Consumer Trust in Ads

SynoInt

Hanoi London Seoul Singapore Stockholm Tokyo Vilnius Warsaw

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Survey Overview

AD TRUST SURVEY 2019

Approx. 40 000 respondents from **40 countries**. 18-65 or 18-80 years old depending on maturity of market with a representative distribution

Asking the question "**To what extent do you agree or disagree that information conveyed in advertising / content in <X media> is trustworthy?**"

Rating from **1. Strongly Disagree** to **7. Strongly Agree**

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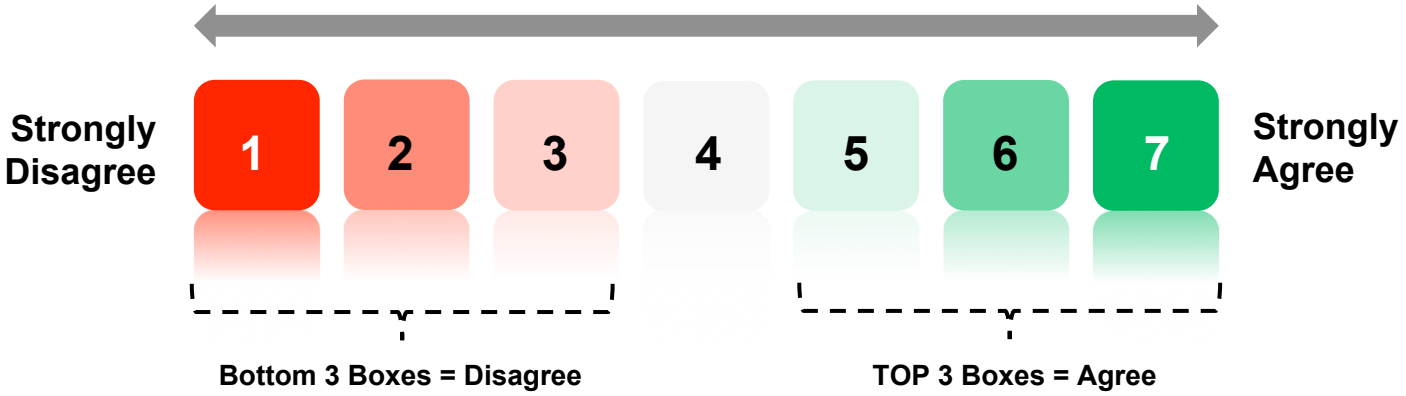
APPROACH

Net ADTRUST measures **those agreeing minus those disagreeing** with each metric

To what extent do you agree or disagree that information conveyed in advertising in <X media> is <characteristic>?



Example: Agree (60%) - Disagree (30%) = Net ADTRUST (+30)

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MEDIA

Definition of the Media

MEDIA:	EXAMPLES:
Printed newspaper (paper version)	Yomiuri Shimbun, New York Times,
Newspaper based website or app (online version)	Yomiuri Shimbun, New York Times
Local printed or online newspaper	London Evening Standard, New York Post
Commercial TV channel	NBC, CBS, FOX, ESPN
Commercial radio station	NRJ, Z100, Z103,5
Printed magazine	National Geographic, Illustrated Science, The Economist
Search engine page	Google, Bing, Yahoo, Baidu
Online or app only news service	Buzzfeed, Huffington Post
Streamed radio service	Spotify, Pandora, Deezer
Online video / video clip	YouTube, Dailymotion
Social media site	Facebook, Instagram, Twitter, LinkedIn
News channel*	BBC, NHK, CNN, RT
Cinema**	AMC, Odeon, Wanda

**Category only included for content as many are publicly funded*
*** Category only included for advertising as don't feature news*

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Global Trust in Ads

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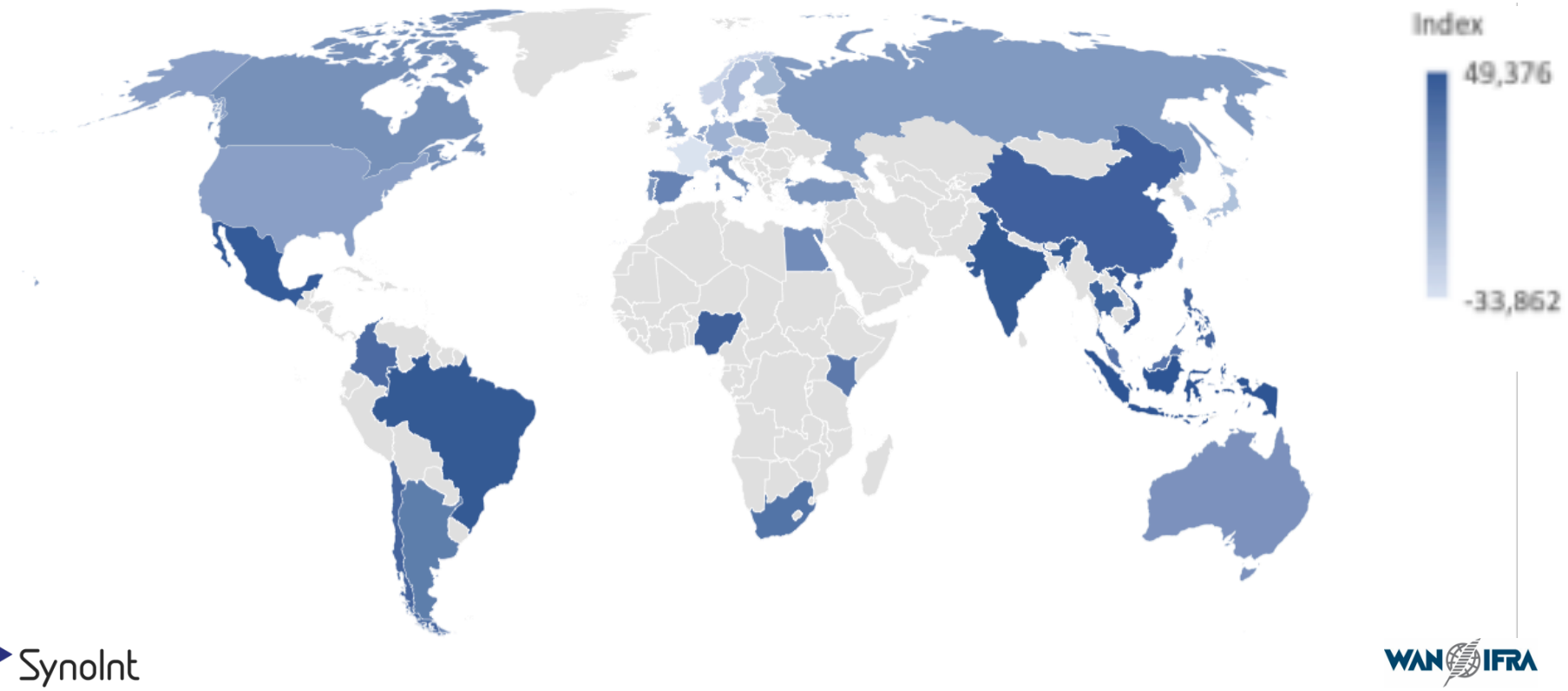

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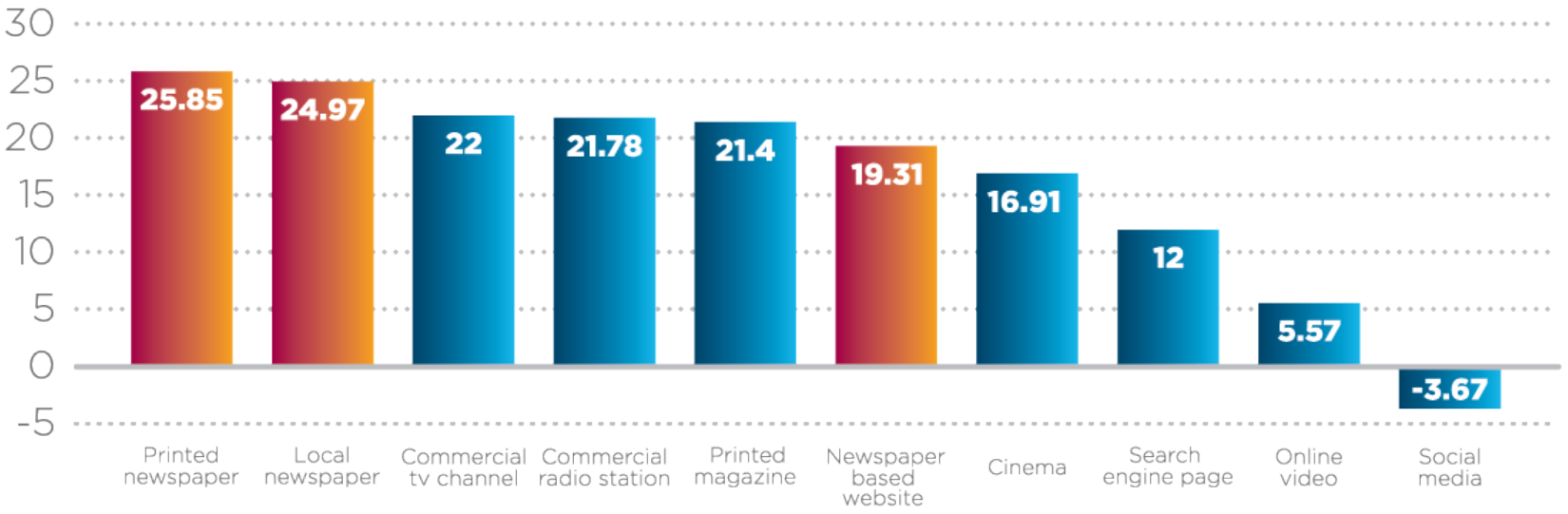
Global Trust in Ads

By media



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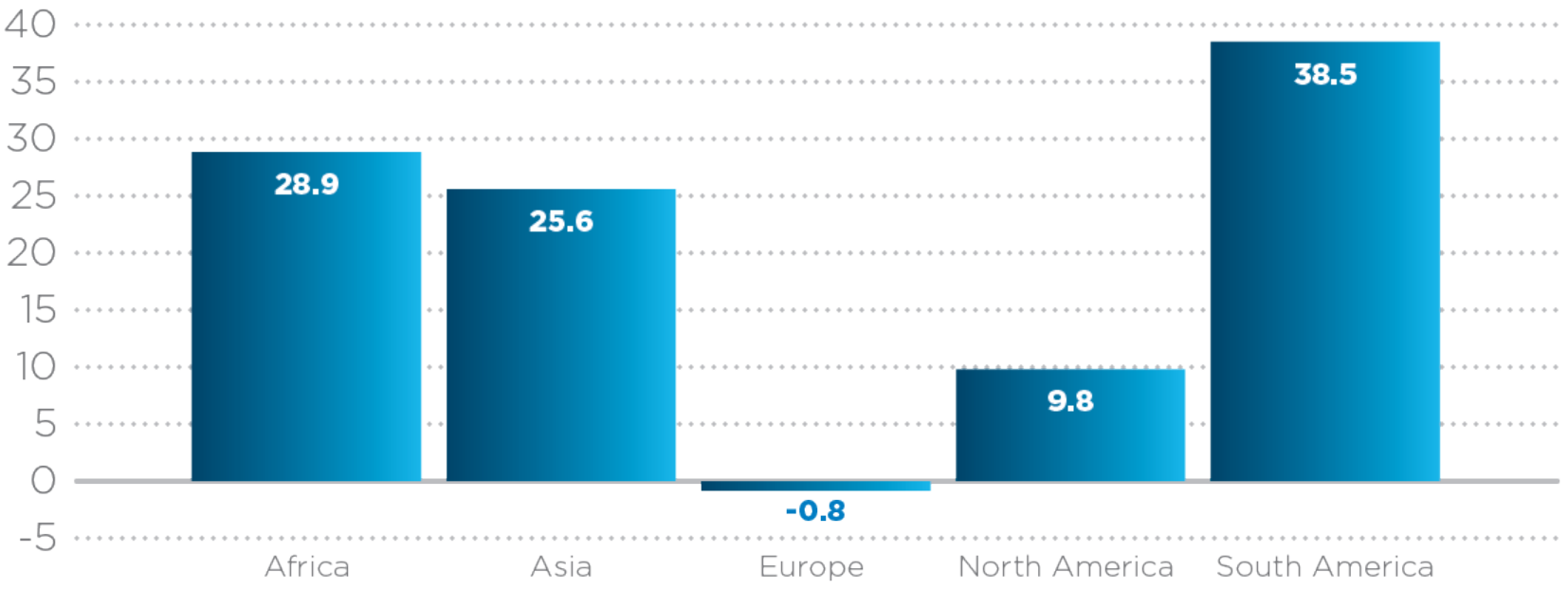
Global Trust in Ads

By region



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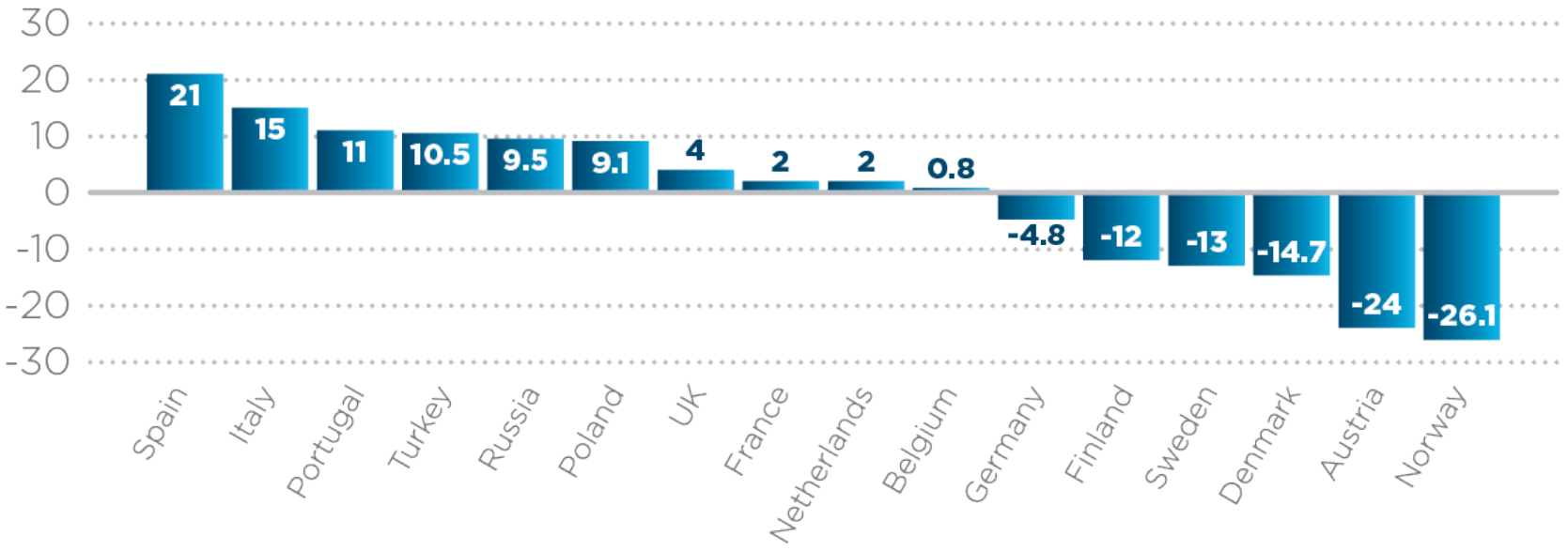
Global Trust in Ads

Europe



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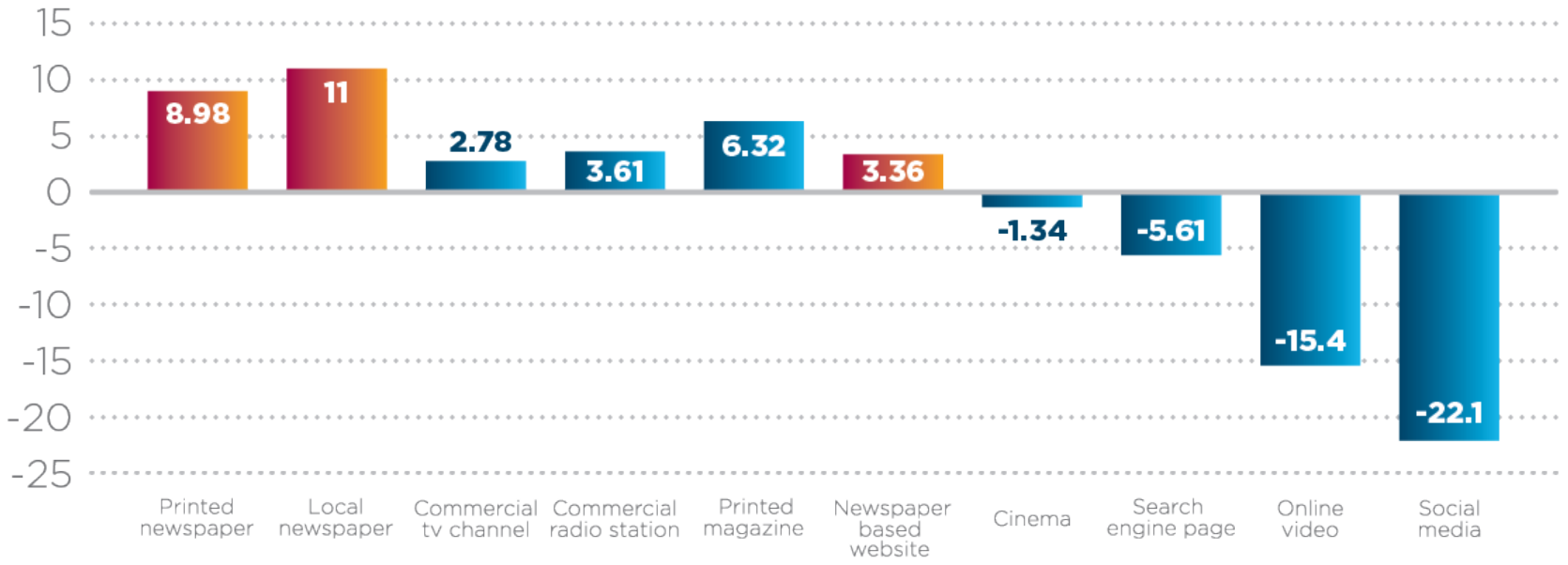
Global Trust in Ads

Europe



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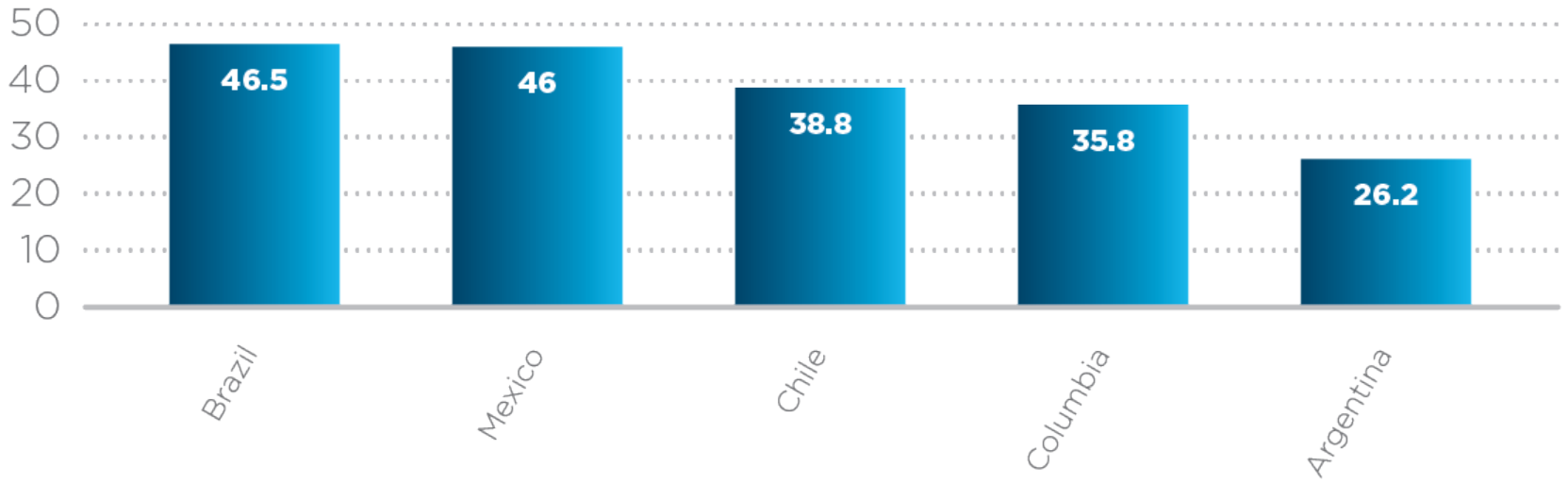
Global Trust in Ads

South America



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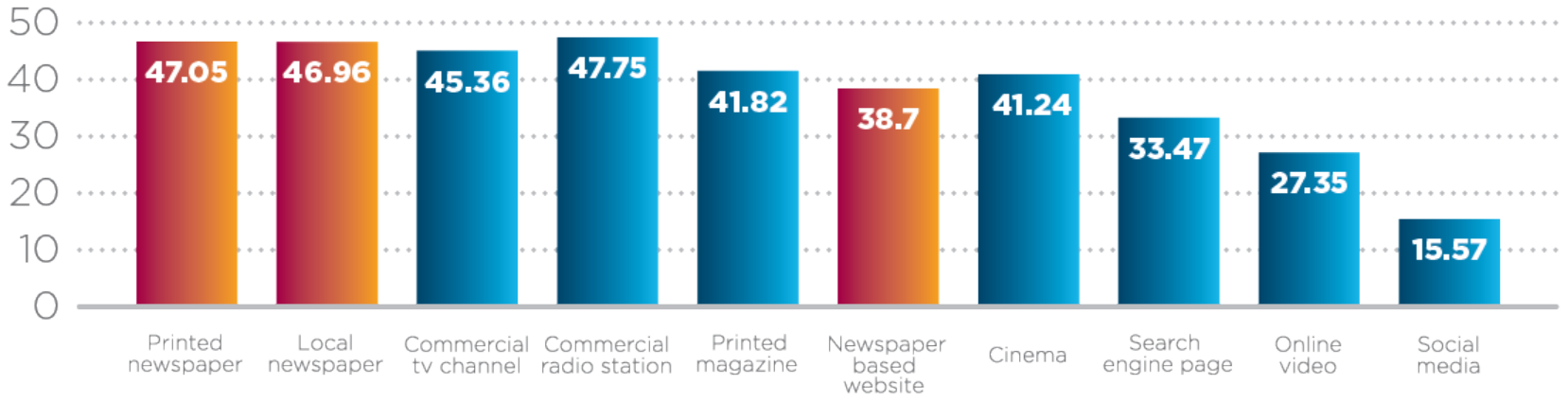
South America



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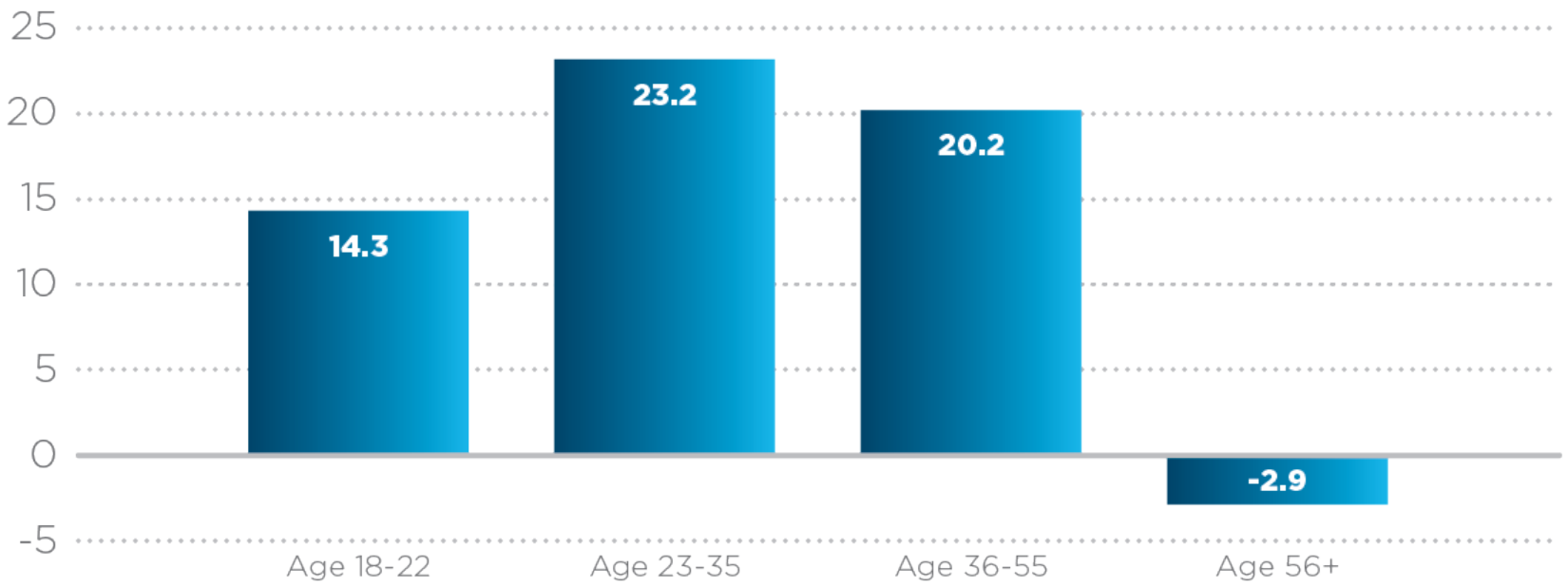
Global Trust in Ads

By age



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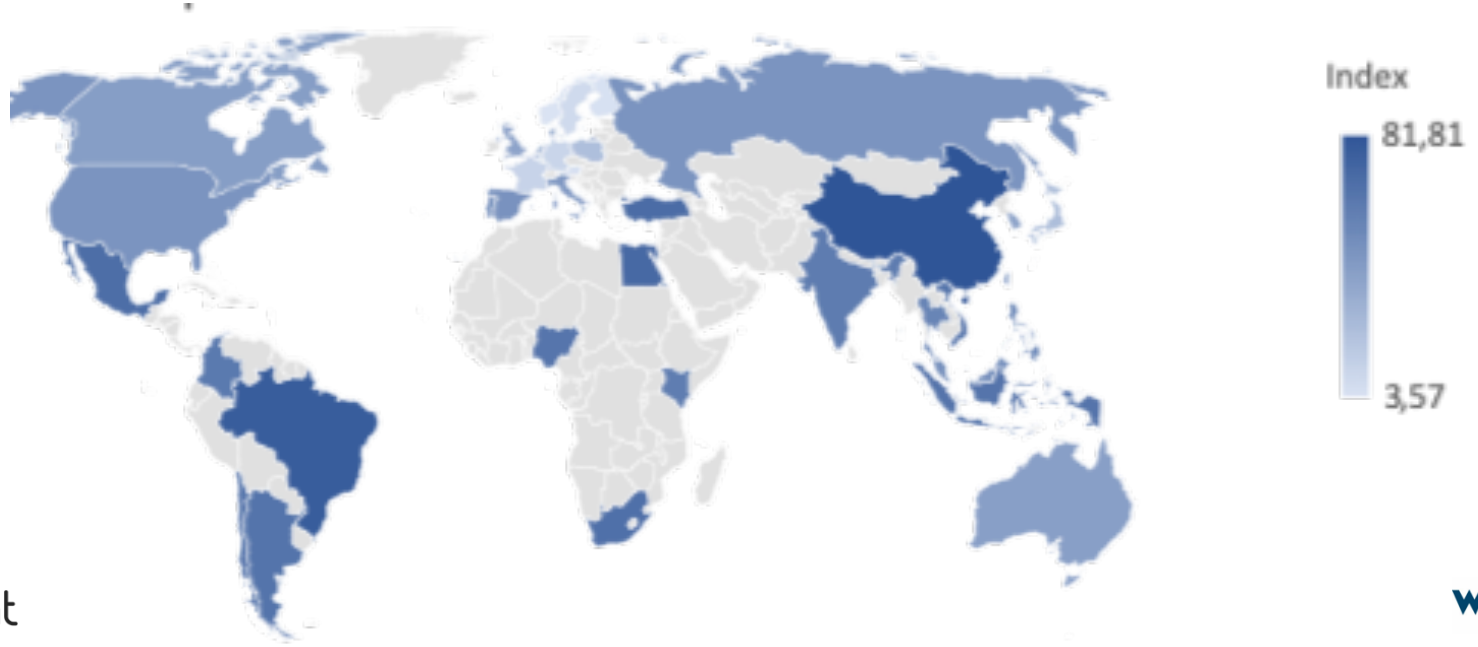
How trust drives purchase intent

Index: 45

To what extent do you agree or disagree that the more you trust an ad the more likely you are to buy the product/service being advertised?



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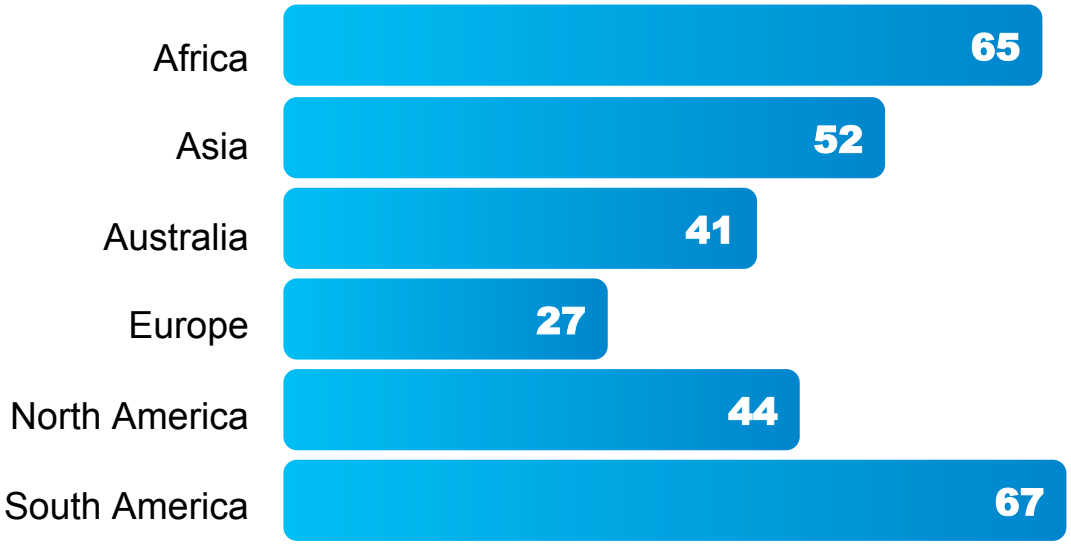
How trust drives purchase intent

Regional

To what extent do you agree or disagre that the more you trust an ad the more likely you are to buy the product/service being advertised?



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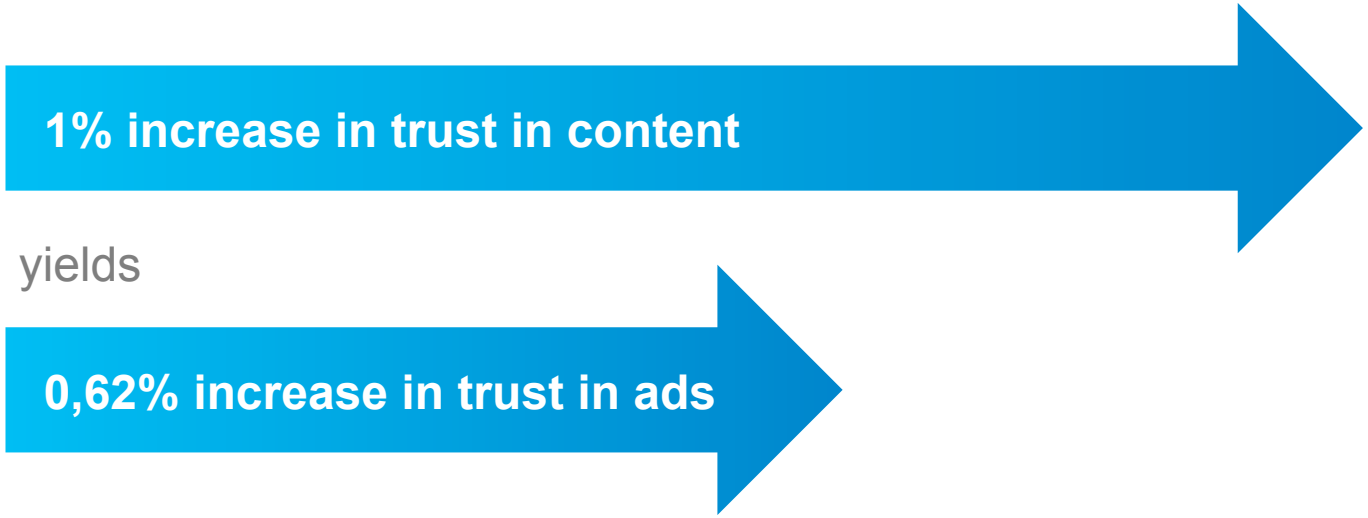
How trust drives purchase intent

94.3% of trust in ads across media can be explained by trust in content



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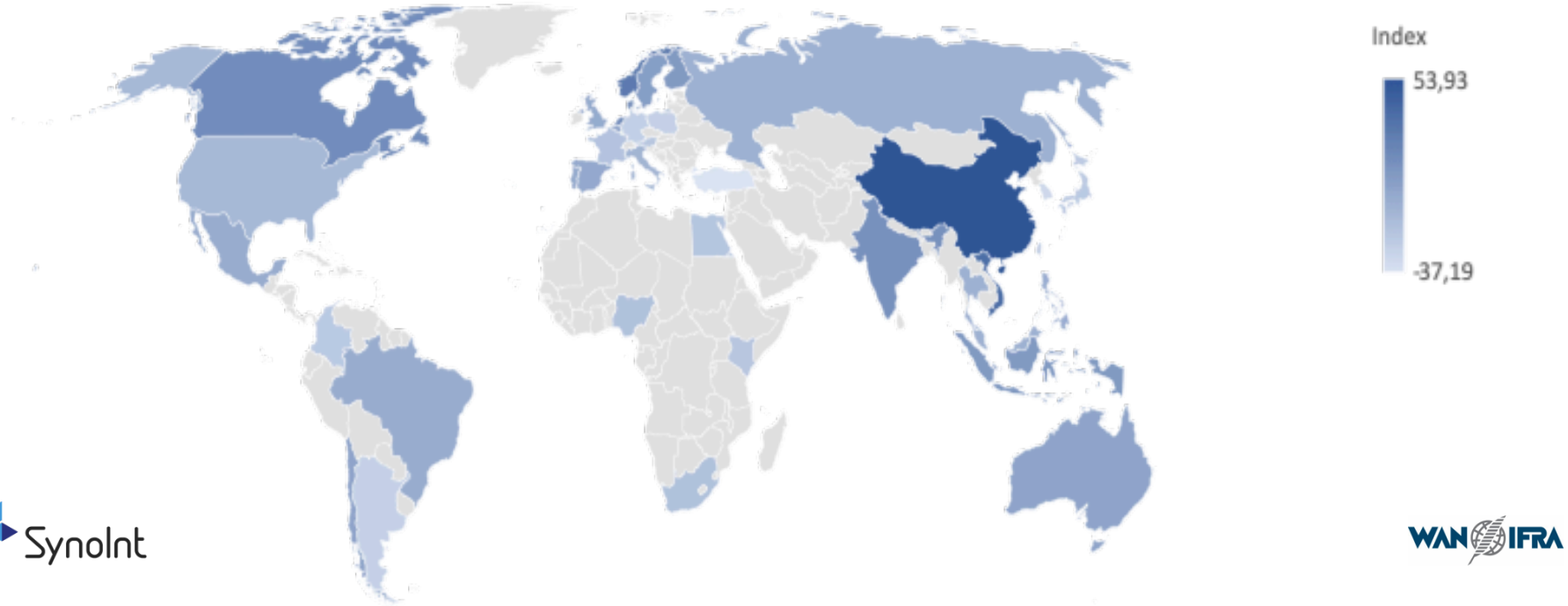
Unbiased and trustworthy news

Global index: -4

Would you say that news published in media in your country in general are unbiased and trustworthy?



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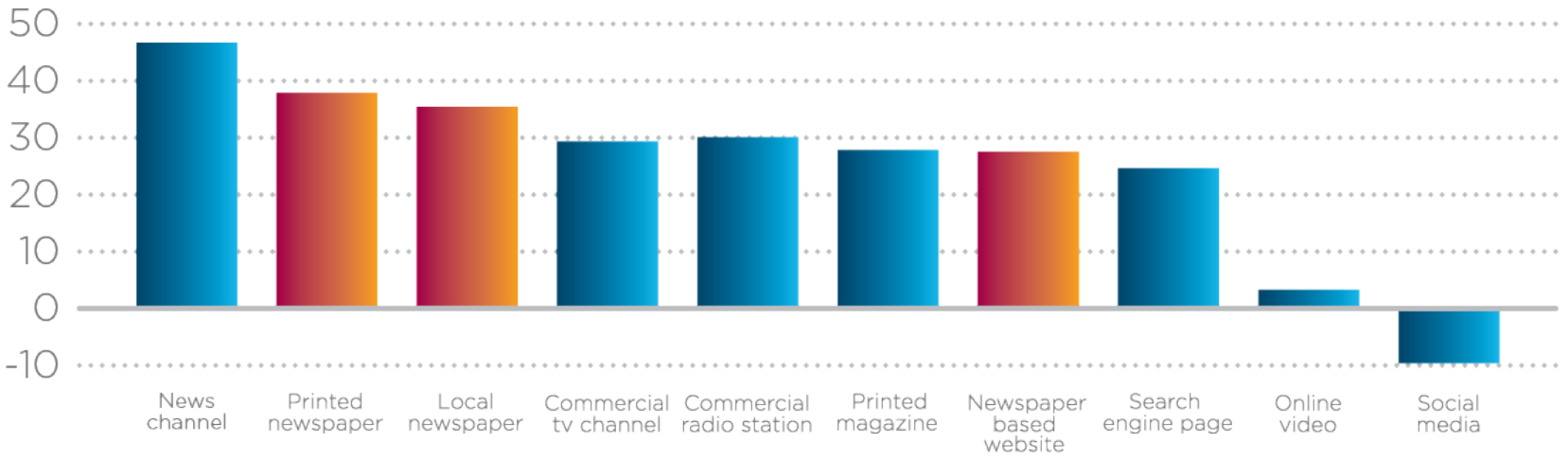
Trust in Content

Global index: 21



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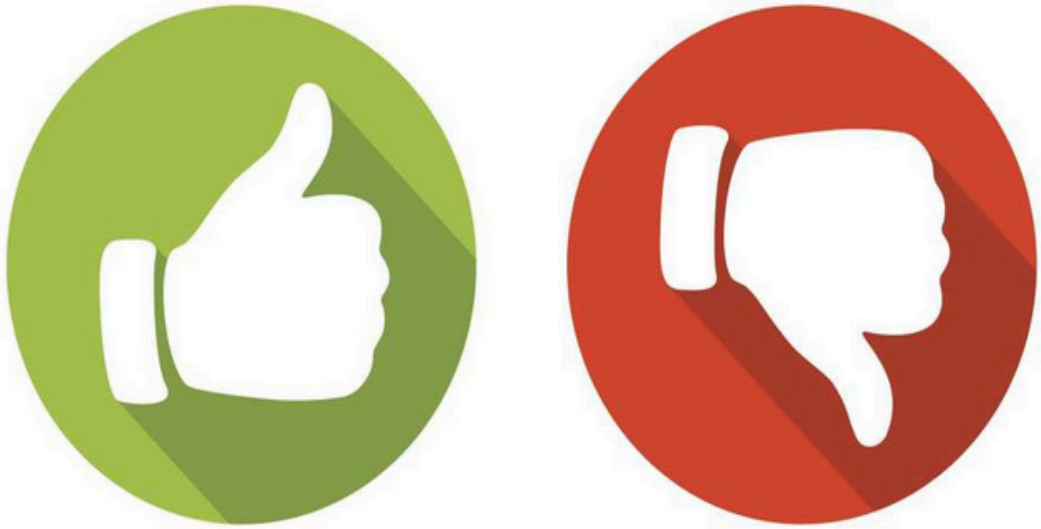
WAN-IFRA AdTrust Index

WAN-IFRA and Syno has created an **index** whereby publishers can **benchmark their brands** nationally, regionally and globally.



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THANK YOU

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