

MANAGING TRUST

Wie
Vertrauensmanagement
Krisen in Chancen
verwandelt

ECR Tag - November 2020

currycom ©



Edelman



Christian Krpoun, founder & CEO of currycom communications

Communications professional with interdisciplinary consulting competence for large companies, institutions, NGOs, associations and executives.



Maurice Selg, Senior Vice President- Edelman Intelligence Germany

In charge of the Trust insight unit helping organisations measure and build their Trust Capital across internal and external stakeholder groups.

***Befinden wir uns in
einer Vertrauenskrise?***

PANDEMIC



POPULISM



Donald J. Trump 
@realDonaldTrump

Follow 

FAKE NEWS - THE ENEMY OF THE PEOPLE!

9:08 PM - 6 Dec 2018

39,495 Retweets 145,622 Likes



 52K

 39K

 146K



CLIMATE CRISIS



CHANGING VALUES

BLACK LIVES MATTER

SOCIAL MEDIA OVERLOAD



TERROR



WAS IST VERTRAUEN?

Vertrauen ist die Summe
der gehaltenen
Versprechen.

Edelman Trust Barometer 2020



HIGH TRUST INEQUALITY

Trust Index

16-market average

Average of trust in 4 institutions:
Government, Media, Business and
NGOs

- Informed Public
- Mass Population



BRAND TRUST

AMID SEISMIC
SHOCKS,
TRUST NOW

MAKE OR
BREAK



BUYING ON BELIEF BECOMES THE NEW NORMAL

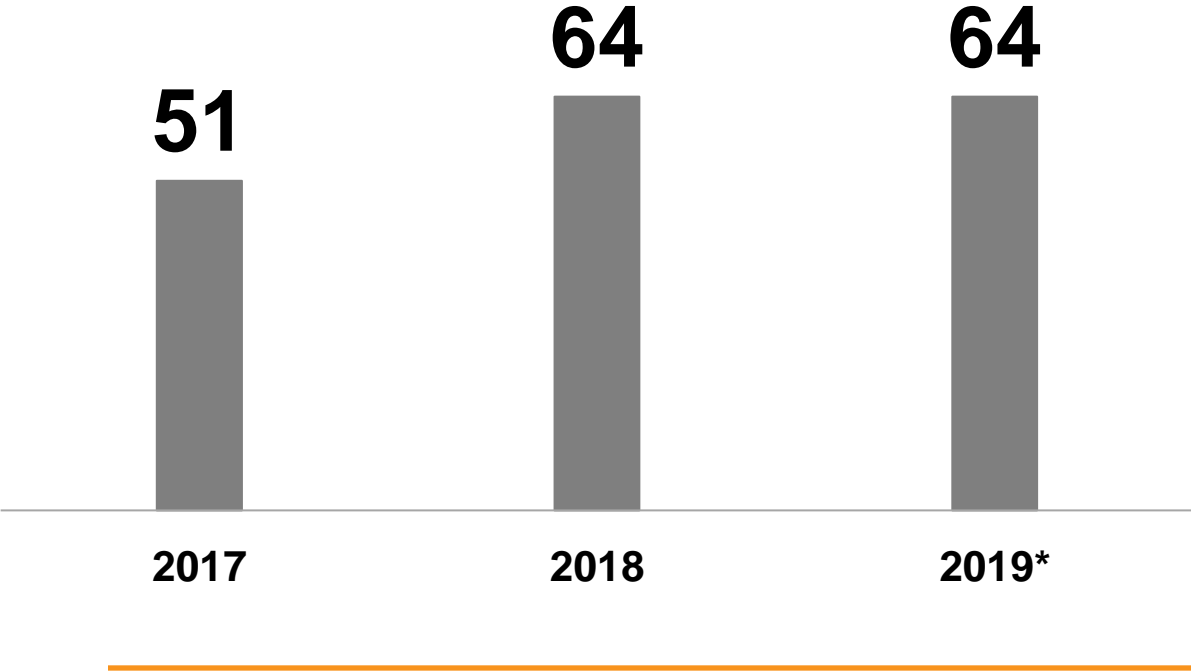
Percent who choose, switch, avoid or boycott a brand based on its stand on societal issues

Brand Democracy

I believe brands can be a powerful force for change.

I expect them to represent me and solve societal problems.

My wallet is my vote.



2019 Edelman Trust Barometer Special Report: In Brands We Trust? Q104. Overall. When it comes to brands that you will or will not buy or use, categorize each of the following attributes based on whether it is a critical deal breaker, important to have, or merely a nice to have. 3-point scale; top 2 box, important. General population, 8-mkt avg.

*2019 Edelman Trust Barometer Special Report: In Brands We Trust? Mobile Survey. Belief-driven buying segments. General population, 8-mkt avg.

SOLVING PROBLEMS BIG AND SMALL MATTERS MOST FOR BRANDS TODAY

Percent who rate each as very or extremely important for brands to earn or keep their trust

Solve my problems

85% net

Solve society's problems

80% net

Enrich my life

73% net

A photograph of a woman with curly hair hugging a child with curly hair. The woman is wearing a dark jacket and has her eyes closed, smiling. The child is wearing a dark jacket. The background is slightly blurred, showing an outdoor setting. The image is overlaid with a blue and teal geometric design on the left side.

TRUST UNLOCKS DEEPER, MORE RESILIENT RELATIONSHIPS

TRUST IS BUSINESS CRITICAL



Consideration
4x more consideration



Price Premium
8x more likely to pay a price premium



Advocacy
5x more people will advocate for you



Engagement
7x more people will engage with you in fighting for a cause

TRUST MAKES YOUR BRAND WORK HARDER FOR YOUR BUSINESS AT EVERY STEP OF THE RELATIONSHIP



Purchase
14% more purchasing



Loyalty
6x more people will only buy you, not others



Resilience
6x more people will stick with you if something goes wrong



Targeting
5x more people will give you the right to use their data

TRUST SECOND ONLY TO PRICE FOR PURCHASE AND LOYALTY

Percent who say they **focus most on** each brand attribute

Brand attributes that are most top of mind when deciding whether to...	buy a new brand	become a loyal customer
Its price and affordability	64	63
Whether you trust the company that owns the brand <i>or</i> brand that makes the product	53	49
The reputation of the brand	48	42
Whether you trust the product to perform well and do everything you need it to do	43	45
How well it treats its customers	41	42
How easy it is to find and buy the brand	38	39
How well it treats the environment	37	37
If they get the ingredients and materials they use locally, sustainably and ethically	31	29
How well it treats its employees	27	29

PEOPLE BUYING OR BOYCOTTING BRANDS OVER THEIR RESPONSE TO THE PANDEMIC

Percent who agree, and change from April to June 2020

I have recently **started using a new brand** because of the innovative or compassionate way they have responded to the virus outbreak

44%



Change,
Apr 2020 to
Jun 2020

I have convinced other people to **stop using a brand** that I felt was not acting appropriately in response to the pandemic

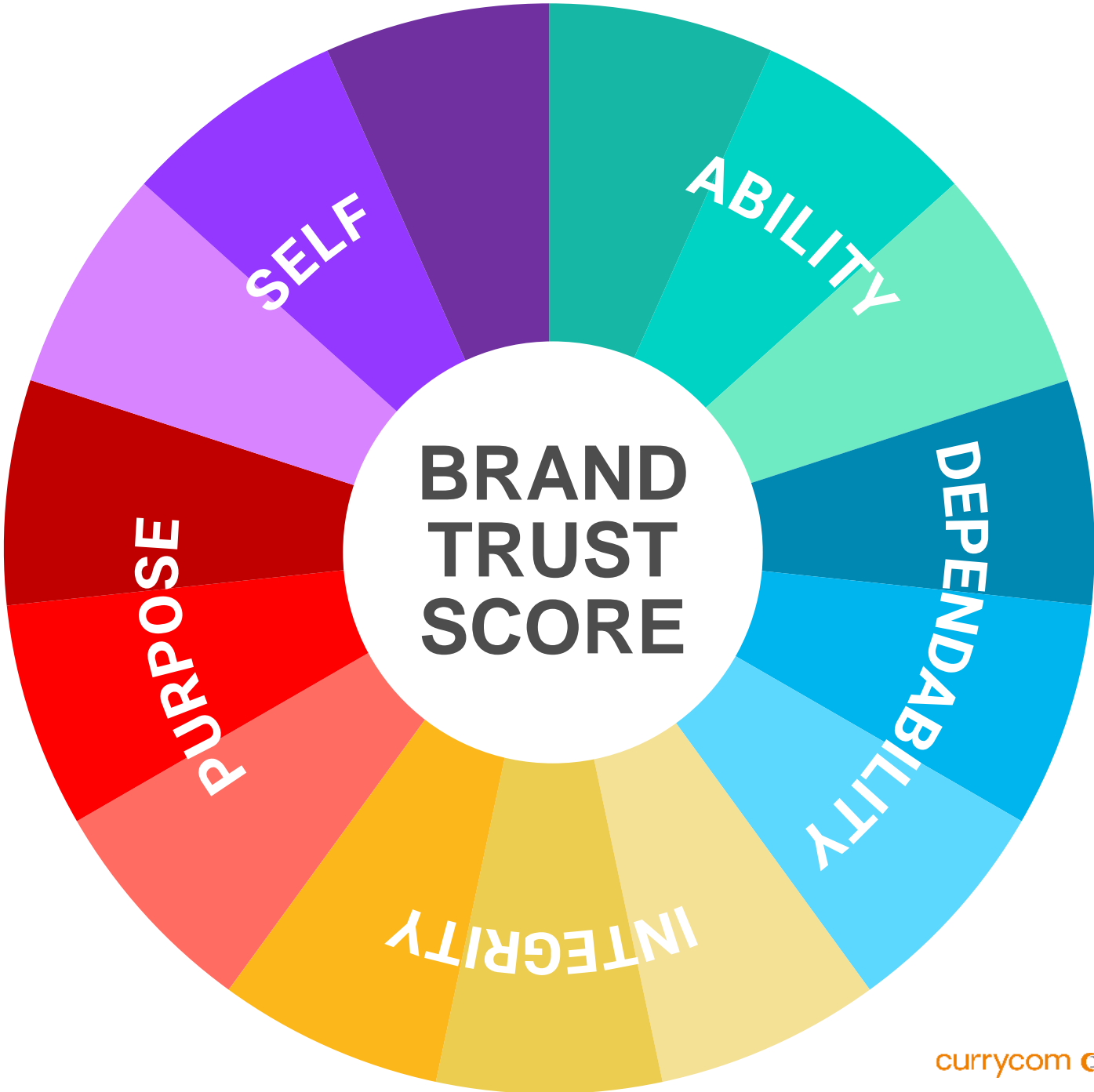
40%



Change,
Apr 2020 to
Jun 2020

DIMENSIONS OF BRAND TRUST

Unlock the power of trust using a framework of **5 key dimensions** to build an actionable roadmap for your brand.



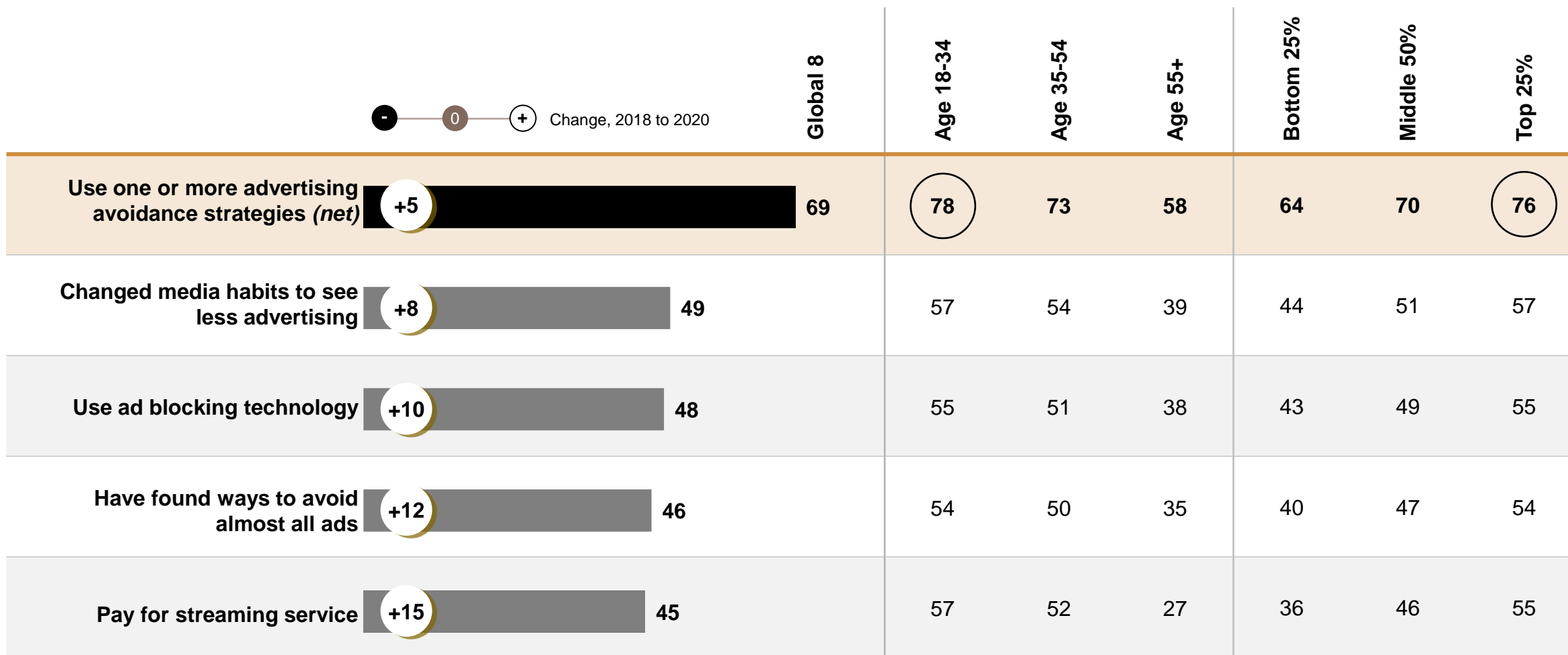


**It's not that
simple.**

**Trust is earned,
not bought.**

NEARLY 7 IN 10 AVOIDING ADVERTISING

Percent who agree



2020 Edelman Trust Barometer Special Report: Brand Trust. Q70. Please indicate how much you agree or disagree with the following statements. 9-point scale; top 4 box, agree. General population, 8-mkt avg, and by age and income. Advertising avoidance is a net of codes 9, 10, 11, and 12.

GREAT EXPECTATIONS TOWARD BRANDS

BRANDS MUST...

**TALK ABOUT
SOLUTIONS**

**DO MORE TO
INFORM**

**BACK UP WORDS
WITH ACTIONS**

Time to act

**Die Menschen
erwarten von
Marken, dass sie
etwas tun.**



#1

**Ohne das Analoge ist alles
Digitale nichts.**

#2

Wir hören zu, wenn etwas für uns bedeutsam ist.

#3

**Vertrauen wird zur einzig
relevanten Währung – denn:
Vertrauen ist ansteckend,
Vertrauensverlust umso mehr!**

AM BEISPIEL IKEA

Gelebte Nachhaltigkeit.

Zeigen Sie **Verantwortung.**

Kommunizieren sie **aktiv.**

Fokussieren Sie nicht auf Umsätze, sondern auf **Lösungen.**

DO. SAY. ADVOCATE.

Take a stand.

MANAGING TRUST

© COPYRIGHT currycom & Edelman
Intelligence

currycom ©



Edelman