

How to build trust with consumers

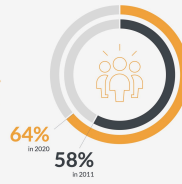


According to our Consumer Life 2020 report, 48% of consumers say they will only buy products or services from a trusted brand, but what do brands need to do to build trust?

01 Showcase your core values are in alignment with those of your customers

64% of global consumers prefer to buy products or services that appeal to their ideals (up from 58% in 2011)

GfK Consumer Life 2020 report



02 Highlight sustainability commitments

By 2025, more than **40%** of consumers will adjust their buying behavior to become more involved in playing their part in the green revolution

It represents a whopping **\$860B** of sustainable spending power. GfK Green Consumer Europe report

03 Support User Generated Content (UGC)

Today's consumer prioritizes the recommendation of a peer over branded content, and **79%** say UGC 'highly' impacts their purchasing decisions.

Statista, 2019



04 Lead by example



It's no longer smart to stay silent when faced with an important social or political issue – in fact, it's one of the quickest ways to harm your business.

64% of global consumers say they would consider a brand's position on these issues when deciding whether to buy or boycott a business.

EWG

3 key priorities for authentic brand building

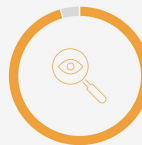
When it comes to building an authentic brand, investing in these three areas can help you gain credibility quickly.

01 Show that you 'Walk the Talk'

Showcasing a commitment to transparency will go a long way with younger generations.

96% of Gen-Z consumers say they "are willing to pay a premium for brands they deem transparent".

Deloitte Global



02 Demonstrate brand consistency across all channels

33%

Ensure your values, messaging and visuals are consistent across all channels – and post and promote your brand frequently. Customer loyalty grows with each interaction and consistent presentation of a brand has been shown to increase revenue by 33%.

LuxistForum, 2013

03 Invest in your company culture

If your employees aren't happy, it can have a devastating impact on your bottom line.

78% of consumers believe the trustworthiness of a brand is directly linked to how it treats its employees.

Edelman

