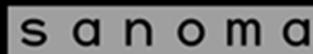
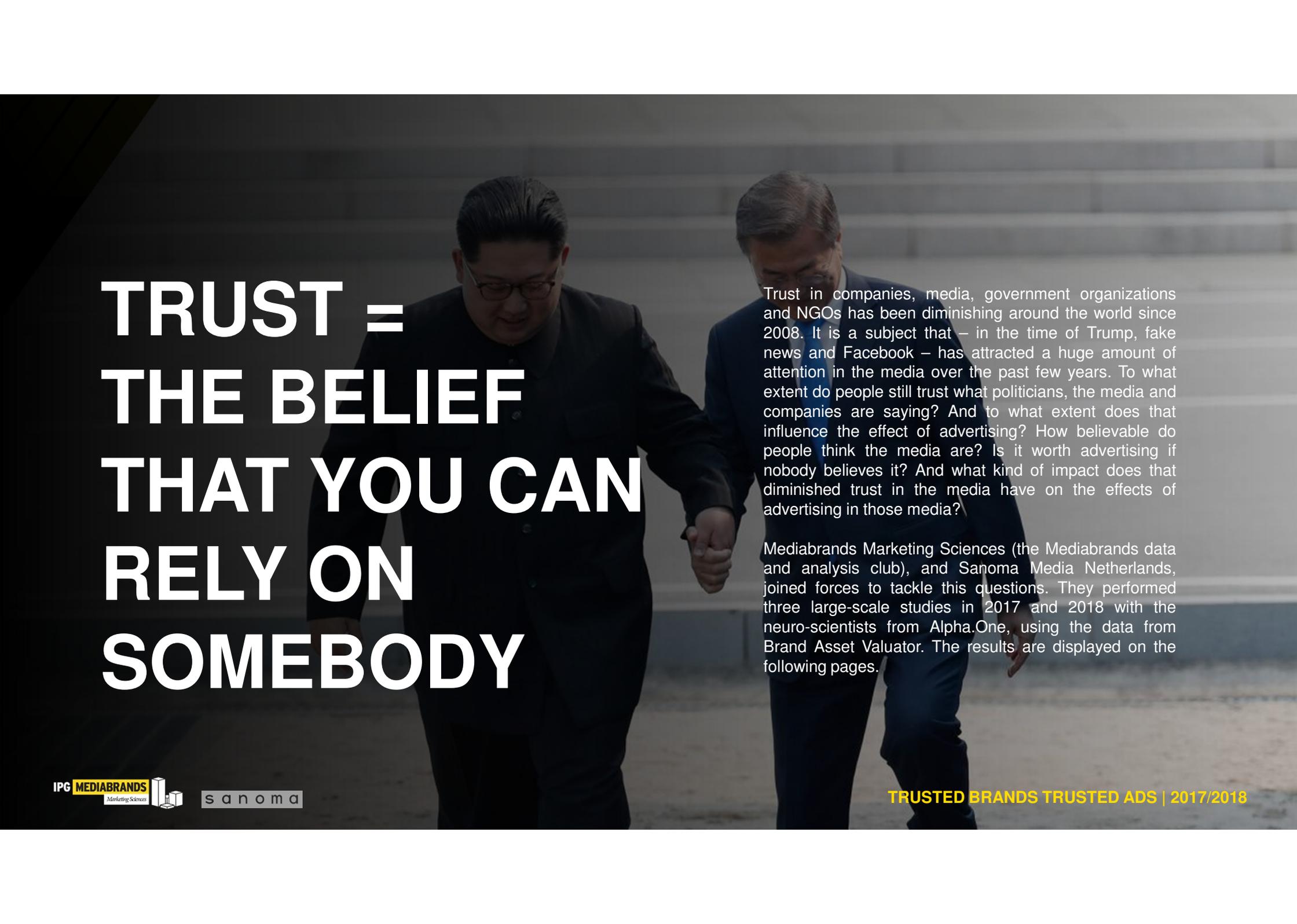


TRUSTED BRANDS

TRUSTED ADS

The impact of trust in media on advertising effectiveness





TRUST = THE BELIEF THAT YOU CAN RELY ON SOMEBODY

Trust in companies, media, government organizations and NGOs has been diminishing around the world since 2008. It is a subject that – in the time of Trump, fake news and Facebook – has attracted a huge amount of attention in the media over the past few years. To what extent do people still trust what politicians, the media and companies are saying? And to what extent does that influence the effect of advertising? How believable do people think the media are? Is it worth advertising if nobody believes it? And what kind of impact does that diminished trust in the media have on the effects of advertising in those media?

Mediabrand Marketing Sciences (the Mediabrand data and analysis club), and Sanoma Media Netherlands, joined forces to tackle these questions. They performed three large-scale studies in 2017 and 2018 with the neuro-scientists from Alpha.One, using the data from Brand Asset Valuator. The results are displayed on the following pages.

Consumententip: Spookfacturen in prullenbak

Hulpartikel 20-02-2013 0 Reacties Print dit artikel

Ze zien er vaak heel echt uit, nep-acceptgiro's en rekeningen met vaak hoge bedragen. Je wordt in de brief of rekening dan zeer dringend verzocht om deze factuur te betalen, omdat de vervaldatum bijna is verstreken.



Veel consumenten en kleine zelfstandigen krijgen geregeld van die spookfacturen of nepacceptgiro's in de bus. Acquisitiefraude heet dat. Vaak is de rekening zo opgesteld dat je voor iets moet betalen wat je nog niet hebt besteld. In de kleine lettertjes staat dan dat het jaaronnemen na betaling ingaat. Het kan ook zijn dat je een factuur krijgt van een bekende organisatie waar je helemaal geen diensten afneemt. Fraudeurs gebruiken vaak de naam en het logo van deze organisaties voor hun oplichting.

Goed checken

Als je een factuur krijgt waar je niks van weet en die verdacht overkomt, is het goed om even na te gaan of het hier gaat om een spookfactuur. Bijvoorbeeld door te bellen naar het bedrijf dat de factuur heeft verstuurd. Kijk zo mogelijk op internet of het rekeningnummer van het bedrijf overeenkomt met het rekeningnummer op de acceptgiro.

En is het een spookfactuur, betaal 'm niet en gooi 'm weg na melding te hebben gemaakt van deze fraude bij het steunpunt acquisitiefraude, www.fraudemeldpunt.nl

One thing is certain: trust is being undermined more than ever... Who can you trust these days?!? New technology is making it even more difficult to determine whether things can be trusted or not. Too good to be true.... And more and more people have received a phishing email or a telephone call from a bogus call centre far away. Experiences like these also undermine trust.

Datingsites met nepprofielen

27 februari 2018 22:00



Mensen die via internet een partner zoeken moeten goed opletten: In Nederland zijn er volgens de Autoriteit Consument & Markt (ACM) duizenden datingsites met nepprofielen actief. Je betaalt er om te chatten met vrouwen

Marktplaatsfraude: katvanger of crimineel?

Doosier 19-09-2017 Laatste update: 19-09-2017 0 reacties



Via Marktplaats worden dagelijks veel producten verkocht. Bij 96% van de verkopen gaat het goed, maar bij 4% van alle transacties wordt men opgelicht. Slachtoffers maken het geld over en ontvangen uiteindelijk een steen in een doos of zelfs helemaal niets. En de verkoper? Die is niet meer bereikbaar!

DECEPTION



Bij spoed: 112
Geen spoed: 0900-8844

POLITIE

Home Aangifte of melding doen Mijn buurt Nieuws Gezocht & Vermist Thema's Over de

Home > Thema's >

Phishing

Phishing is een vorm van internetfraude, waarmee fraudeurs proberen om via e-mail achter uw bankgegevens te komen. Fraudeurs lokken u naar een valse (bank)website. Dit is echter een kopie van de echte website van de bank. Hier wordt u verzocht om uw inlognaam en wachtwoord in te voeren. Op deze manier krijgt de fraudeur de beschikking over uw gegevens. Met alle gevolgen van dien.

Inhoudsopgave

- > Hoe werkt phishingmail?
- > Hoe voorkom ik phishing?
- > Phishing via betaalverzoeken
- > Hoe gaat dit in zijn werk?
- > Hoe voorkom ik phishing via betaalverzoeken?
- > Hoe meld ik phishing?
- > Links

Alert Online - Phishing NL

Added to that, fact-checking regularly shows that newspapers and regular media make mistakes and often publish reports that are simply not true.

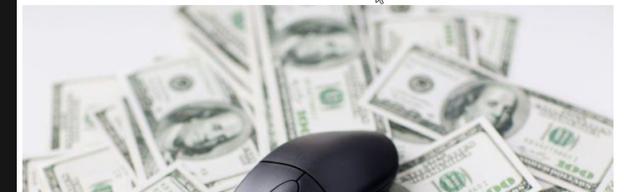
Adformatie

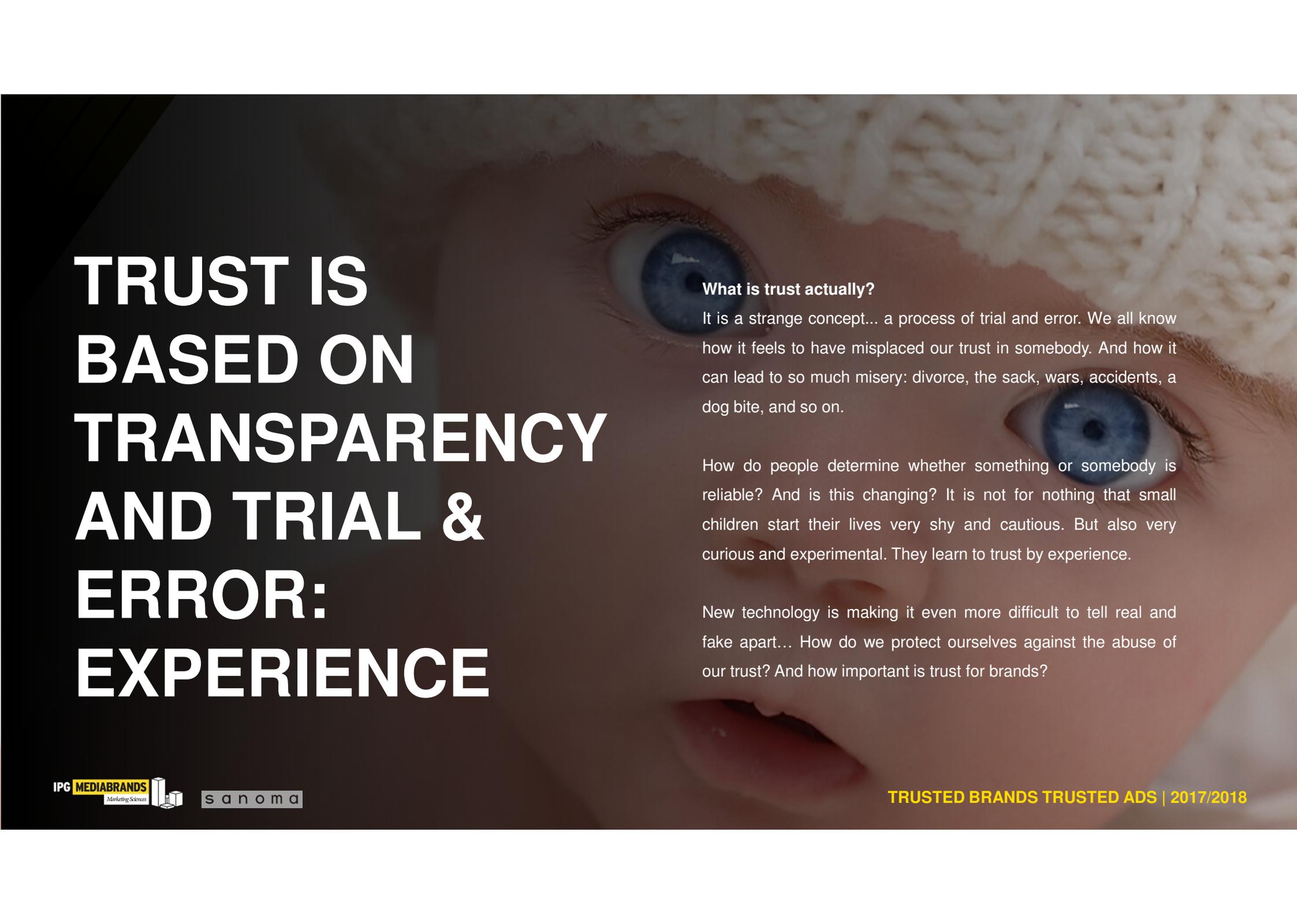
marketing media communicatie trends

Nieuw rapport: media-industrie verliest miljarden aan online advertentiefraude

Volgens het rapport 'State of the digital ad fraude (Q2)' loopt de advertentiezwendel 'uit de hand' door het inzetten van nepsites.

MEDIA 26 MAY 2018 MAARTEN HAFKAMP





TRUST IS BASED ON TRANSPARENCY AND TRIAL & ERROR: EXPERIENCE

What is trust actually?

It is a strange concept... a process of trial and error. We all know how it feels to have misplaced our trust in somebody. And how it can lead to so much misery: divorce, the sack, wars, accidents, a dog bite, and so on.

How do people determine whether something or somebody is reliable? And is this changing? It is not for nothing that small children start their lives very shy and cautious. But also very curious and experimental. They learn to trust by experience.

New technology is making it even more difficult to tell real and fake apart... How do we protect ourselves against the abuse of our trust? And how important is trust for brands?

A close-up photograph of Barack Obama, looking slightly to the right with a serious expression. He is wearing a dark suit, a white shirt, and a patterned tie.

TECHNOLOGY: THREAT OR OPPORTUNITY?

Video manipulation and telephoning robots

A [video](https://youtu.be/cQ54GDm1eL0) (https://youtu.be/cQ54GDm1eL0) in which Barack Obama says what he would never say: with the new technology, it is possible to get world leaders to declare war on each other. In the future, video images that cannot be distinguished from the real thing will make it even more difficult to assess whether something is real or not. Parties that can guarantee authenticity will become more and more important.

[Google Duplex](https://youtu.be/bd1mEm2Fy08) (https://youtu.be/bd1mEm2Fy08) is an Assistant that sounds like a human being, including pauses for thought and saliva noises. Nowadays you could be phoned by a computer and you wouldn't even know it. These are confusing times in which fact-checking is becoming more and more important and new ethical/moral issues are emerging.

RESEARCH INTO TRUST

Trust diminishing

Trust in government organizations, the business sector, the media and NGOs has been diminishing all over the world (source: Edelman Trust Barometer) since the recession in 2008. With the rise of populism and cries of 'Fake News', it is time to look more deeply into our trust in the media and important trends in this area in the Netherlands.

Three studies into trust in the Netherlands

In 2017 and 2018, we performed a series of studies to define 'trust'. Last year, we started a consumer survey among 1,000 Dutch people. We asked about the extent to which Dutch people trust politicians, the media and businesses and whether that has increased or diminished. We also analyzed the data from BAV (Y&R's BrandAsset Valuator, a brand management tool and global database of consumer perceptions of brands) for this survey.

Unconscious impact of trust on advertising effects

Because trust mainly has an unconscious component, we used an Implicit Association Test (IAT) to measure the impact of trust in the media on the effects of advertising in those media. This relates to the reaction speed of the respondent, where associations and the strength of those associations can be measured.

1,203 respondents viewed an advertisement in an online or offline environment. We then studied their unconscious associations. We also compared subscribers and non-subscribers.

2,398 respondents viewed advertisements on different online advertisement platforms. We then measured their unconscious brand associations. We took the visit frequency, the perceived trust of the advertisement platform and the extent to which people are trustful by nature into account.

RESEARCH DESIGN | PART 1 (MAY 2017)



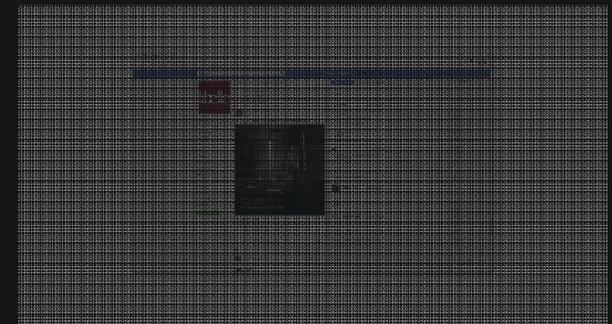
Trust in the Netherlands

In an online survey, 1,000 Dutch people (M/F 15-65) were asked about their trust in partners, media, politicians and companies. Part of the questionnaire focused specifically on the function of magazines (<https://bit.ly/2QkQlh2>). Fieldwork: May 2017. Separately BAV data was also analyzed.



Print versus online

1,203 respondents viewed an advertisement in an online or offline environment. We then studied their unconscious associations. We also compared subscribers and non-subscribers.



Perceived trust

2,398 respondents viewed advertisements on different online advertisement platforms. We then measured their unconscious brand associations. We took the visit frequency, the perceived trust of the advertisement platform and the extent to which people are trustful by nature into account.

A photograph of a man and a woman in bed, kissing. The man is on the right, wearing a white t-shirt, and the woman is on the left. The image is dimly lit, with the couple's faces and hands being the primary focus. The background is dark, suggesting a bedroom setting.

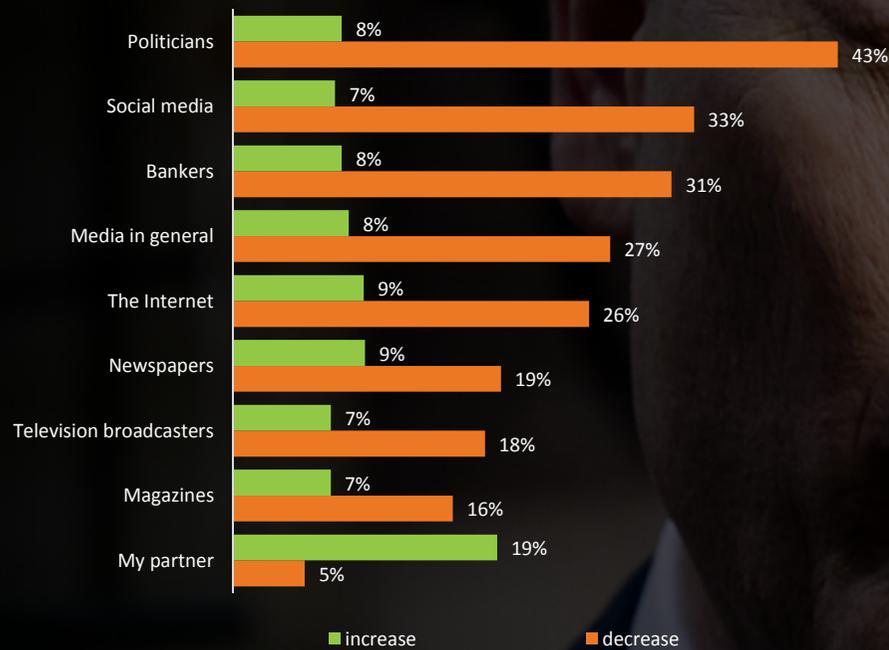
71% OF PEOPLE TRUST THEIR PARTNERS

Dutch people trust their partners the most. That is romantic and good news but perhaps also not so surprising... Trust needs to grow, as shown by the fact that young people distrust their partners more than elderly people. The older the person, the deeper the trust.

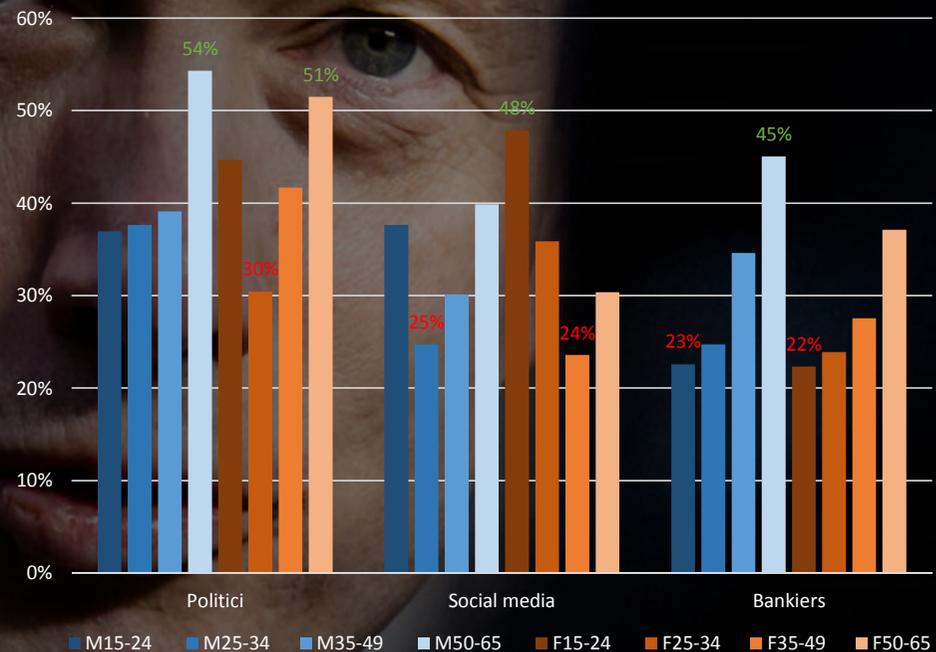
TRUST IN POLITICIANS, SOCIAL MEDIA AND BANKERS HAS DIMINISHED THE MOST

Less trust in politicians and bankers mainly among the older age group (aged 50 to 65). Young people say they distrust social media more often, mainly young women.

Decrease or increase in trust (total sample 15-65)



Decrease in trust per group

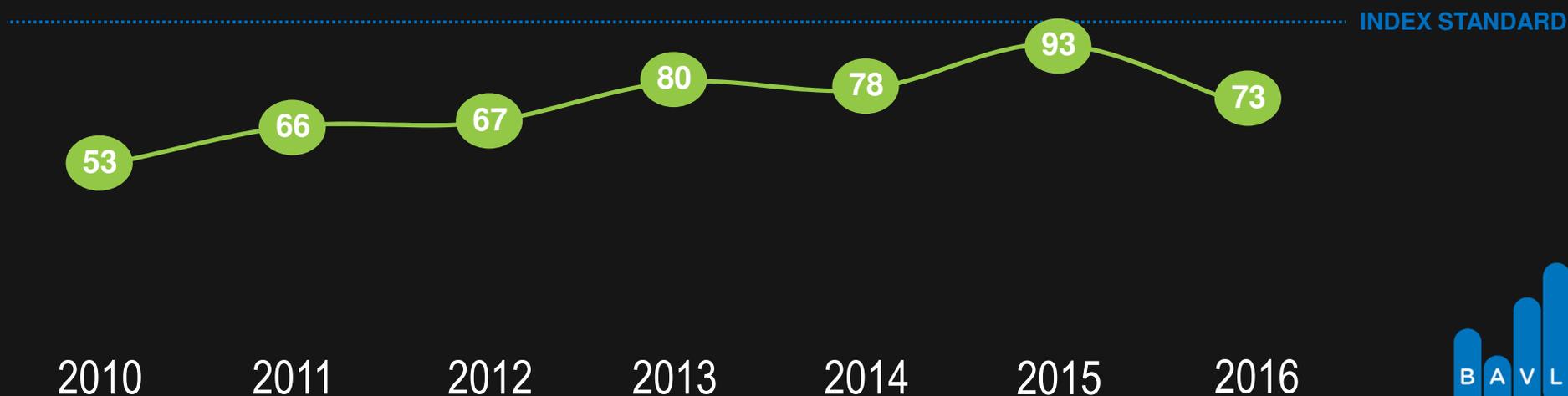


TRUSTED BRANDS TRUSTED ADS | 2017/2018

Q: To what extent has your trust in the following people, parties and media changed in the past few years?

SOCIAL MEDIA ARE NOT TRUSTED BY DUTCH CONSUMERS

Since 2010, people's trust in social media has been under the index standard of 100*, despite the upward trend up to 2015. In 2016, there was a clear decrease in people's trust in social media.



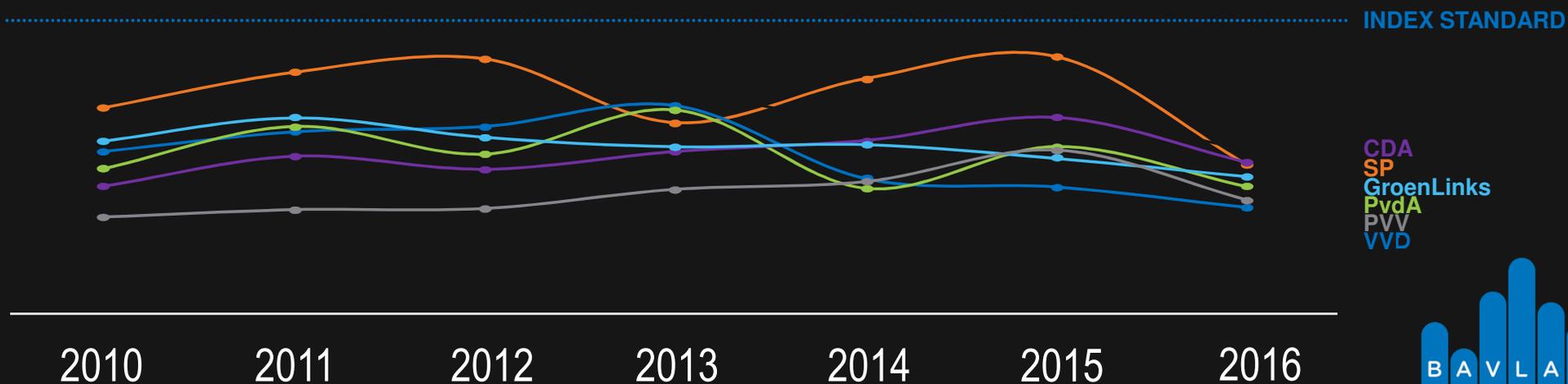
BAV. Base: The Netherlands | 2010-2016 | Total population (18+)

Index standard: the annual relative development of brands in proportion to all measured brands in the Netherlands



TRUST IN POLITICS IS HISTORICALLY LOW

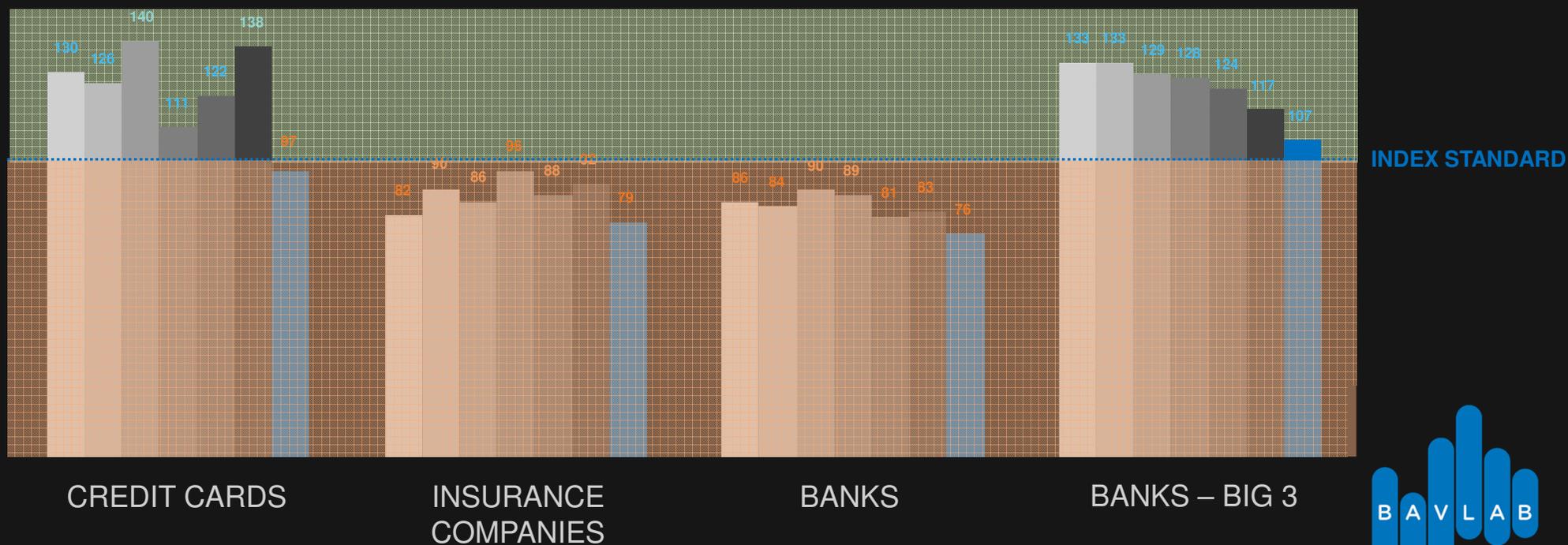
...and this applies to all the major political parties.



BAV. Base: The Netherlands | 2010-2016 | Total population (18+)

THE FINANCIAL MARKET ALSO HAS A PROBLEM WITH TRUST

The big 3 Dutch banks (ABN AMRO, ING, Rabobank) all have a permanently diminishing trend.



RELIABILITY AND TRUST

When we ask people to tell us the extent to which they find particular people, parties and **media** reliable, **social media generally** scores **the** lowest. Bankers and politicians also score badly when it comes to reliability. What is striking here is that young men and women (aged 15 to 24) find bankers and politicians more reliable than older age groups do.

The BAV survey also shows that people's trust in **social media, political parties and banks** is **less**: since 2010, trust in these entities has been under the index standard of 100*.

When we zoom in on this, we see that it is **mainly young people** who trust social media less, especially young women. **In terms of trust, bankers and politicians** have suffered the most damage in the **older** age groups.

* Index standard: the annual relative development of brands in proportion to all measured brands in the Netherlands

Social Media

19% TRUST

SOCIAL MEDIA

What is striking here is that the more experience users have with social media, the more cautious they are... This is related to 'media wisdom'... Elderly people trust social media more than young people. It seems as if elderly people are slightly more naive and have had fewer negative experiences than young people.

YouTube

Pinterest

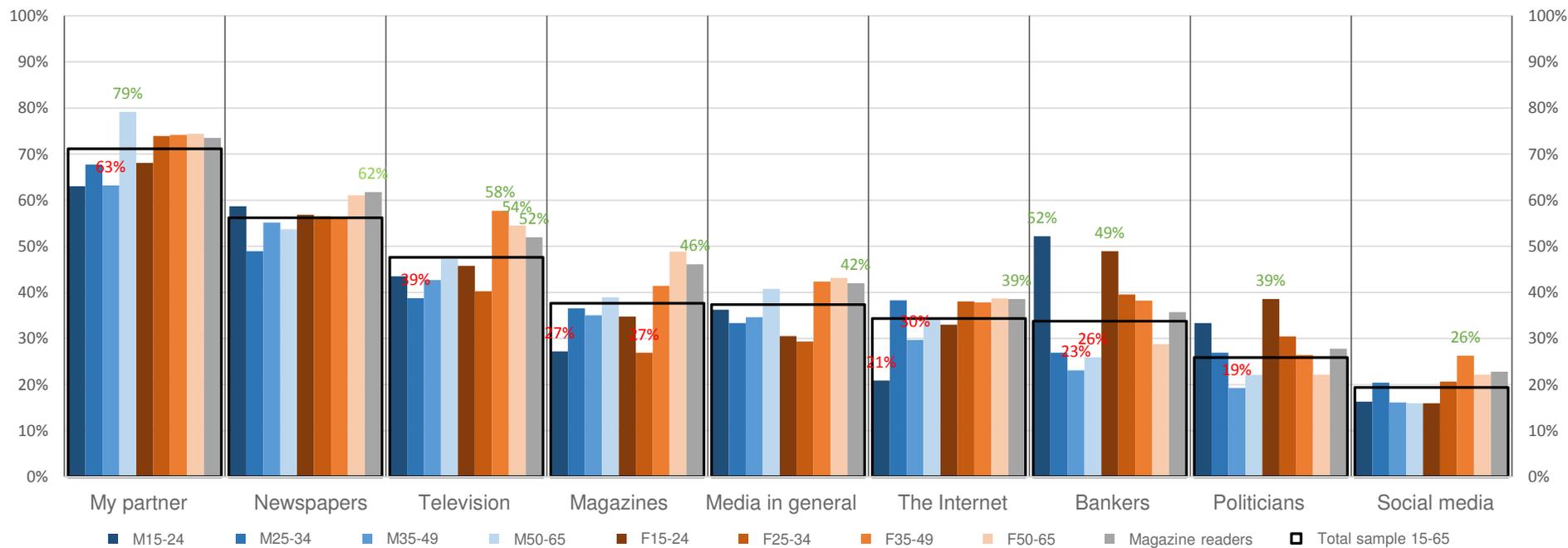
LinkedIn

THE OLDER PEOPLE ARE, THE MORE THEY TRUST TRADITIONAL MEDIA

Newspapers are regarded as the most reliable media. Social media score the lowest.

Politicians also have low reliability, particularly among men from the age of 35. Women usually trust politicians more.

To what extent do you think the following people, parties and media are generally reliable?



60% OF PEOPLE DO NOT

IMMEDIATELY TRUST THE NEWS

Even when it involves reports on news sites or apps, more than 60% of people do not believe that they can be trusted automatically.

Geert Wilders 
@geertwilderspvv Volgen

De islam rukt op in Nederland.

#deislamiseren #stopislam

SCPonderzoek @SCPonderzoek

23:03 - 7 jun. 2018

Marc Knoop @marc_knoop · 9 jun.
Als antwoord op @geertwilderspvv

Islam is terreur.

Paul @zwerling · 9 jun.
Als antwoord op @geertwilderspvv

zonder geloof zaten de gekkenhuizen al lang vol. goldt tot voor kort ook voor Christenen...

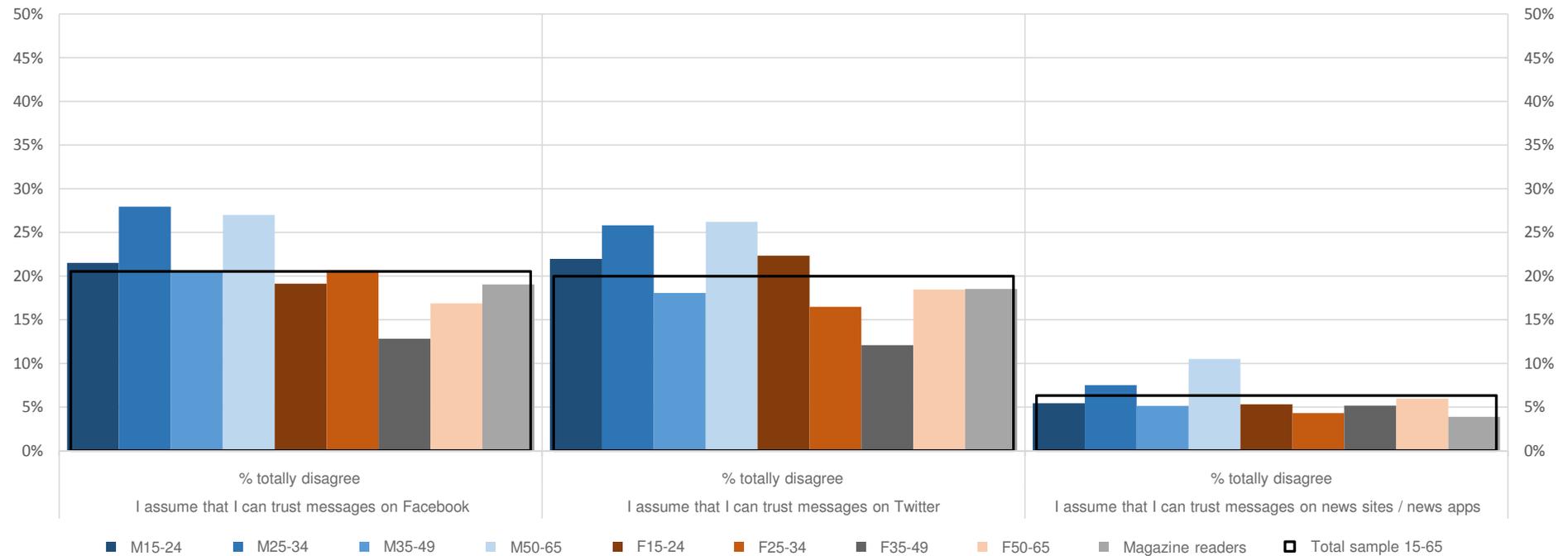
Hans Kyno @HansKyno · 8 jun.
Als antwoord op @geertwilderspvv

Geert Wilders 
@geertwilderspvv
Voorzitter Tweede Kamerfractie Partij voor de Vrijheid (PVV). Chairman Party for Freedom (PVV). Member of Parliament, Netherlands.

© 2018 Twitter Over Helpcentrum
Voorwaarden Privacybeleid Cookies
Advertentie-informatie

ONLY 6% OF PEOPLE ARE EXPLICITLY CRITICAL OF THE RELIABILITY OF NEWS SITES AND NEWS APPS

We would like to present a number of statements about trust to you. Can you indicate the extent to which you disagree with them?



50% CHECK THE SOURCE

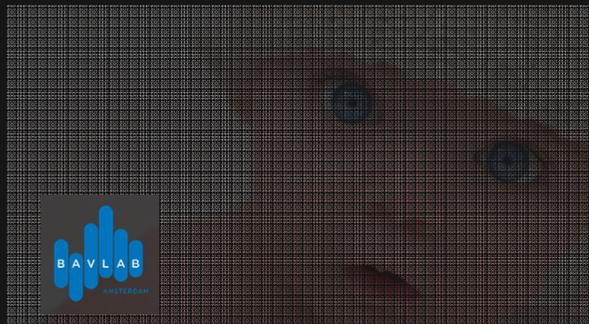
50% of Dutch people check the source of a news report... who sent it?



PEOPLE ARE CRITICAL

Dutch people are critical and don't trust reports published in the media or by companies as much as they did in the past... What does that mean for advertisers? Does advertising in a medium that is perceived as reliable really have more effect than advertising in an environment that is perceived as less reliable?

RESEARCH DESIGN | PART 2 (DECEMBER 2017)



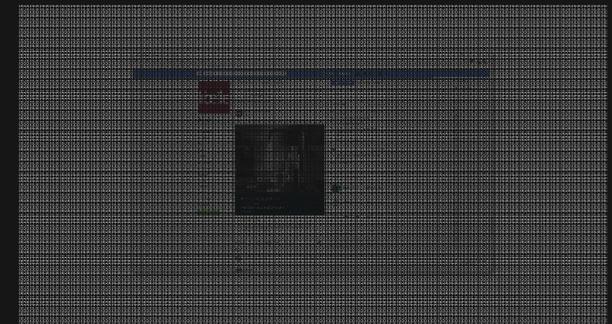
Trust in the Netherlands

In an online survey, 1,000 Dutch people were asked about their trust in partners, media, politicians and companies. Part of the questionnaire focused specifically on the function of magazines. Separately the BAV data was also analyzed.



Print versus online

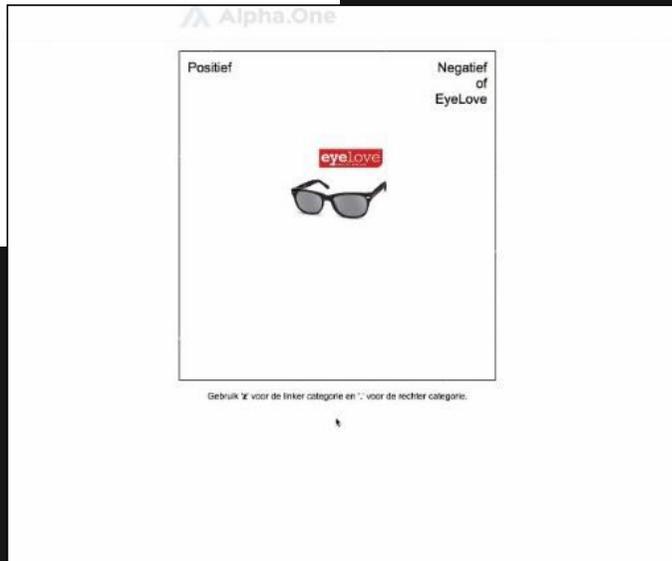
1,203 respondents viewed an advertisement in an online OR offline environment. We then studied their unconscious associations. We also compared subscribers and non-subscribers. Based on the first study, the hypothesis was that advertising in online environments is regarded as less reliable than in an offline environment.



Perceived trust

2,398 respondents viewed advertisements on different online advertisement platforms. We then measured their unconscious brand associations. We took the visit frequency, the perceived trust of the advertisement platform and the extent to which people are trustful by nature into account.

METHOD



The Implicit Association Test

The IAT was developed to measure unconscious preferences. Needless to say, this can be done using a questionnaire. The disadvantage of a questionnaire, however, is that people are usually not consciously aware of their preferences. The result is that they make a choice and then rationalize that choice. That is why a test has been developed to ask people for their preferences and opinions without them being aware of it.

Test design

During the test, respondents are asked to put words or images in sequence in positive and negative categories. Words appear on a screen and the respondent must press 1 or 2 buttons before the image disappears. The words that are used are always 100% positive (luck, happy) or negative (anger, fear). In the meantime, images or logos are displayed that must be placed in the positive or negative category. The speed at which respondents do this is an important factor. The faster they do it, the stronger their association (positive or negative) with the words.

RESEARCH QUESTIONS

Research questions for study print versus online

1. What is the effect of print versus digital advertising on the purchasing intention, brand preference and perceived trust of a brand?
2. What is the difference in advertising effect between frequent readers and infrequent readers of a title? And is there a difference between branded and non-branded Facebook pages?

Measured variables

Besides the IAT, in a questionnaire we asked people for their explicit opinion:

Purchasing intention: “What are the chances that you will buy this product in the future?”

Perceived trust: “In your opinion, how reliable is the brand?”

Reading frequency: “How many issues of the following magazines do you usually read?”

The experiment

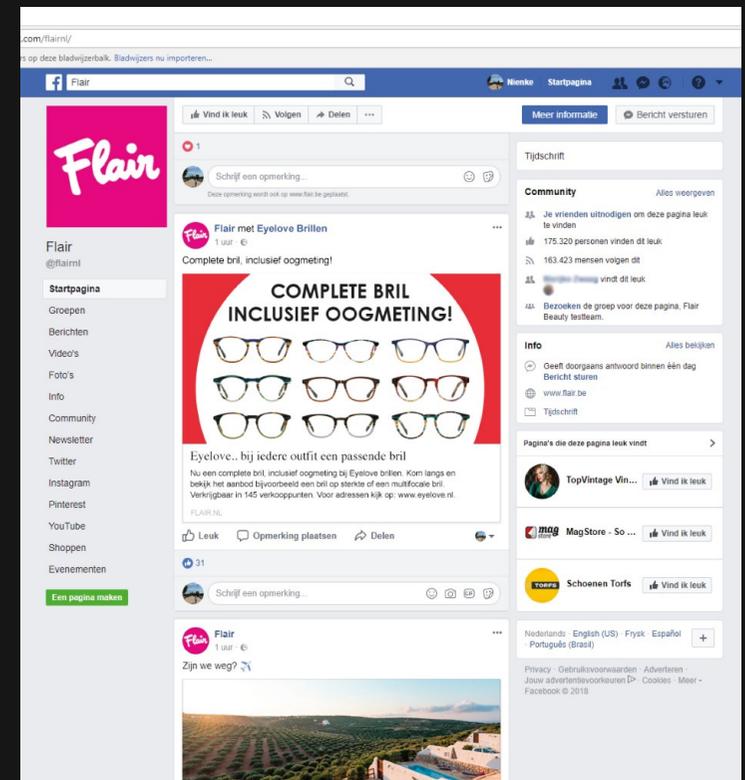
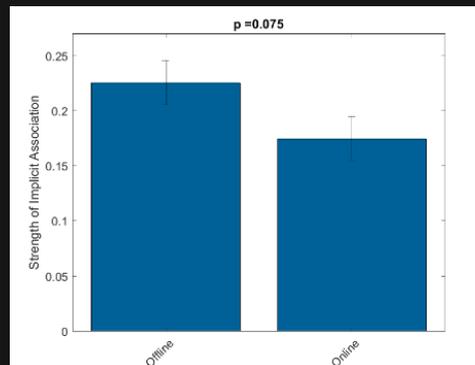
1,203 participants viewed an advertisement (from the brands Eyelove, VakantieXperts or Quooker) that was placed in an online (website) or offline (magazine) environment (from Sanoma's media brands Flair, Libelle or vtwomen). The IAT test was then performed, where the brand preference was also measured.

Analysis

The following groups were compared to each other in this study:

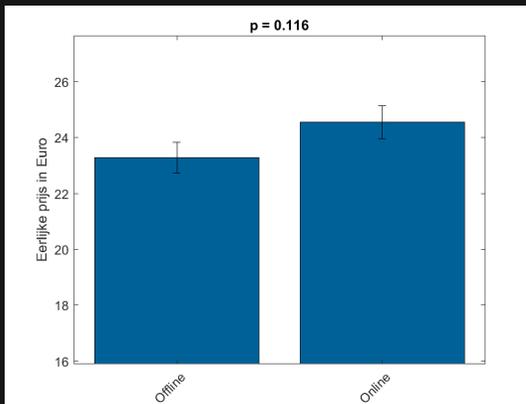
- Online versus offline advertising
- Frequent readers versus infrequent readers
- Advertising on branded Facebook pages versus non-branded Facebook pages

BRAND PREFERENCE IS HIGHER IN A PRINT ENVIRONMENT



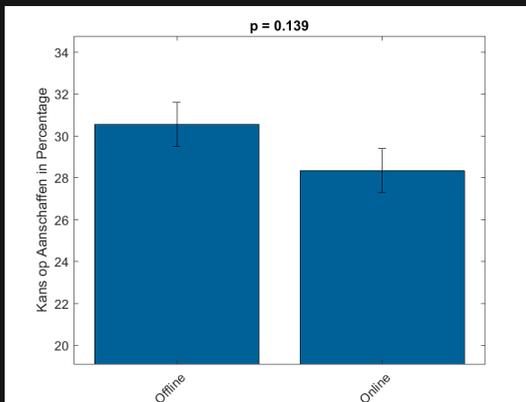
IAT performed by Alpha.One 2018

PURCHASING INTENTION AND TRUST ARE ALSO HIGHER IN A PRINT ENVIRONMENT...

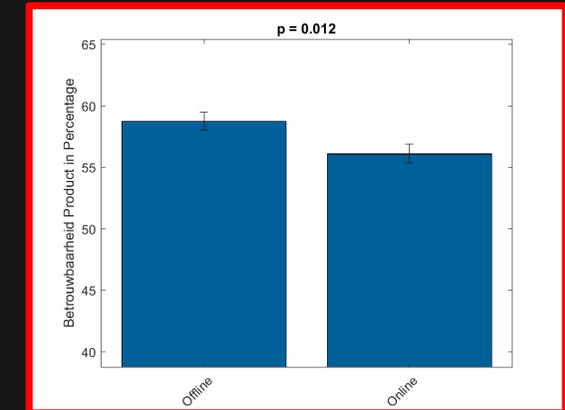
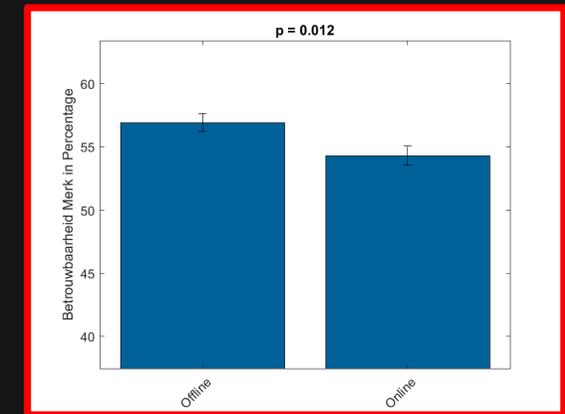


When we focus on the reliability of the brand/product, we see a significant difference between offline and online, where a product is rated higher after the offline prime. We see the same trend when we focus on the chance of people purchasing the product. However, when determining the true price we see that people rate it higher after the online prime.

This suggests that brands are rated as more reliable when they are presented in an offline environment, but that they are rated as more expensive when presented in an online environment.

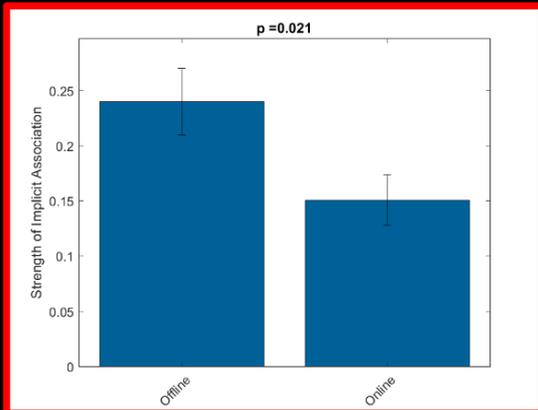


Offline suggests reliability, online suggests a more expensive product.



(The red outlined graphs show a significant effect)

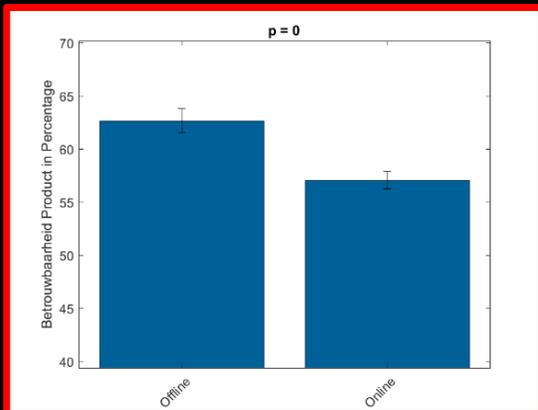
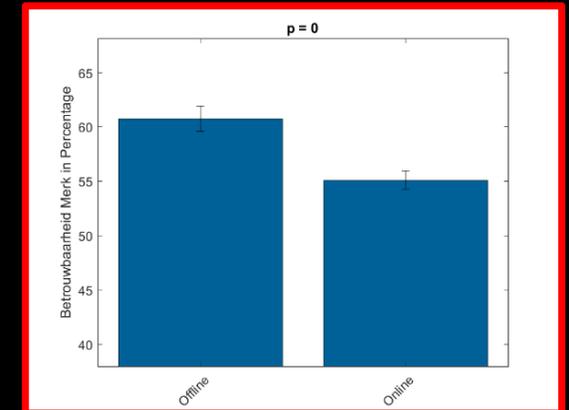
...AND THIS APPLIES EVEN MORE TO LOYAL SUBSCRIBERS



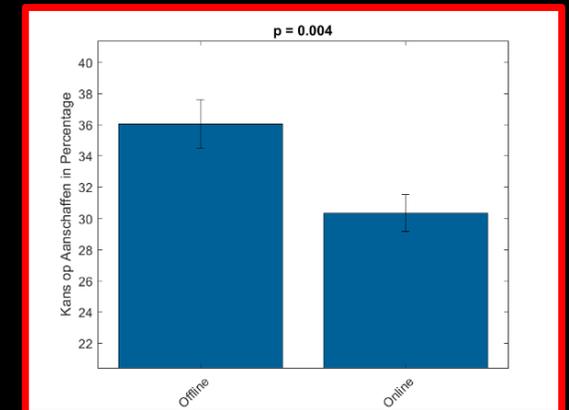
Brand preference, purchasing intention and reliability of the brand and product are significantly higher for print versus digital when we focus on loyal readers of the magazine/platform.

Readers display 6% higher purchasing intention for print advertisements than online advertisements. The results of the study are very reliable given the low p-values.

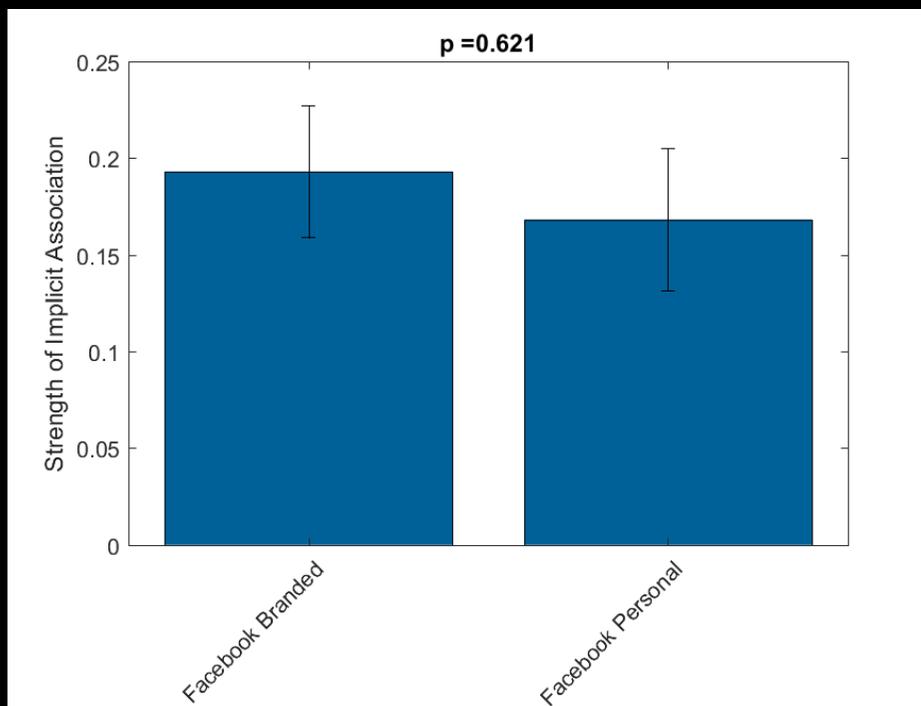
These results suggest that advertisements in a magazine have a strong effect on loyal readers.



(The red outlined graphs show a significant effect)



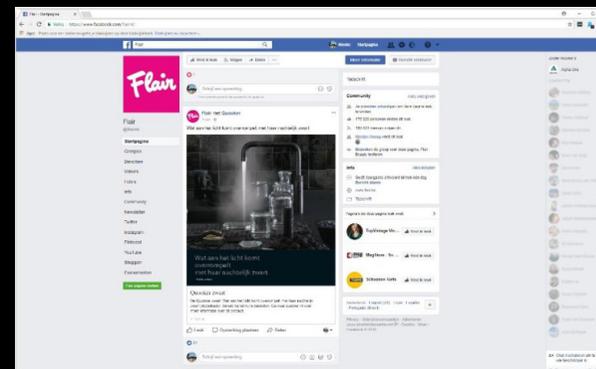
BRANDED FACEBOOK PAGE NOT MORE EFFECTIVE



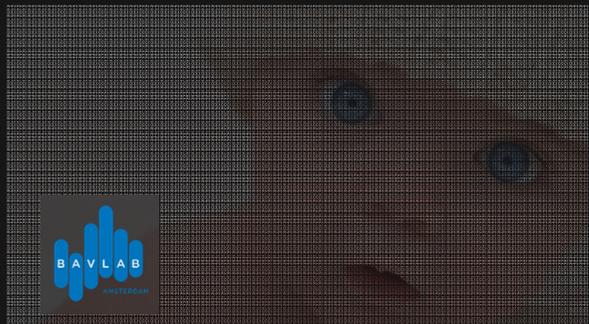
Branded Facebook vs non-branded

We had expected that a Facebook page, branded with a as reliable perceived media brand, would deliver greater advertising effects than to a stand-alone sponsored message on Facebook. However, there are no significant differences found.

(At the end of 2018 Sanoma will carry out a 'real-life experiment' on Facebook to gain more insight into this.)



RESEARCH DESIGN | PART 3 (JUNE 2018)



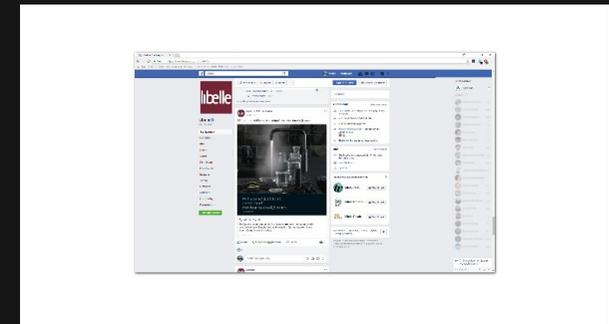
Trust in the Netherlands

In an online survey, 1,000 Dutch people were asked about their trust in partners, media, politicians and companies. Part of the questionnaire focused specifically on the function of magazines. Separately the BAV data was also analyzed.



Print versus online

1,203 respondents viewed an advertisement in an online or offline environment. We then studied their unconscious associations. We also compared subscribers and non-subscribers.



Perceived trust

2,398 respondents viewed advertisements on different online platforms. After that, the unconscious brand associations were measured. Visit frequency, perceived trust of the advertising platform and the extent to which people are already trustful are taken into account.

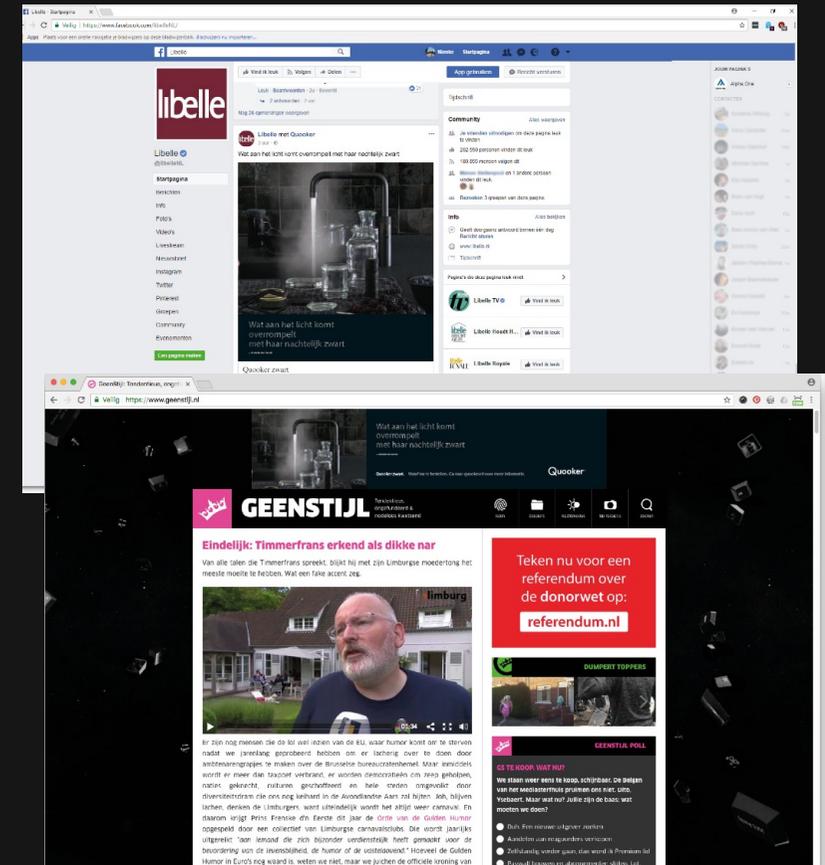
IAT METHOD

Respondents in this study were first shown a 'prime': a Quooker, Eyelove or VakantieXperts advertisement, placed in different online environments.

Respondents then did an IAT in which they cluster brand-related words or images with 'positive' or 'negative' words. The faster people categorize a brand as positive, the higher their preference for that brand.

Respondents were then asked to take part in a survey to determine how trustful they are in general and how often they visit particular websites.

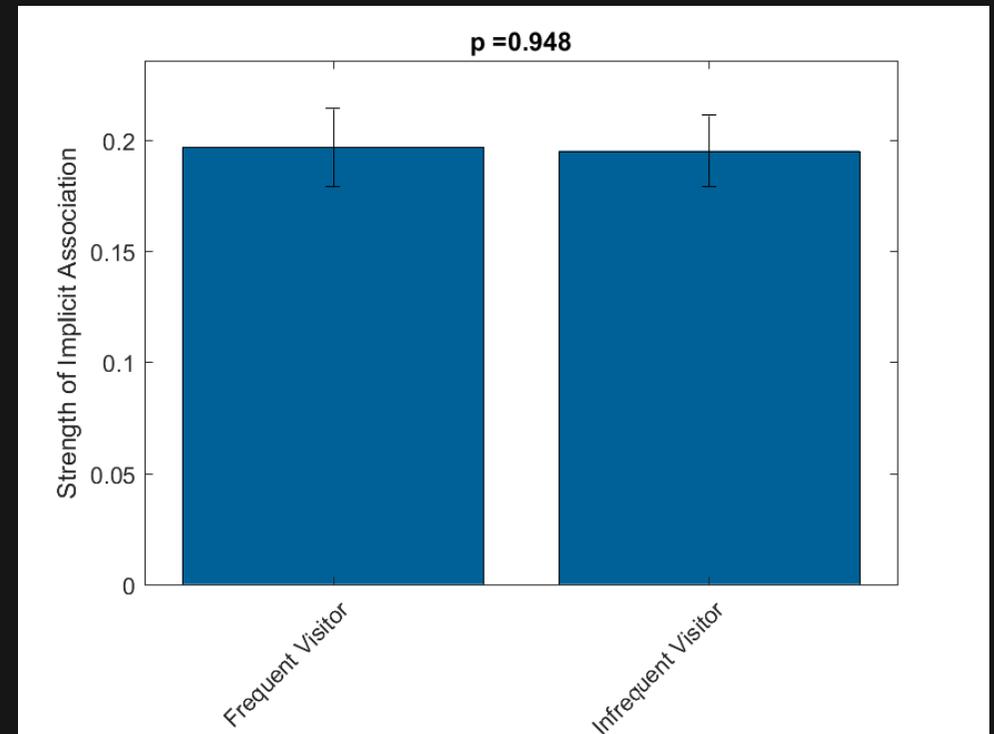
With this study, we measure whether greater familiarity or reliability of a platform influences the effectiveness of the advertisement, as measured with an IAT.



IMPACT OF A KNOWN, FREQUENTLY VISITED ENVIRONMENT

Does an advertisement on a frequently-visited platform have more impact?

The effectiveness of advertisements displayed on frequently visited websites is not significantly higher.



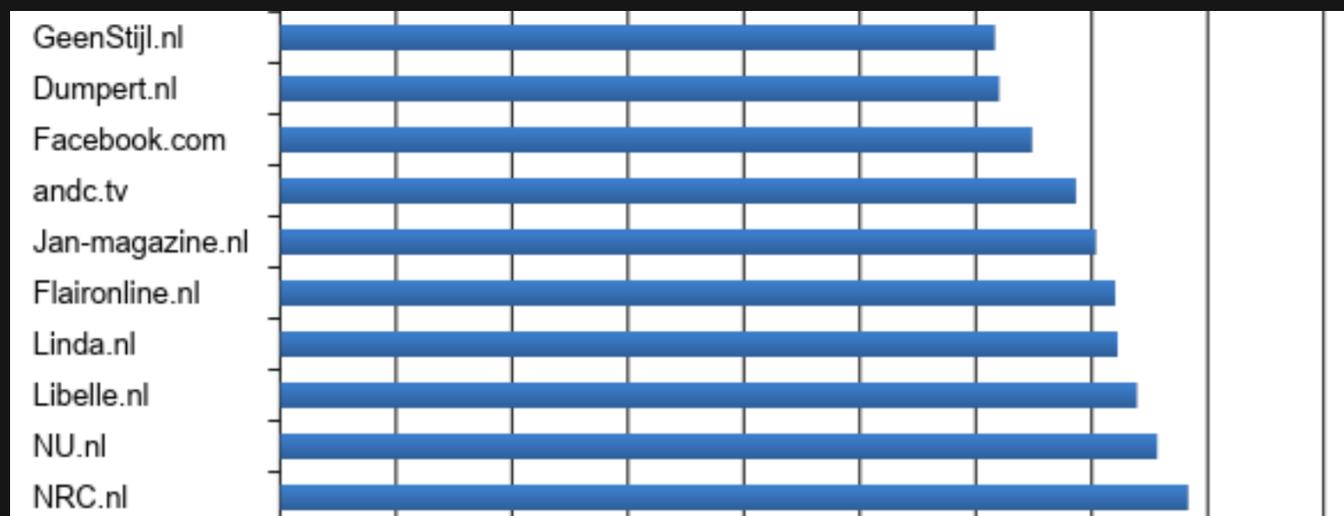
EXTENT OF TRUST PER PLATFORM

Least reliable websites:

Geenstijl
Dumpert
Facebook

Most reliable websites:

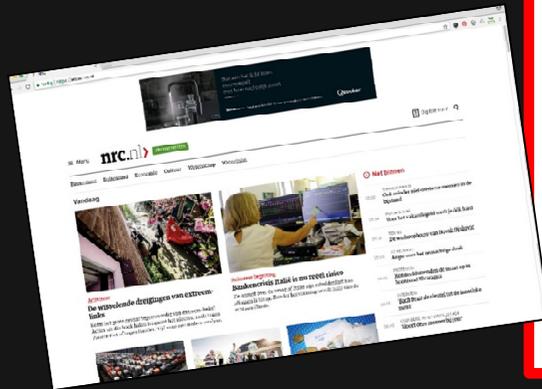
NRC
NU.nl
Libelle



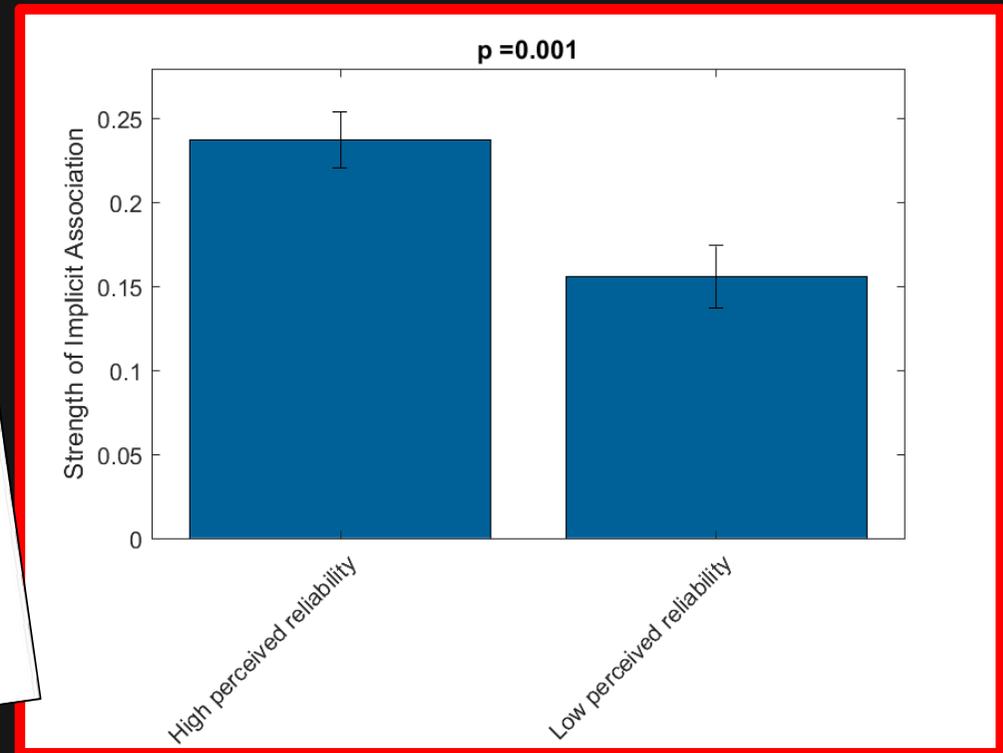
IMPACT OF PERCEIVED TRUST IN THE PLATFORM

Is the effect of advertisements on a platform perceived as reliable greater than on platforms perceived as unreliable?

Advertising on websites that are regarded as very reliable scores higher in terms of brand preference in the IAT.



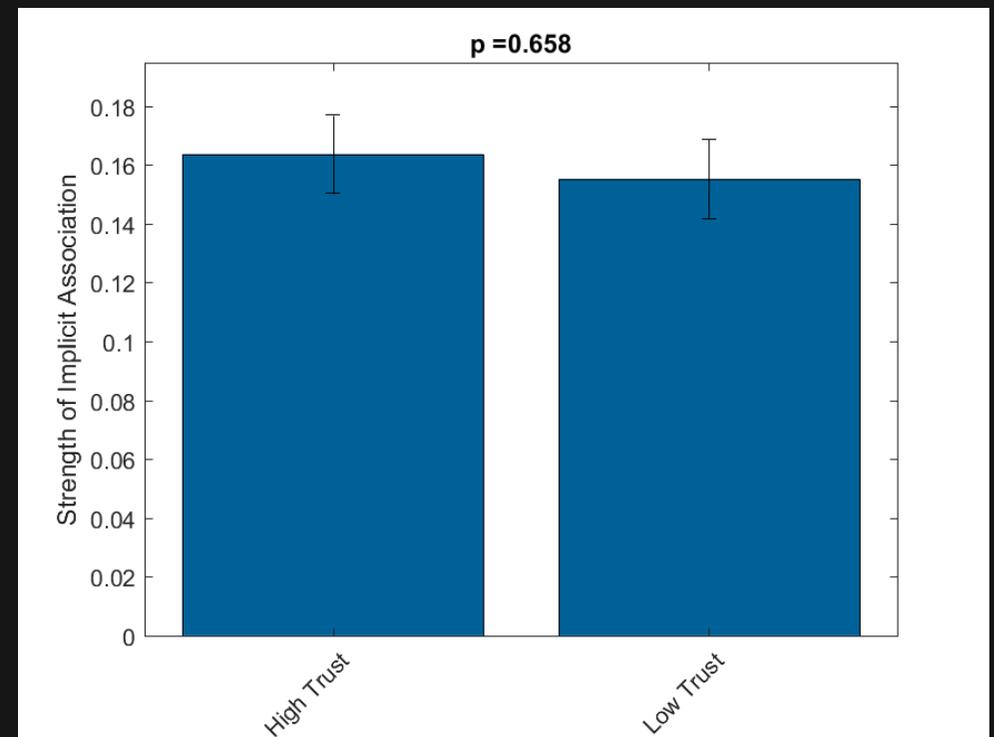
(The red outlined graphs show a significant effect)



IMPACT OF THE EXTENT OF GENERAL TRUST

Does the extent in which people are generally trustful, or are basically distrustful, have an influence on the advertising effects?

There is no significant difference in the effect of advertising on people who are trustful versus distrustful.



TRUST IS IMPORTANT FOR EFFECTIVE ADVERTISING

What do these studies teach us?

1. Over the past few years, Dutch people have become less trustful and they worry more about fake news
2. The majority check the source of content and news
3. The extent to which a platform is experienced as reliable has a magnifying impact on the brand preference of the advertiser in that environment
4. Advertisements that are displayed in a reliable environment on average have more effect (brand preference, purchasing intention)
5. In this context, frequently visited websites are not automatically perceived as being more reliable
6. The print environment scores better than an online environment for an advertisement, mainly among loyal readers

TRUSTED BRANDS, TRUSTED ADS

Recommendations

What recommendations can we formulate from the remarkable and convincing results of this research? It is clear that trust in media platforms is an important factor for the success of advertising on these platforms. So take the perceived trust in an advertising platform that audiences have into consideration in media planning & whitelisting.

The role of positive experiences

Also remember that trust grows through trial & error. Create positive experiences with the brand to win trust. This applies to both publishers and advertisers.

Make use of reliable brands as this has a clear effect!

TRUSTED BRANDS TRUSTED ADS

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