



THE ROLE OF TRUST & CINEMA

Why trust remains an important challenge and the role cinema can help play in building trust for brands

THE ROLE OF TRUST & CINEMA FOR BRANDS

1

The challenge

2

**Why trust remains
important for brands**

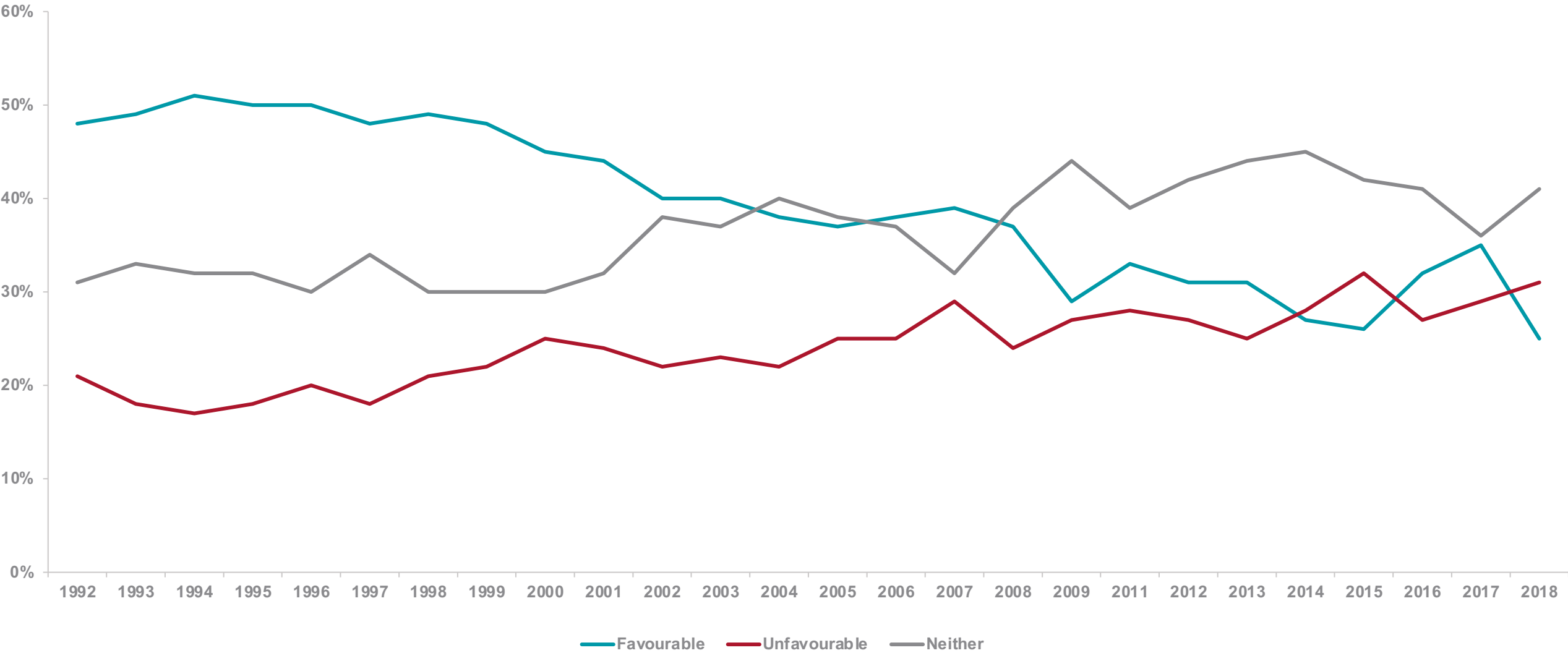
3

**How cinema can
help build trust**

THE CHALLENGE FOR BRANDS

PUBLIC FAVOURABILITY TOWARDS ADVERTISING HAS BEEN IN LONG-TERM DECLINE

In 2018, public favourability towards advertising continued its downward trend hitting an all time of just 25%



FACTORS CAUSING DECLINE IN FAVOURABILITY AND TRUST IN ADVERTISING



WHY TRUST REMAINS IMPORTANT

2019 BRANDZ GLOBAL TOP 100

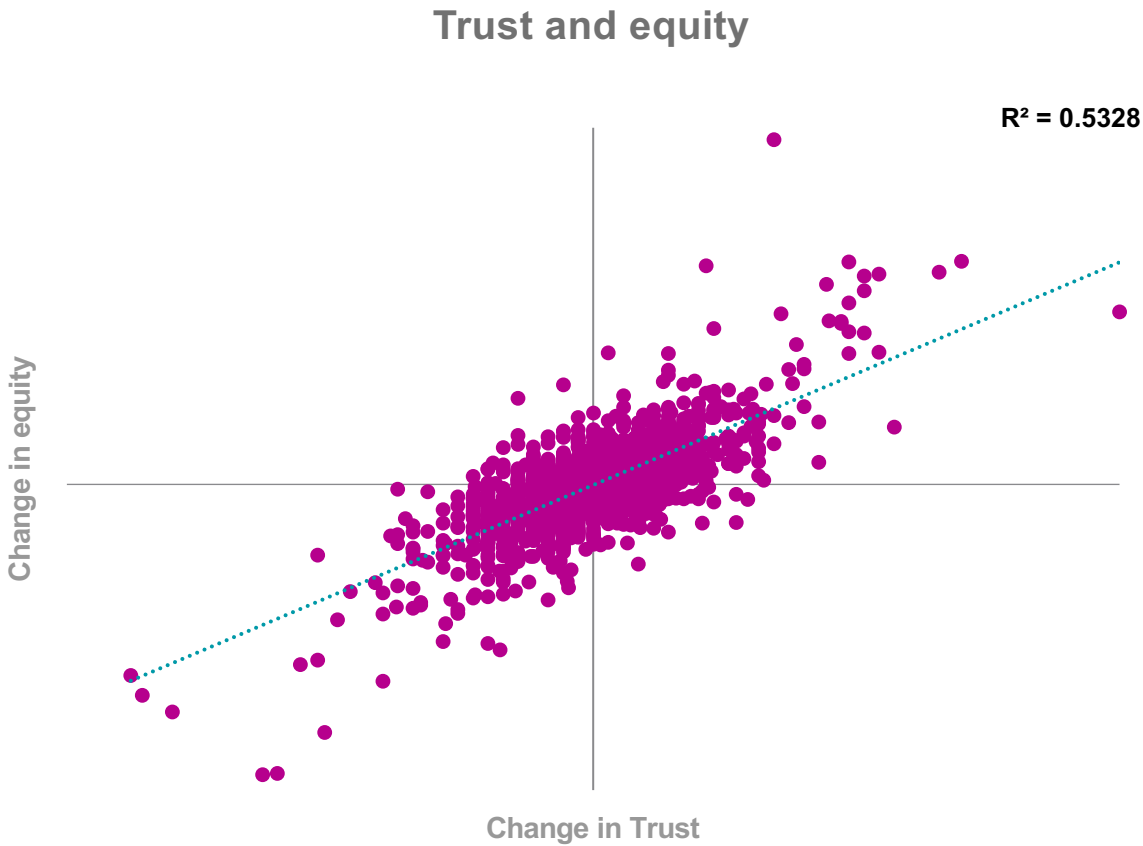


Most Valuable Brands

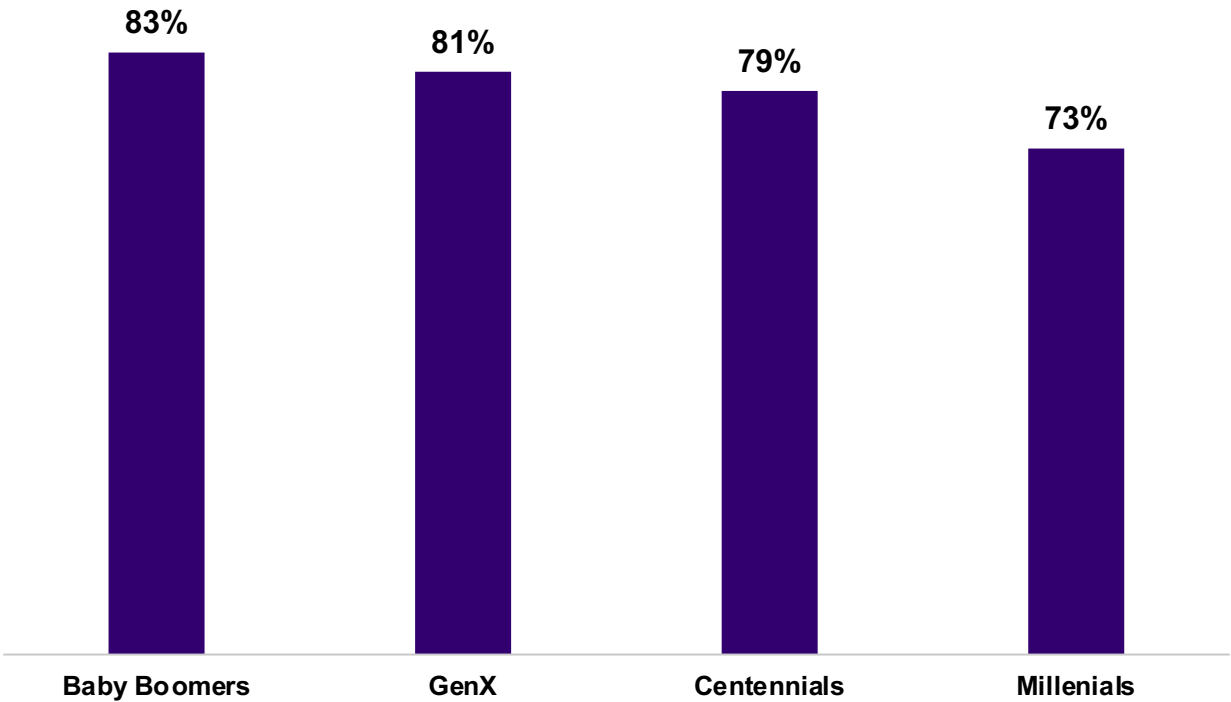
1		18		35		52		69		86	
2		19		36		53		70		87	
3		20		37		54		71		88	
4		21		38		55		72		89	
5		22		39		56		73		90	
6		23		40		57		74		91	
7		24		41		58		75		92	
8		25		42		59		76		93	
9		26		43		60		77		94	
10		27		44		61		78		95	
11		28		45		62		79		96	
12		29		46		63		80		97	
13		30		47		64		81		98	
14		31		48		65		82		99	
15		32		49		66		83		100	
16		33		50		67		84			
17		34		51		68		85			

TRUST IS A IMPORTANT ELEMENT UNDERPINNING BRAND EQUITY

Trust is an important element in the decision-making process of consumers – and they would consider abandoning brands they don't trust



“Even if a company makes a product I love, I’ll stop supporting them if I don’t feel I can trust them”



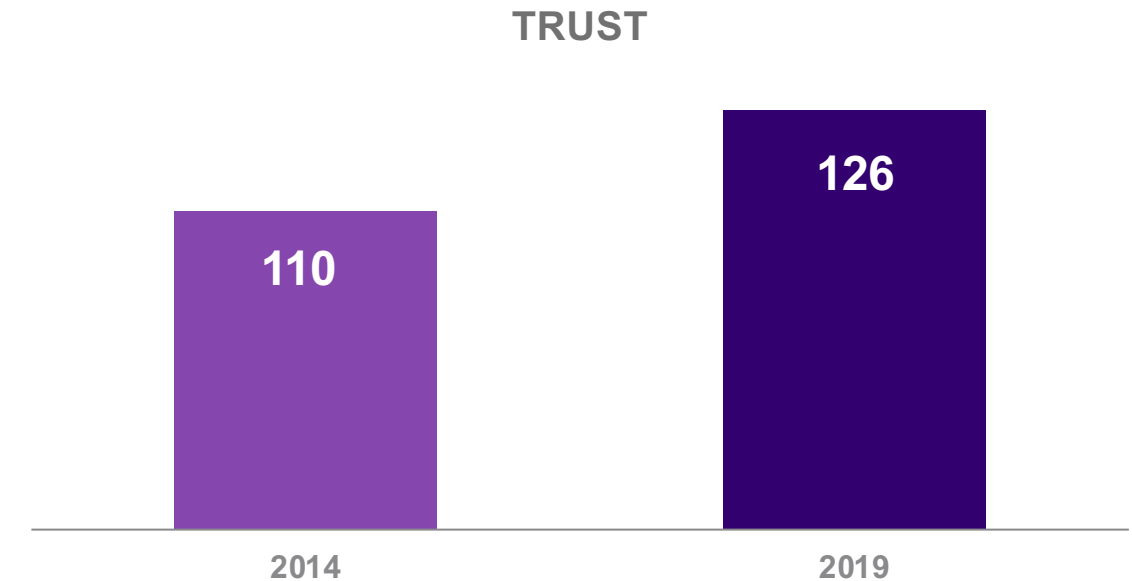
ULTIMATELY TRUST IS CRITICAL FOR BUSINESS GROWTH

Since 2006 brands who have above average levels of trust have seen a 170% increase in brand value, whereas brands with below average trust have seen value decrease by 13%



TRUSTED BRANDS HAVE LICENCE TO TAKE RISKS

Initial reports find that sales of Nike goods have increased at a rate double that of last year after its 'controversial' Colin Kaepernick campaign

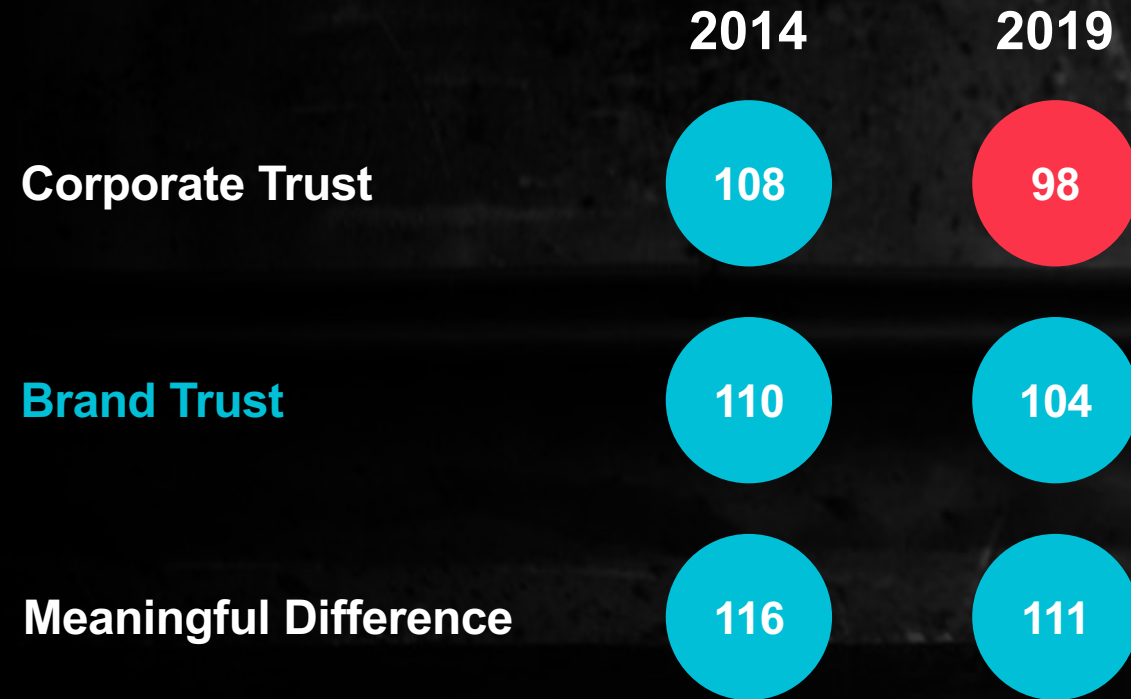


+31%

Sales growth – double the increase of the year before

STRONG EQUITY SERVES TO PROTECT BRANDS IN TROUBLED TIMES

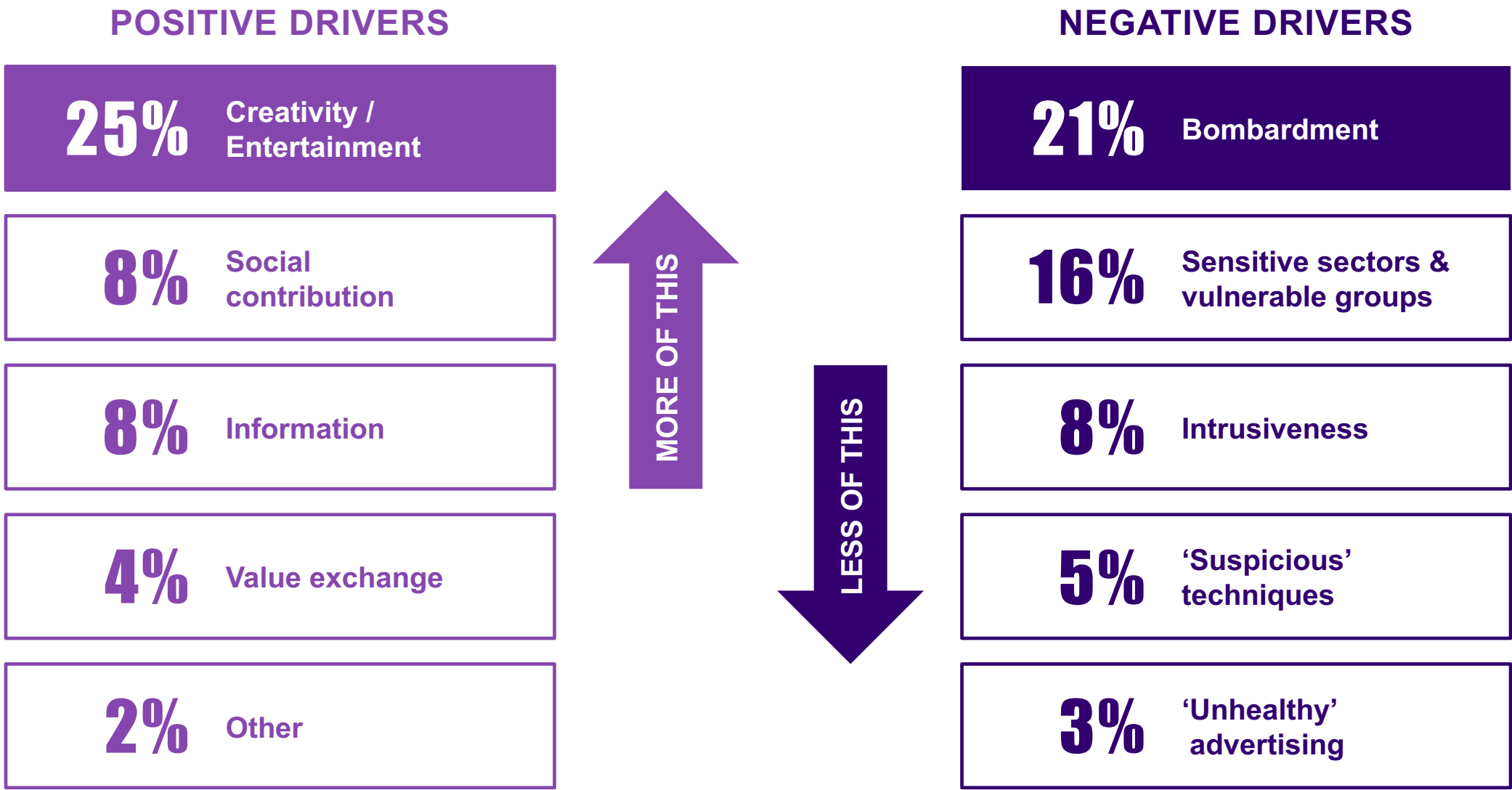
Volkswagen (VW) 5 year progress



Average= 100

Record 10.83m vehicles sold in 2018

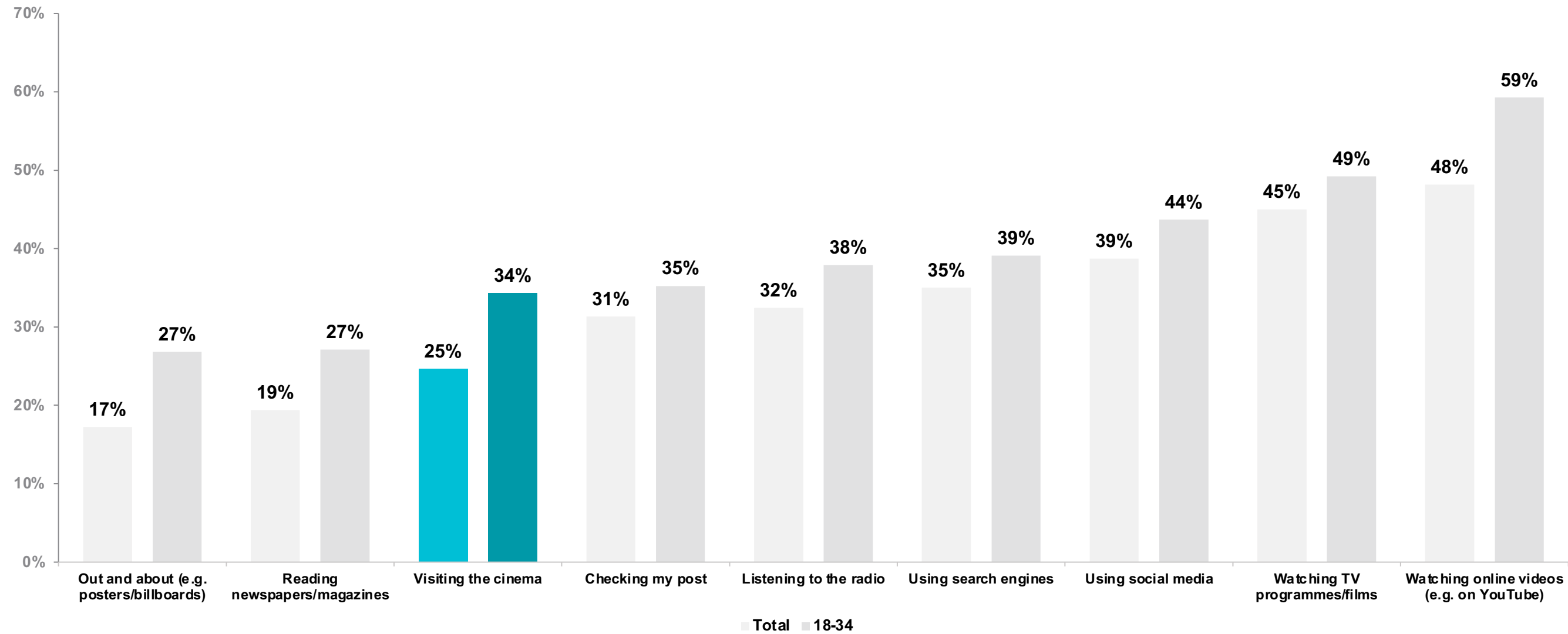
POSITIVE AND NEGATIVE DRIVERS OF PUBLIC TRUST IN ADVERTISING



HOW CINEMA CAN HELP BUILD TRUST

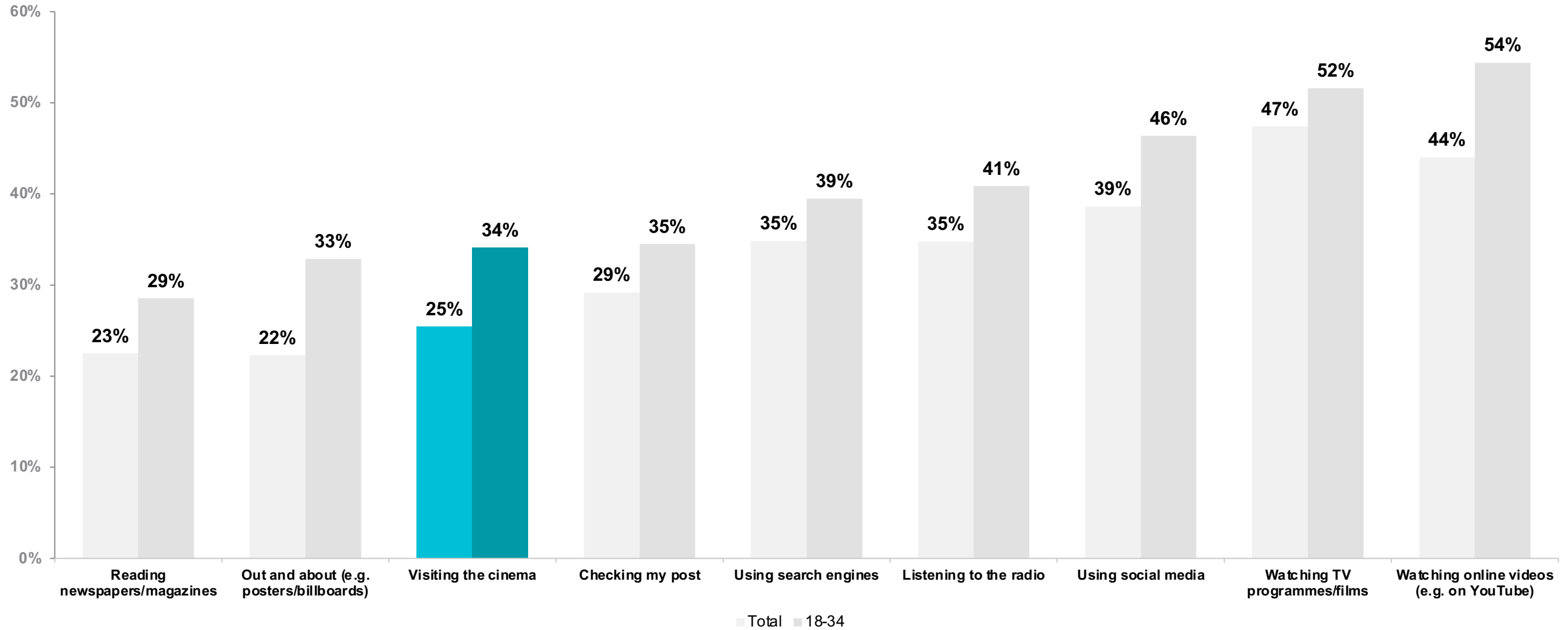
CINEMA ISN'T PERCEIVED TO BE AS INTERRUPTIVE AS OTHER AV CHANNELS

Do you ever feel bothered by advertising that delays or interrupts you when you are...?



...OR AS REPETITIVE

Do you ever feel bothered by advertising that feels repetitive when you are...?



CINEMA IS THE MOST TRUSTED MEDIA FOR AV ADVERTISING

Cinema is the AV channel that audiences trust the most in terms of advertising – offering brands a positive environment where audiences are receptive to brand messaging

Gen Z

16-19 year olds



Gen Y

20-34 year olds



Gen X

35-49 year olds



I trust the advertising in...

Cinema vs TV	+119%	+92%	+45%
Cinema vs Internet	+192%	+177%	+220%

ADDING CINEMA TO THE MIX HELPS BRANDS MAKE A BETTER & MORE TRUSTED IMPRESSION

Brands can harness the premium, trusted perception of the cinema environment through using the big screen as a key part of the AV mix

+30%

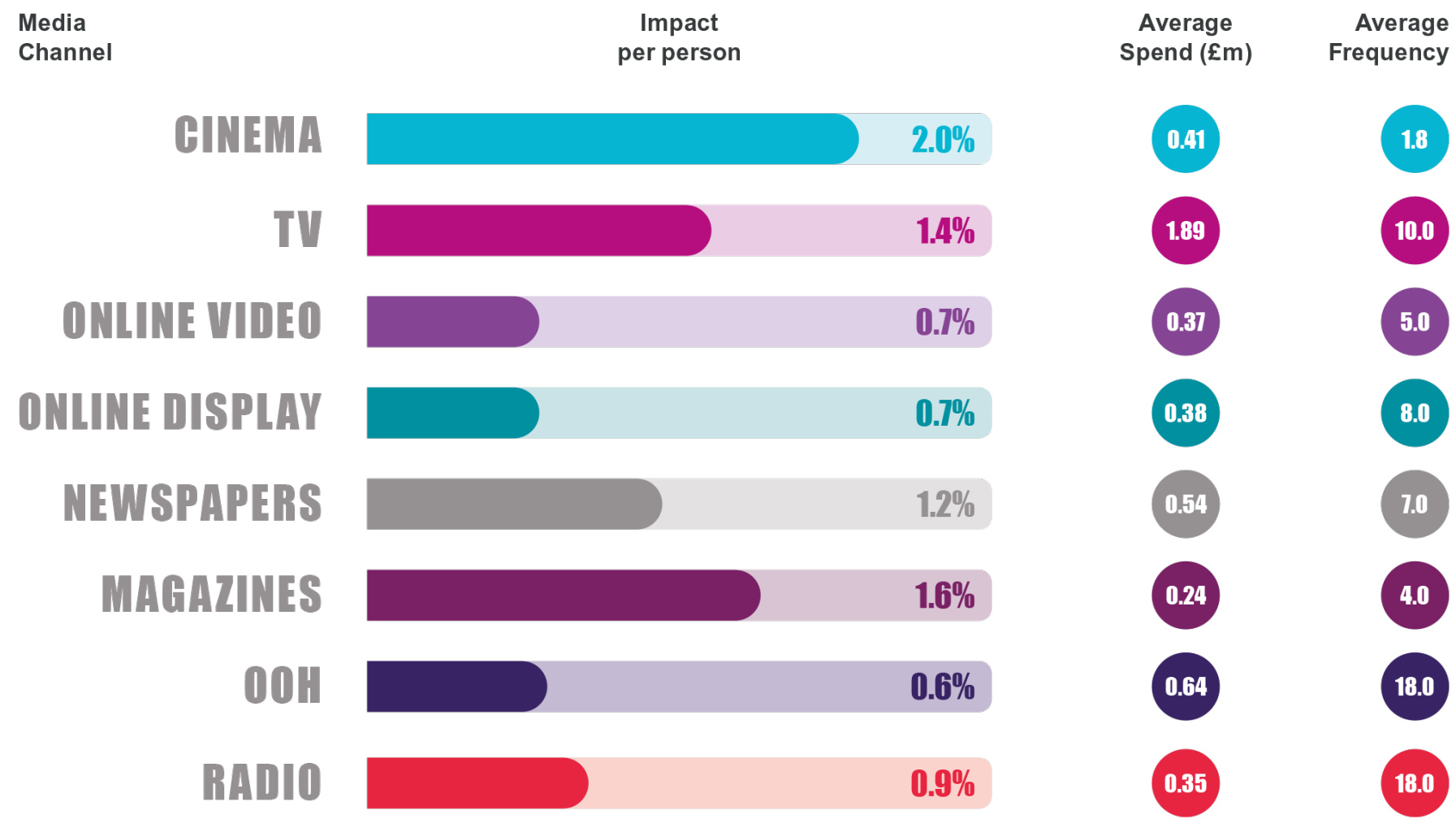
uplift in
'better impression'

+12.4%

uplift in
'brand I trust'

CINEMA DELIVERS THE BIGGEST IMPACT ON BRAND BUILDING

Cinema, magazines and TV are the biggest contributors per person reached across the key brand-building pillars of salience, love, difference, consideration and recommendation



SUMMARY

1. Brands are facing an increasing challenge with public favourability (and trust in) advertising at an all time low
2. Trust remains a key element that brands need to consider –it underpins brand equity and there's a correlation with significant business growth too
3. Cinema offers a unique and engaging environment that allows brands to create the right impression and ultimately build equity

