

KANTAR

TRUST MATTERS

How trust amplifies TV ads

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INTRODUCTION

In the intricate dance of commerce between brands and consumers, the role of trust in advertising takes centre stage, especially amid the landscape of conscious consumerism where careful consideration is placed on the values and worth underlying purchases.

As consumers part with their hard-earned money, the significance of trust in advertising becomes amplified, serving as the bedrock

upon which successful transactions hinge. Additional decision making pressure comes from consumers feeling the financial squeeze.

Even amongst those earning **£40-49,000**

17%

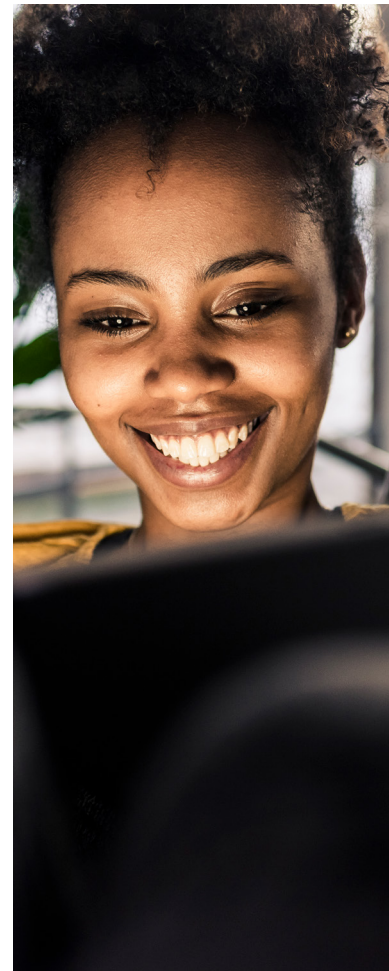
Feel the strain financially

While only

45%

Of those earning **£50-59,000** claim to be "comfortable"

Kantar Worldpanel LinkQ Pressure Groups Survey, October 2022

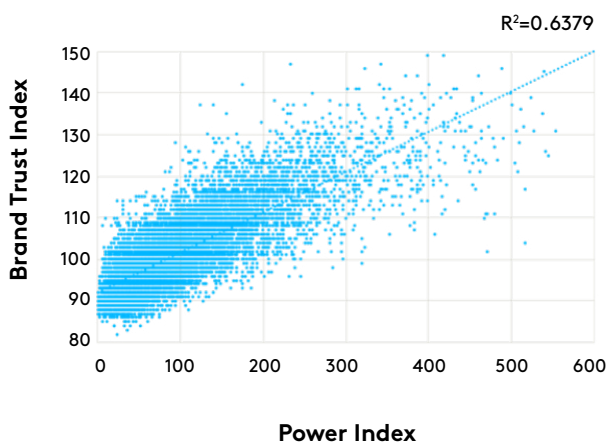


Trust unlocks consumer preference, brand power, and ROI

Kantar's BrandZ database highlights trust as a correlated driver of the brand power pillars of Meaningful, Different, Salient – success among these is validated to generate ROI and sales performance.

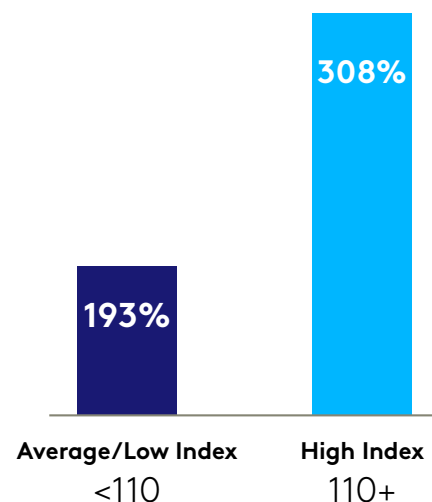
Trust is also an important factor for driving brand value (i.e. the contribution of the brand towards a business's market share) – brands with stronger trust see greater levels of value growth

POWER INDEX V TRUST



Source: Kantar's BrandZ Consumer Trust 2020 UK

VALUE GROWTH OVER NINE YEARS



Brands grouped according to level of Trust

Building trust through consumer reviews

The strongest vehicle to communicate trust is representing the voices and viewpoints of real consumers at mass, something which Trustpilot is a leader in. Including consumer reviews in brand advertising is vital as it adds an authentic, user-driven perspective to the narrative.

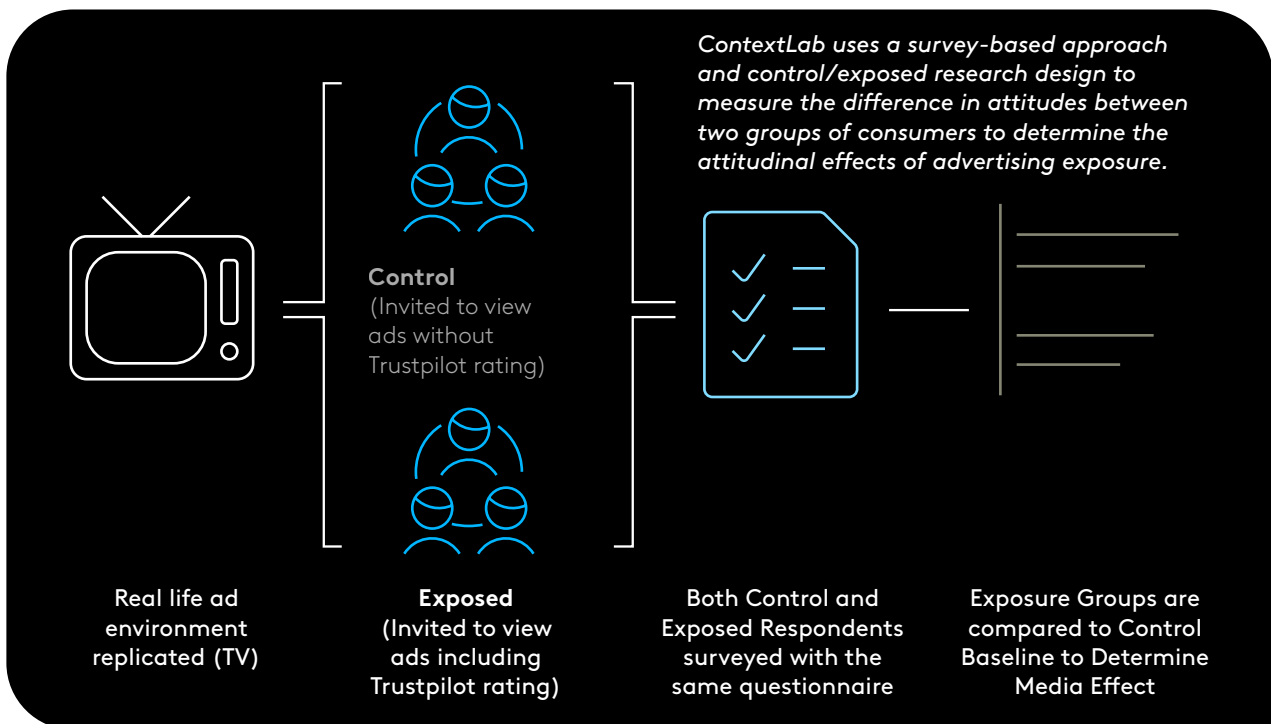
Reviews serve as a real-world testimony, offering potential customers insights into others' experiences. This transparency builds trust, assuring consumers that the brand's promises align with actual customer satisfaction.

Measuring the impact of consumer reviews in TV advertising

To test the value of incorporating markers of trust within TV advertising, Kantar has partnered with Trustpilot to test 4 ads across categories from AO, TotallyMoney, CarWow and Swyft among UK 18+ consumers to determine the brand equity benefits achieved through the featuring of their ratings.

To uncover these learnings, Kantar deployed its industry leading Context Lab solution, a control vs. exposed research method in which a fully functioning TV environment was

replicated and experienced. Exposed group consumers viewed the same ad as the control group, the only difference being that the exposed group's viewed ad also included a Trustpilot rating. The differences in response were then statistically significance tested, in order to assure that shifts were driven by the sole difference in the 2 versions of the ads - that being the featuring of the Trustpilot rating. Details on the methodology and metrics measured are below:



The research findings were overwhelmingly positive, demonstrating that Trustpilot inclusion increase **overall levels** of brand confidence by up to **+8pp** and trust by up to **+7pp**, as well as likelihood to purchase or endorse businesses by up to **+8pp**.

Trustpilot proved to be instrumental in developing credibility for established brands, while also helping to guide and educate consumers around smaller challenger brands.

KEY RESULTS AND THEMES

Including Trustpilot ratings in TV advertising generates positive brand impact

On average, creatives including Trustpilot call outs increased the perceived worth of brands tested by up to **+7pp**, grew brand confidence by up to **+8pp**, and build positive sentiment towards their customer service by up to **+7pp**. All measures directionally benefited on average from the creative addition of Trustpilot inclusion – some key audiences and individual assets even saw **double digit shifts**.



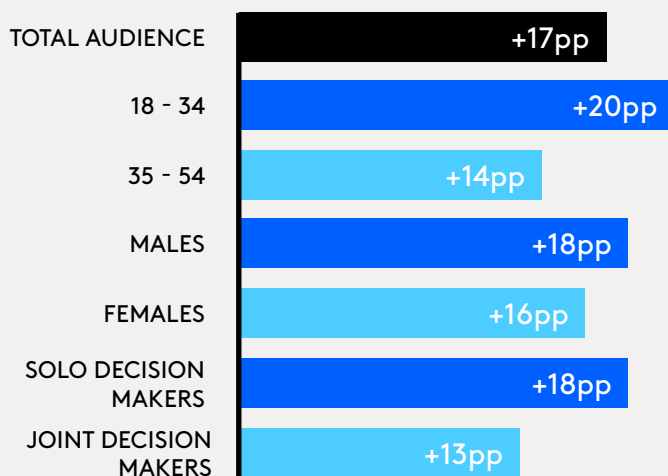
It made me feel more reassured that the brand is worth trying and people have had a good experience with the brand



Quote from a surveyed consumer

Average Rating Attitude Shift Top 2 Box

*all results 90%+ sig level



Q: When watching ads in the future, would you rather see ads featuring consumer ratings or not? (answered 'much rather' or 'rather')

Consumers have an increased appetite to see trust ratings in TV ads

Across all assets tested, the amount of consumers saying they would rather watch ads featuring consumer ratings significantly increased. Seeing trust ratings promotes a trust-seeking culture among consumers, whereby they want to see more adverts showcasing their trust credentials.

This was echoed amongst every demographic subgroup within testing – across age, gender, and decision making groups.

Given the current cost of living crisis, it's never been more important for brands to assure consumers that their investment is worthwhile. The crowd-sourced nature of validation platforms like Trustpilot allow consumers to feel knowledgeable and secure when making purchasing decisions.

Third party trust reassurance backs up explicit brand claims

Modern advertising talks to increasingly conscious consumers, who won't readily accept content at face value alone. Brands can shout from the rooftops about how sustainable or trustworthy they are, but without proof points to validate these claims advertising may fall on deaf ears. Third-party validation offers a solution to this challenge, without the perceived bias of brands marking their own homework.



It helps with an informed decision whether to use a brand



Quote from a surveyed consumer



The inclusion of Trustpilot's rating was very beneficial because people are very wary what they download or sign up for because of scams



Quote from a surveyed consumer

SWYFT

Of the TV assets tested, two made explicit claims relating back to trust. Swyft voiced over how it offered **'quality you can trust'**, showing a quoted Trustpilot review at the same time – this support saw a **+9pp increase** to people's perception of Swyft as 'a high quality brand'.



Voiceover mentions trust



Trustpilot rating shown



+9pp

It's a high quality brand

AO

The major idea behind AO's creative was its positioning as 'the UK's **most trusted** major electrical retailer'. This claim was vocalised and written out on-screen, with the Trustpilot logo and AO's rating below. This helped generate a **+4pp** lift in brand confidence (strongly agree) that matched the average.



Voiceover mentions trust



Trustpilot rating shown



+4pp

It's a brand I feel confident using

Trust validation works for brands both big and small

AO results talk to the ability of trust validation to target and influence less familiar consumer groups, even when a brand is more broadly established within a category. Compared to the other brands tested, AO had stronger levels of pre-disposition overall with higher baselines across the purchase funnel – highlighting it as a more established brand in the mind of consumers.

Despite this, less 35-64s already associated AO with key brand perceptions versus the younger audience. It was amongst this older cohort that the creative inclusion of Trustpilot started to move the needle on brand confidence (+10pp), perceived worth (+10pp), and the feeling that AO meets their category

needs (+12pp). In this, Trustpilot develops credibility for established brands.

18-34s still saw an impressive +33pp increase in trust-seeking mentality from the AO Trustpilot creative, the biggest single shift to this ratings attitude across all audiences. AO was a key brand that saw significant growth in awareness stemming from Trustpilot inclusion, suggesting this as an additional benefit of trust validation for bigger brands.

On the flipside, there was relatively more room to educate about the smaller, less established brands tested. These brands saw boosted impact from Trustpilot call outs within content, showcasing the added informative value of ratings.

“

Personally, I would not order from a brand I didn't know / hadn't heard of unless I could see a good Trustpilot rating

”

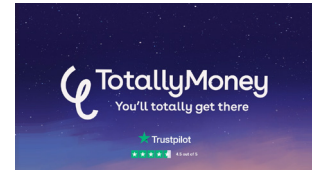
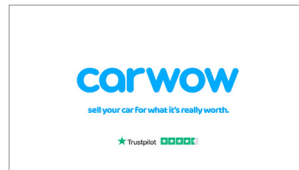
Quote from a surveyed consumer



Out of all measures tested, brand perceptions benefited the most across categories from calling out trust validation

Across the creatives tested, both practical and emotional messaging increased as a result of Trustpilot's inclusion within TV assets. Consumers felt more confident using the brands, felt they met their

category needs, and associated them with good customer service (+4pp strongly agree average), quality (+3pp strongly agree average), and worth (+3pp strongly agree average).



AO

- Reinforcement of credibility through landing value perceptions of brand worth and meeting needs
- Strongest results amongst female consumers, where Trustpilot helped reinforce positive existing opinions

CarWow

- Significant builds for perceived honesty, brand worth, and positive reputation
- Greater room to educate compared to others showed an increase in Brand Favourability

Swyft

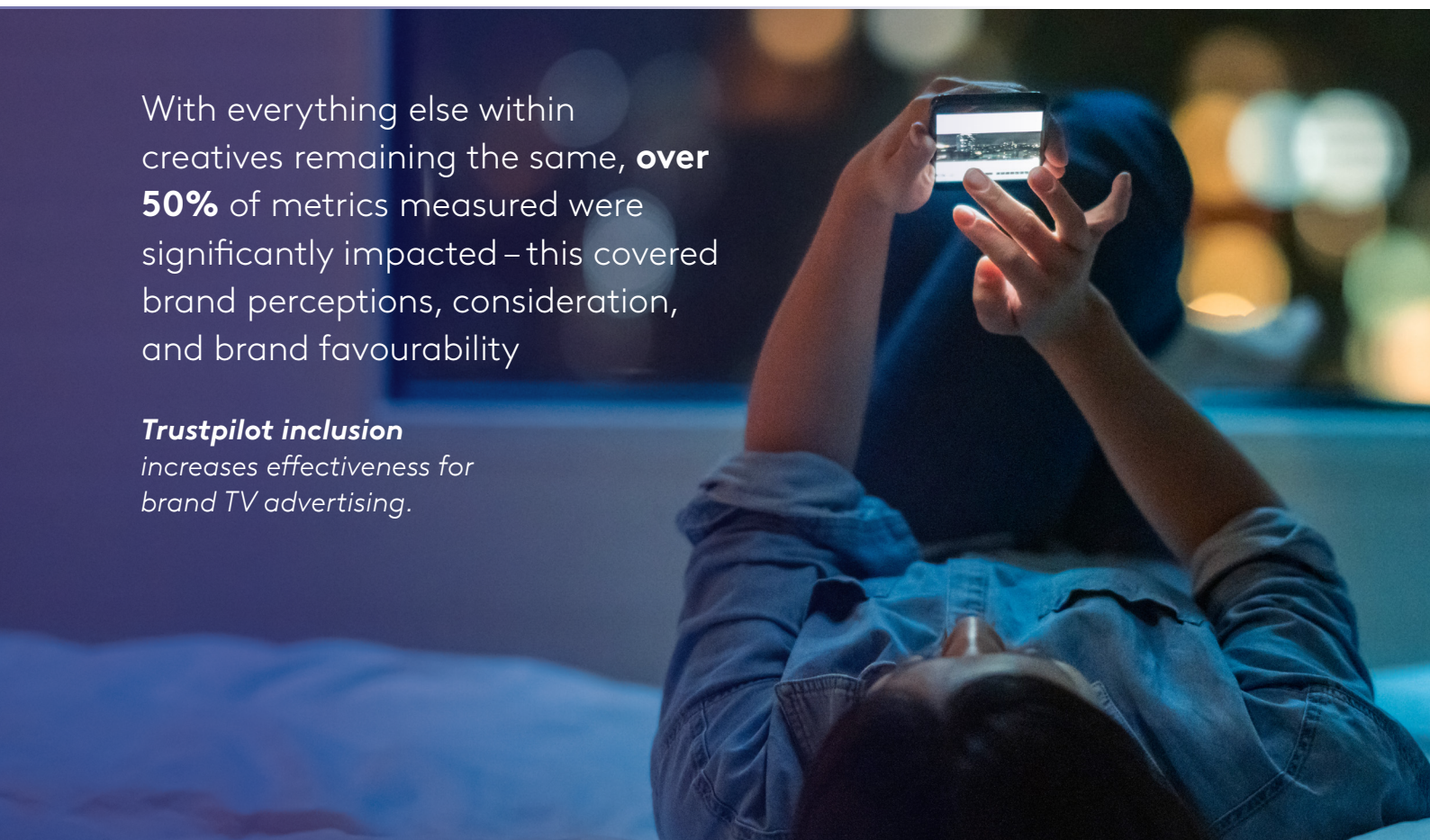
- Increased take out of 'high quality' messaging by showcasing a Trustpilot review alongside product shots and accompanying voiceover
- Impact driven by 35-64s and sole decision makers

Totallymoney

- Benefited from a boost to the 'offers good customer service' perception, led by 18-34s and female consumers
- Increased success across multiple messages – and consideration – for people who share decision making responsibilities

With everything else within creatives remaining the same, **over 50%** of metrics measured were significantly impacted – this covered brand perceptions, consideration, and brand favourability

Trustpilot inclusion
increases effectiveness for brand TV advertising.



SEGMENTATION TRENDS

Trustpilot sways shared decision makers for categories with higher financial demand

At an overall level, CarWow saw some of the most significant impact from Trustpilot inclusion across the brands tested. Looking at respondents *strongly agreeing* with the presented statements, it gave **+11pp** brand favourability, **+8pp** brand confidence, **+8pp** meets category needs, and **+8pp** perceived brand worth growth. Although the brand platform is focused on users selling rather than purchasing cars, this still involves financial decision making at higher values than other electrical goods or home furnishing categories also tested. Within this context of important financial decisions, trust validation plays a key role for consumers to compare the brands on offer.

Validating the reputation and transparency of financial brands proved especially effective for consumers who manage their money with others. Amongst this group, TotallyMoney saw extensive growth from the inclusion of Trustpilot – **+13pp** brand trust, **+15pp** brand worth, **+15pp** good brand reputation, **+17pp** recommendation intent, **+19pp** good customer service, and a very impressive **+21pp** uplift in consideration. In these instances where decisions are made between two people, showcasing the ratings of a brand helps narrow down different options for consumers. This offers the unique experience of one consumer ‘selling’ a brand directly to someone else in their life, without the brand itself needing to be as involved in this conversation.



Trustpilot moves people down the consumer journey they’re already on



It made me feel more confident about the brand’s credibility

Quote from a surveyed consumer



Ratings matter more when people are already pre-disposed to certain categories. Female consumers already felt warmer towards AO versus other brands tested, as indicated by stronger control group responses to the creative without Trustpilot inclusion. In a similar vein, stronger control group results for male consumers shown the CarWow content highlight this audience as already being closer to the brand compared to others.

These kinds of higher pre-existing baselines generally make it more difficult to push the needle further,

but Trustpilot results flipped the script. Females were the only audience that saw significant increases in brand perceptions for AO – **+14pp** for meets needs (strongly agree or agree) and **+18pp** for perceived worth (strongly agree or agree) – while males led impact to perceptions as well as consideration (**+12pp** very likely to consider) and favourability (**+14pp** very favourable) for CarWow.

This highlights how Trustpilot works to validate and build on existing feelings consumers have about a brand.

BEST PRACTICES

Incorporate trust ratings during the most engaging part of a TV narrative

Only half of respondents reported noticing the Trustpilot ratings within TV assets when prompted, highlighting room to take positive results from their inclusion even further in the future.

Analysis of over **250k** creatives from Kantar’s Link Database shows how a relatively small part of a video’s length accounts for a much larger share of memorability. This stems from emotional engagement peaking within a few short seconds, and thus sticking in the consumer’s

mind. Such ‘peak moments’ can include the introduction of very distinctive and memorable imagery, for example, or the emotional payoff within an advert’s presented story.

It’s within this key narrative moment that trust validation should be clearly integrated, to give it more chance of standing out and boosting its halo effect on the brand in question. Creative pre-testing can help identify exactly where this prime moment is in a TV ad.



Trust validation should be well integrated in the story, and in particular at the most memorable moment

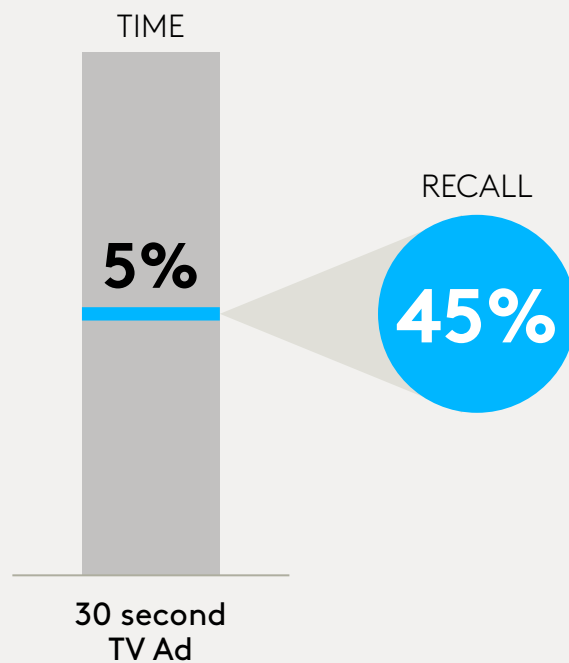
Strong messaging is the result of intelligent application of creativity that clearly connects this to the part of the ad that is most likely to be recalled.

Objective: consumers effortlessly remember the ad when they see Trustpilot and vice versa.

EXAMPLE:

5% of the ad length creates

45% OF RECALL



Source: Kantar Link Creative Testing Database

Utilise 'strength in numbers' when spotlighting customer testimony

Conscious advertising consumption means viewers may question the validity or representativeness of customer feedback showcased. Multiple surveyed consumers commented on the use of a singular review, suggesting this potentially gave an unbalanced view of the brand.

This isn't to say that TV ads need to overwhelm viewers with a multitude of review quotes. Instead, calling out an individual testimony as 'one of hundreds of positive reviews', referencing the average brand score, or stating the total number of reviews can help build reliability in the claim.

“

I think showing the overall Trustpilot rating and number of ratings (ideally 500+ unique ratings) would be more advantageous and make me more likely to purchase than one individual review.

”

Quote from a surveyed consumer

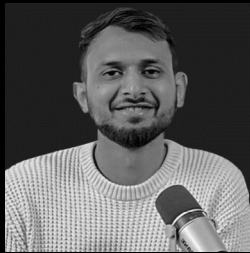


FINAL SUMMARY



- The inclusion of Trustpilot gives **positive impact** to brands across categories, with no negative side effects (e.g. scepticism) – over 50% of metrics measured were significantly impacted
- These positive impacts are primary **value perception increases** – with confidence levels, perceived brand worth, and quality perceptions all seeing significant increases of up to **+8pp** (strongly agree), as well as overall brand favourability up to **+12pp**
- Results highlight the role of trust as a vehicle for unlocking other brand attributes, feeding into its importance in **driving broader consumer preference, brand equity, and ROI**
- Following exposure to TV assets including Trustpilot, consumers demonstrate an increased trust-seeking mindset (i.e. would prefer more ads to feature consumer ratings) of +17pp on average – signifying that consumers have an **appetite for the inclusion of ratings**
- **Explicit brand claims** made within creatives are more easily taken out by consumers when backed up with a third-party reassurance of trust – +9pp for Swyft quality and +4pp for AO confidence
- Trustpilot works to develop **credibility** for bigger, more established brands while also helping to **educate** consumers around smaller brands with informative ratings
- For categories with higher financial demand on the consumer, or those that involve sensitive financial discussions, including Trustpilot within creatives makes a bigger impact (up to +21pp) on the brand for **consumers making decisions with other people** (rather than deciding on their own)
- When consumers are already pre-disposed to certain categories, ratings **validate and build on existing feelings**, moving people down their consumer journey with double digit shifts
- Trust validation should be well integrated into the **most engaging moment** of a TV ad
- **Contextualising** specific review testimonies within the wider trust ratings of a brand builds their reliability

CONTACT US



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Sparsh has extensive experience providing guidance to brands spanning numerous sectors, specialising at Kantar in multi-media campaign effectiveness measurement and media strategy.

Kickstarting his career in media value measurement at Ebiquity, Sparsh then gained valuable agency experience at Omnicom Media Group – working within the Global Investment team, driving added value and media efficiencies for one of the biggest global FMCG brands.

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Sophie has strong experience working in media effectiveness research, including specific expertise in cross-channel campaign measurement.

Her time within Kantar has spanned a wide range of industry sectors, across which she has supported brands, agencies and publishers in understanding and optimising the impact of their media and creative decisions. Sophie has also worked on broader Kantar thought leadership, drawing on cross-market trends.

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