

Stuck at home

Made a little easier with trusted household names

Brands are part of ordinary life - even in extraordinary times.

Advertising can help brands be more visible, more familiar and more trusted. In periods of great uncertainty, consumers look for these values for reassurance, including from brands.

For almost 40 years, the IPA has collated case studies and data on how advertising can build brand attributes effectively.

This body of evidence shows how consistent brand advertising can strengthen qualities, such as brand trust, that people and businesses prize as they navigate through unknown territory.

Building trust is a long-term strategy

Trust is hard for brands to win, but easy to lose. Truism or not, this argument is supported by the IPA Effectiveness Databank, which collates data and insights from award-winning cases in the IPA Effectiveness Awards.

This evidence shows us that in most circumstances, brand trust is a metric which improves only incrementally and over time.

However, in low-trust categories or if brand switching is rare, increasing trust has been proven to differentiate brands and help equip them to weather volatile or declining markets.

Our evidence shows that businesses investing in emotionally compelling brand advertising are more likely to report improved brand trust as one of the benefits of this advertising strategy (Figure 1).

Figure 1: Brand trust is hard to grow, and emotive ads are more likely to succeed



■ Rational ads

■ Emotional ads

Data source: IPA Databank cases, 1998-2010

In normal circumstances, marketers would prioritise easier to shift brand measures than trust.

However, it may be because brand trust is so hard-won that it is so valued by consumers and businesses when the unexpected happens.

How Nationwide regained its voice

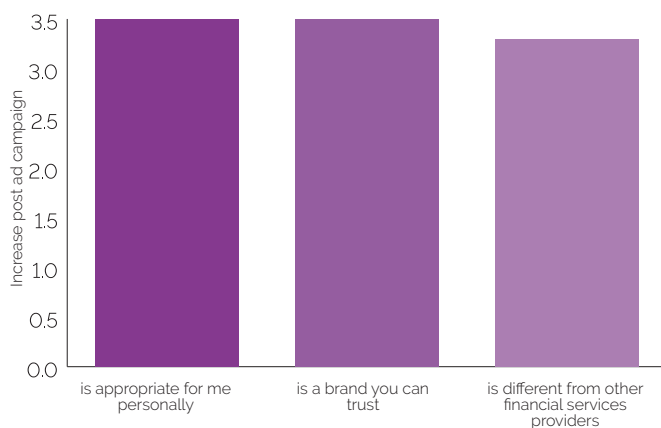
During the mid-2010's, the number of UK current account switchers was in long-term decline. Further, a 2017 survey from YouGov, the research company, showed that one legacy of the financial crisis was that 55% of Britons said they did not trust banks to work in consumers' interests. As a relatively small player, Nationwide needed to stand out more.

Its response was to adopt the 'Voices' strategy of ads featuring performances of original and emotive poems.

The aim was to appear different, more authentic and more trustworthy than competitors, whilst alluding to Nationwide's ownership by mutual members rather than shareholders.

Backed with increased media spend, the adverts were the most talked-about in their category. As shown in Figure 2, brand perceptions improved.

Figure 2: Unconventional Nationwide ads grew trust



Data source: Millward Brown, 2018 IPA Effectiveness Awards case

Nationwide became the brand with most increased consideration for current account switching. As a result, the group grew both net new current accounts and its share of switchers.

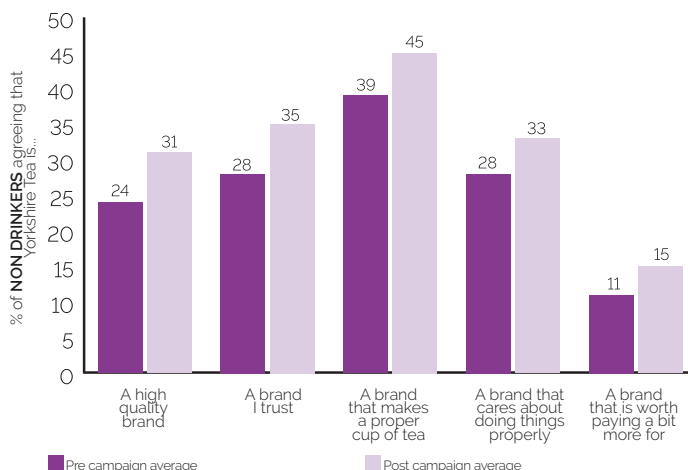
Yorkshire Tea cuts through declining market

In 2015, Yorkshire Tea was number three in a category which had declined 22% in three years.

To win customers from other brands, Yorkshire Tea re-aligned itself with Yorkshire 'thorough-ness' and attention to detail. TV ads humorously portrayed a dedicated company culture (Sir Michael Parkinson ran its job interviews).

As a result, more non-Yorkshire Tea drinkers agreed it was a brand they could trust and worth a premium price.

Figure 3: Yorkshire Tea's advertising increased trust among non-customers



The brand rose from third to second place in value share, and econometrics estimated that the strategy would pay back £2.61 for every £1 invested.

Such examples are only a guide, not a template - especially during rapid and unpredictable change.

But they suggest that even when markets are falling, and pressure for short-term decision-making is greatest, the benefits of nurturing a trusted brand, through good times and bad, should not be under-estimated.

The IPA and the FT, along with EffWorks, a cross industry marketing initiative, have partnered to support more effective advertising by businesses. For more on effectiveness materials, including links to IPA publications, visit ipa.co.uk/effectiveness



Please get in touch if you would like our support to help your business improve its marketing and brand effectiveness.

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