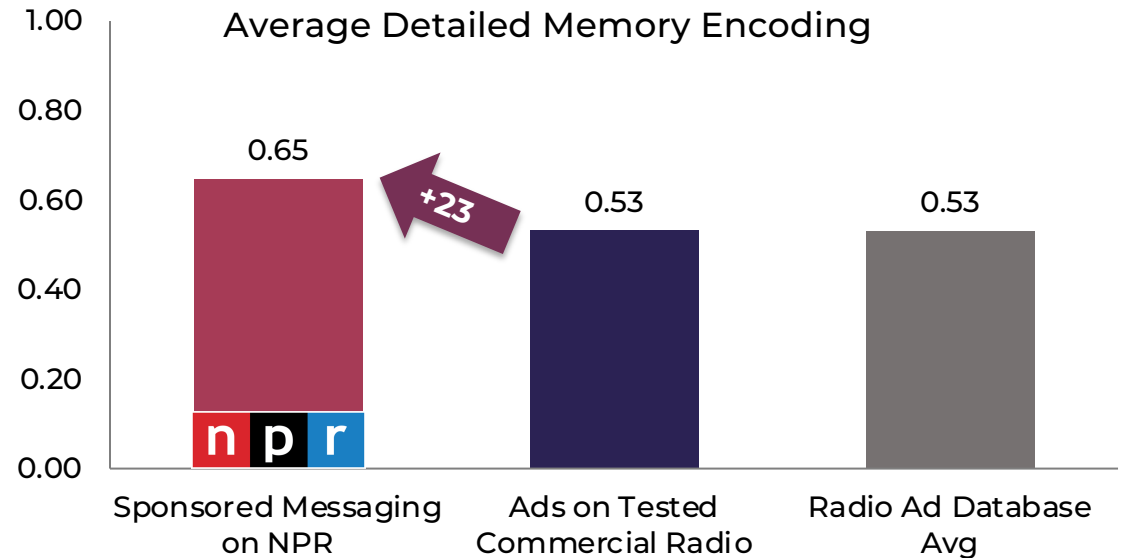
## At NPR, Sponsor Messages Are 23% More Memorable

Article | September 2018



NPR commissioned a study by [Neuro-Insight](#) to demonstrate the effectiveness of sponsor messages in comparison to traditional radio ads. The results? NPR's sponsor messages are **23% more memorable than traditional radio ads**. Here's why:

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.



# 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



Two cells of NPR listeners

NPR Cell, n=70



The order of exposure was heavily rotated within each cell

TV News Cell, n=66

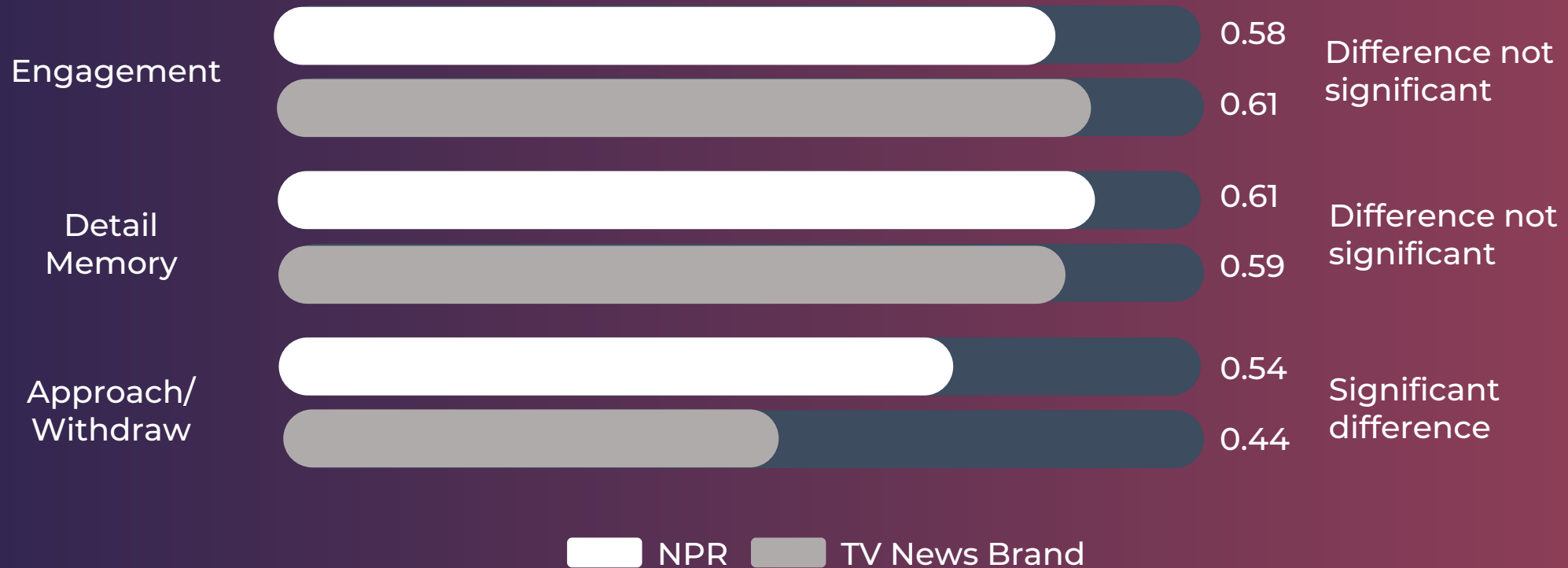


The order of exposure was heavily rotated within each cell

# Results



# Looking at whole ad average memory





# Grocer ad on both platforms – peak detail memory at branding



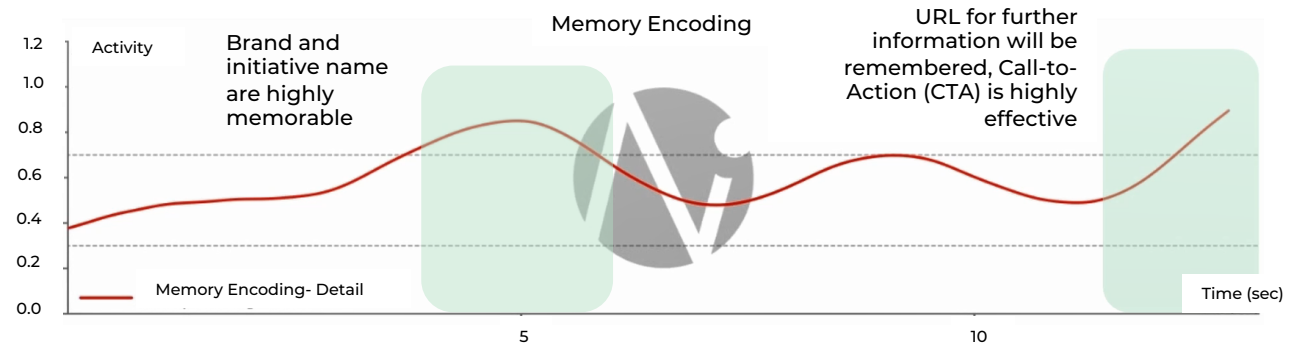
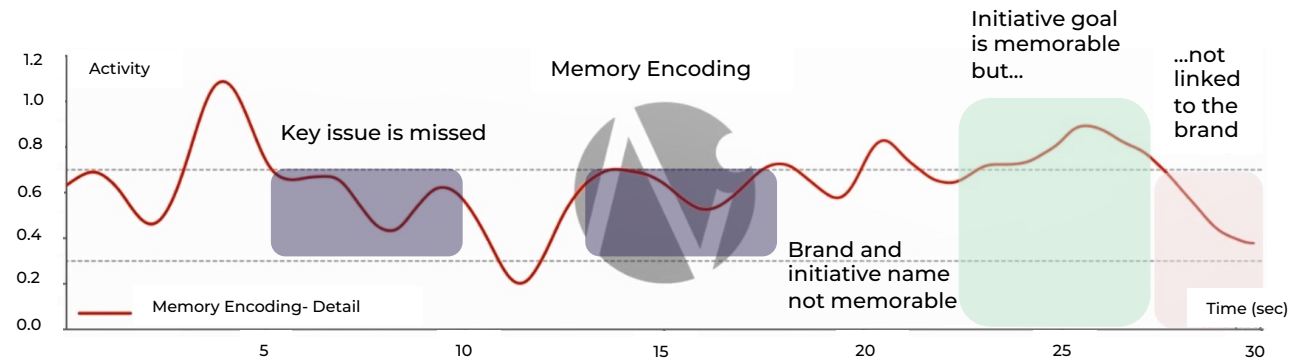
Peak Detail Memory

0.70




Peak Detail Memory

0.99






# Peak Memory at Branding



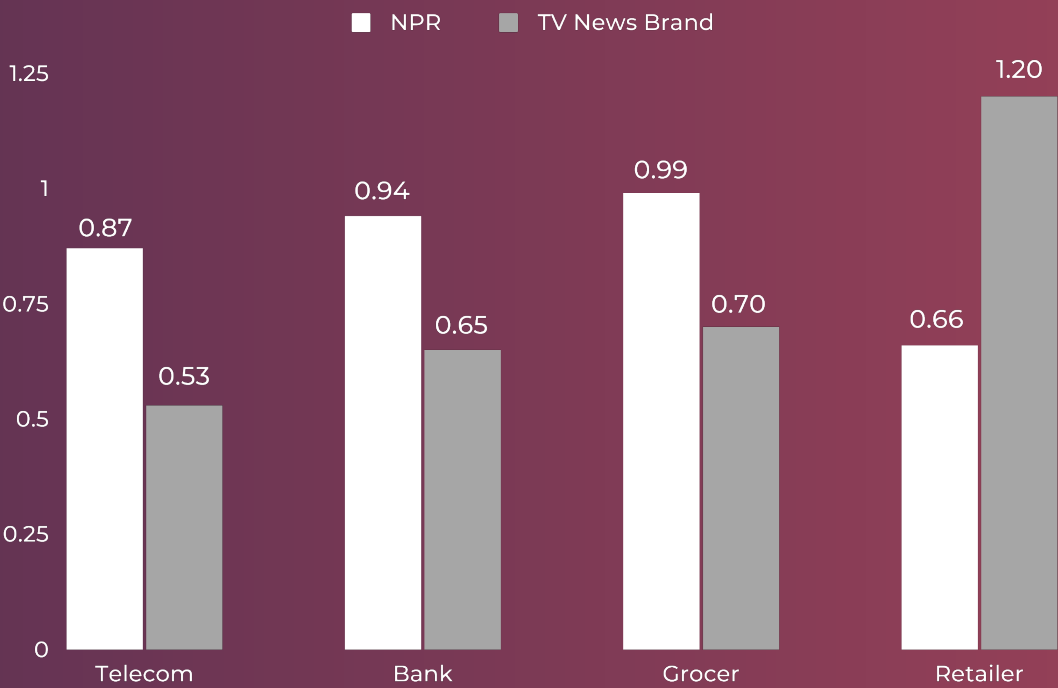
Avg. Peak Detail Memory

0.87



Avg. Peak Detail Memory

0.77



# The NPR CSR Creative Formula

**“And from  
[Brand]”**

**:01 - :04**

**+**

**Raison de CSR**

**:04 - :10**

**+**

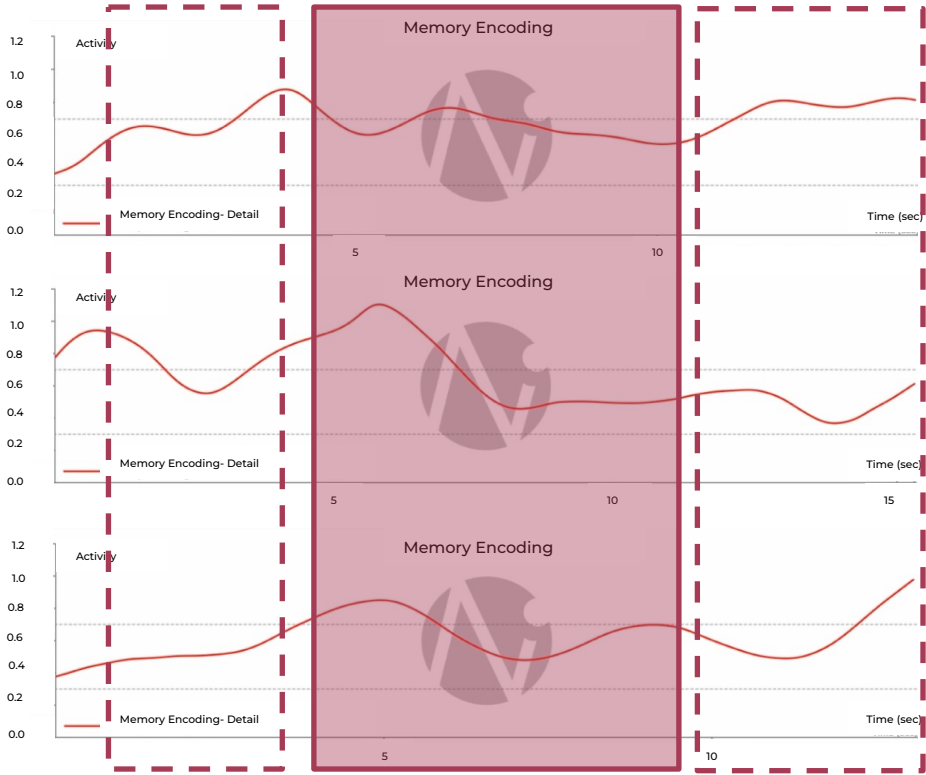
**CTA (URL)**

**:10 - :15**

# The NPR CSR Creative Formula

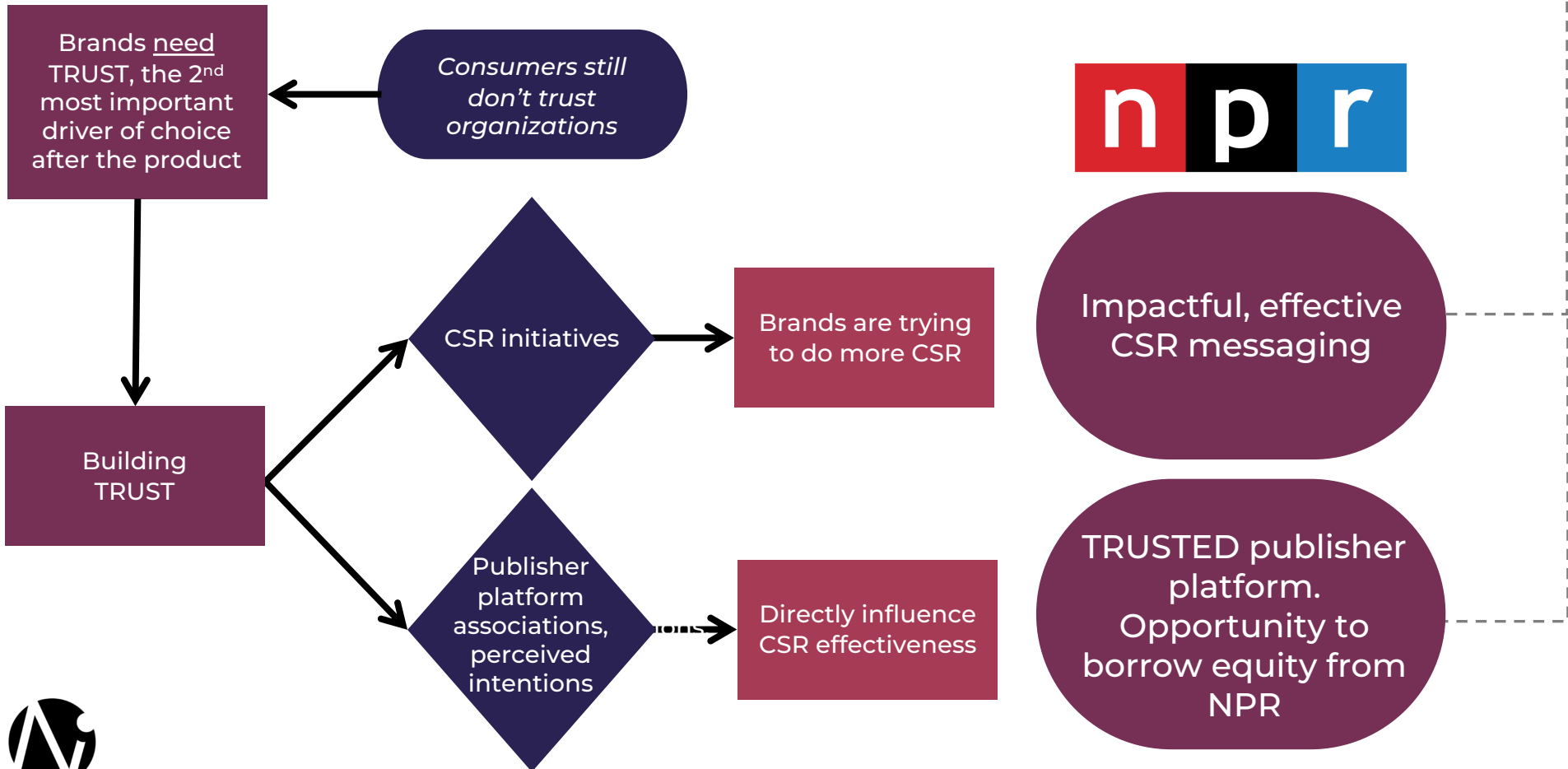
1 out of 2 branding moments are always encoded  
2 out of 3 key moments are encoded in memory (in most cases)

		Telecom	Bank	Grocer	Retailer
		CSR	CSR	CSR	CSR
Brand Impact	Key moments encoded	2	2	2	0
SST Score (%ILE)					
And from [Brand]		0.66 (46 <sup>th</sup> )	0.94 (90 <sup>th</sup> )	0.52 (17 <sup>th</sup> )	0.66 (46 <sup>th</sup> )
Raison de CSR	Peak Detail Memory	0.88 (84 <sup>th</sup> )	1.12 (98 <sup>th</sup> )	0.89 (85 <sup>th</sup> )	0.62 (36 <sup>th</sup> )
CTA (URL)		0.87 (83 <sup>rd</sup> )	0.61 (33 <sup>rd</sup> )	0.99 (93 <sup>rd</sup> )	0.63 (38 <sup>th</sup> )



# To summarize

## TRUST



# Thank You.

