

The ingredients of brand trust

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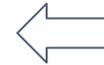
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Defining 'brand'

“Any touch point the customer has with your organisation.”

When branding is successful, customers...



Your organisation is
front of mind at the
decision moment

Society is less trusting...



Gatekeepers of truth



Social media



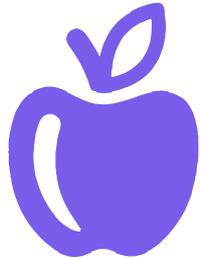
Experientialism



So we did some research...



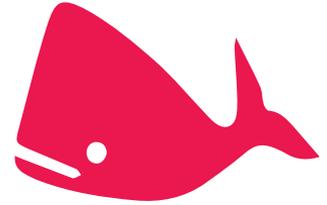
95% of thinking
is in the
subconscious



We think in
metaphors



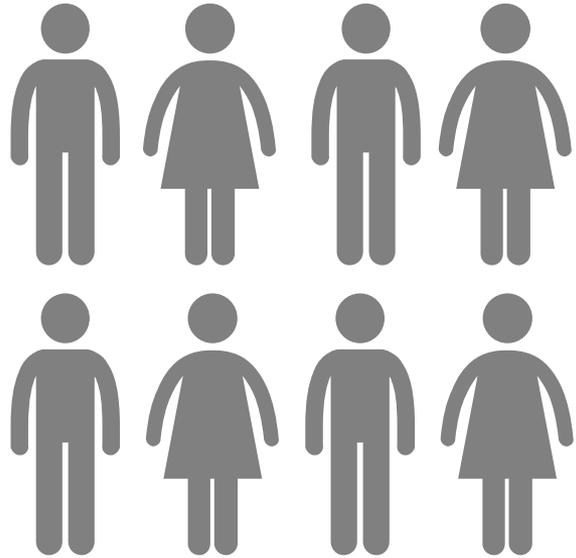
We think
in **images**
not words



We are
**emotional
beings**

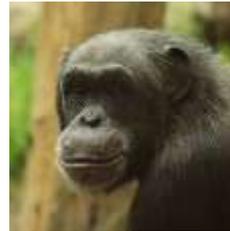
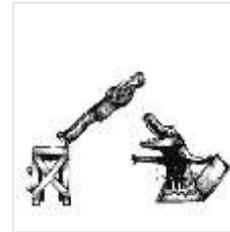


We asked...

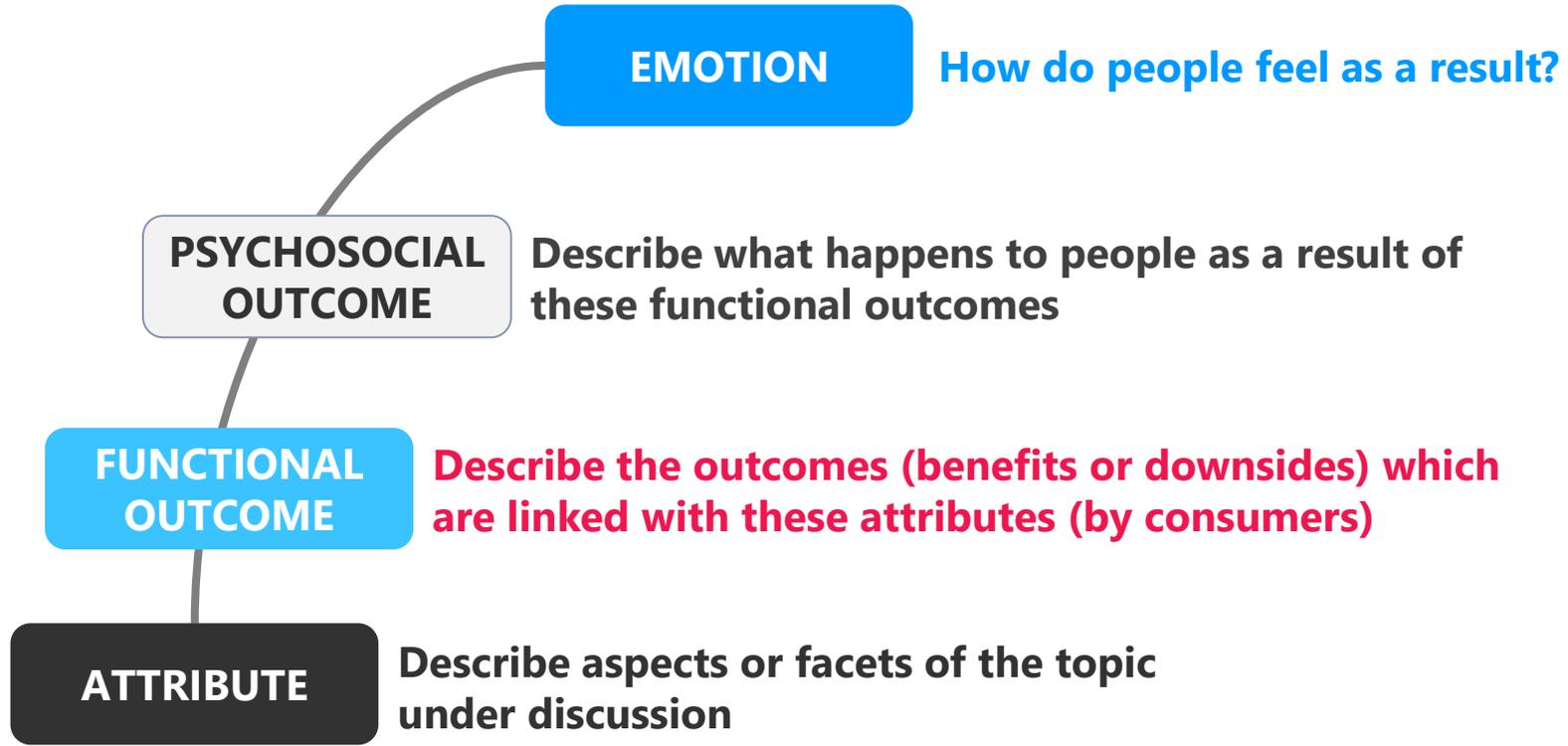


'Hotel Brand Loyalists'...

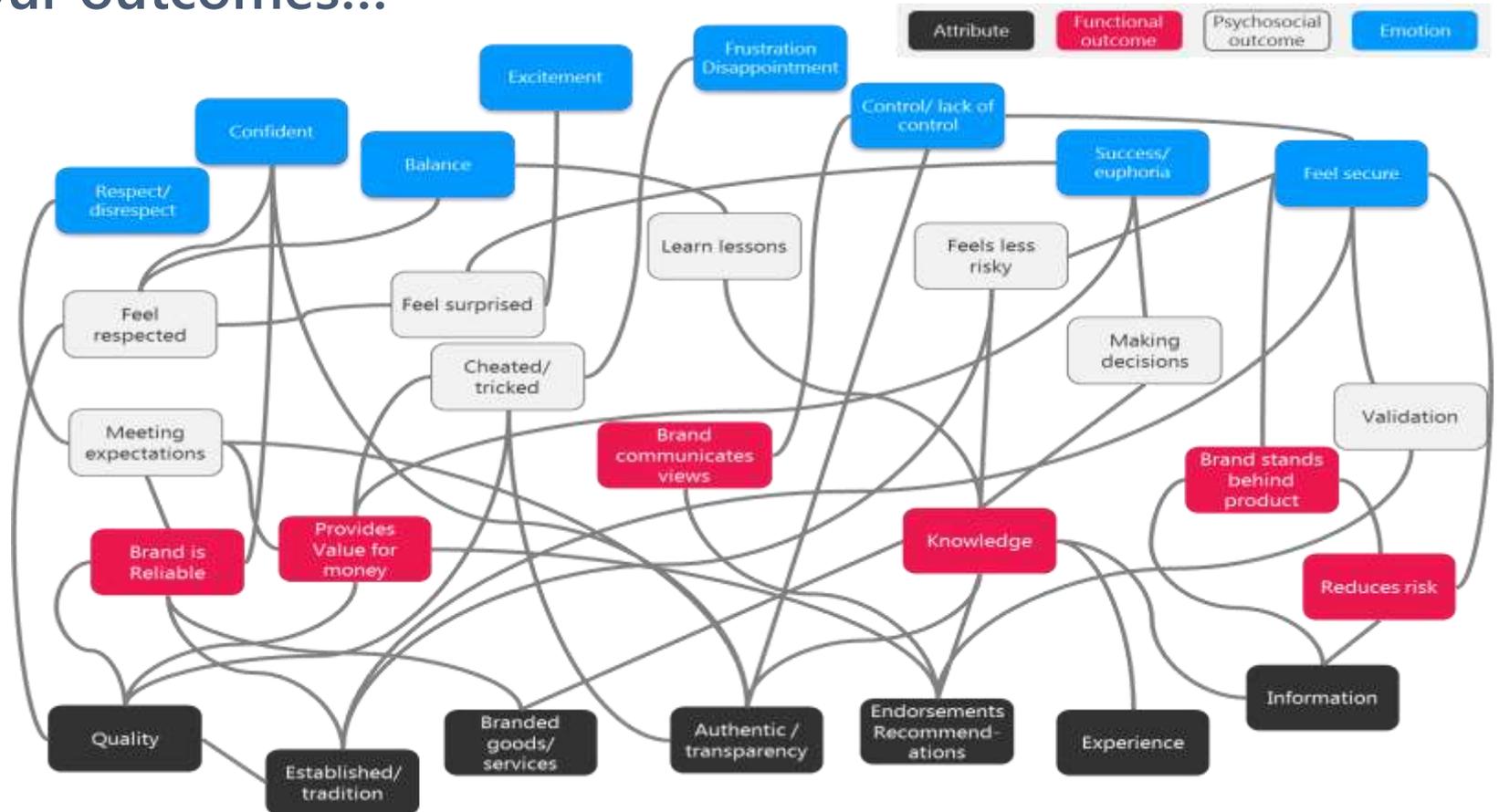
...to provide 5 x images that demonstrate their trust for hotels



Our analysis...



Our outcomes...



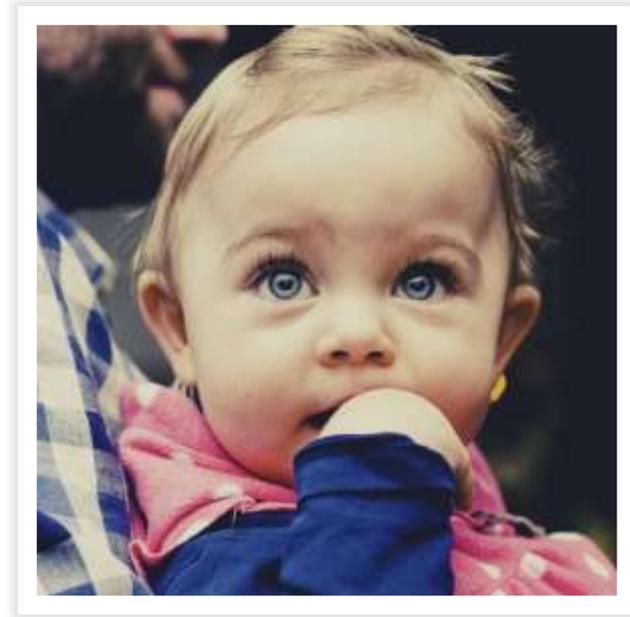


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Brand trust as a concept



Trusted brands support you...



“It feels like you're very much the baby in the situation so **you're like a sponge and you can be manipulated in any way.**
You are helpless.”

Trusted brands are knowledgeable...



“You feel like **you've got to be guarded**. Sometimes you put more armour on than normal. You've got more armour **to take more beatings** if needed.”

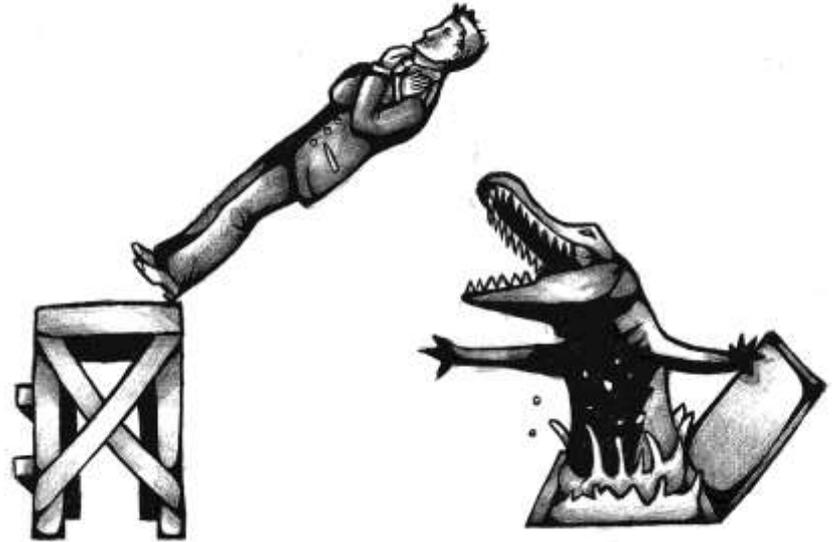
Delivering knowledge...



“What I trust is recommendations from people in the same boat as myself.”

Marketing often has to be taken with a grain of salt.”

Trusted brands are honest and transparent...



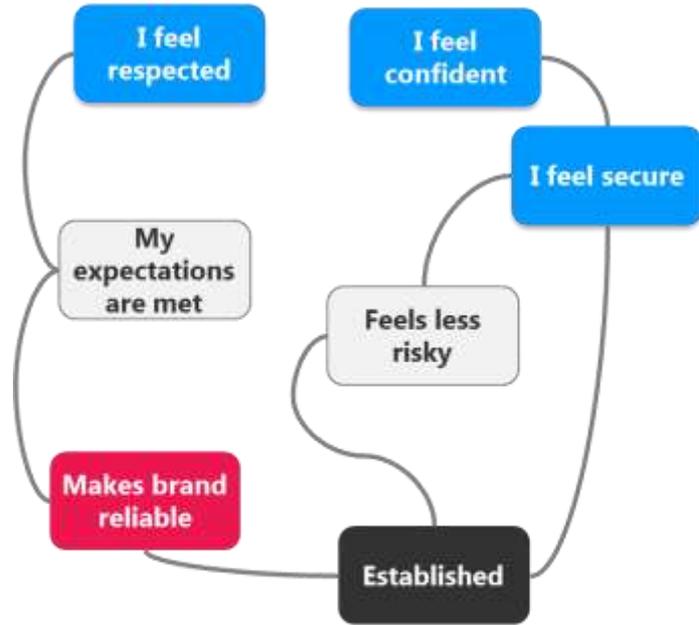
“Trust is all about **openness, honesty and transparency**. You want to look them in the eye and know you get what you see.”

Trusted brands are simple and consistent...



"You know **it's always going to be the same. You know it's not going to change,** and if it does, it's probably going to change for the better because they've got your best interest at heart,"

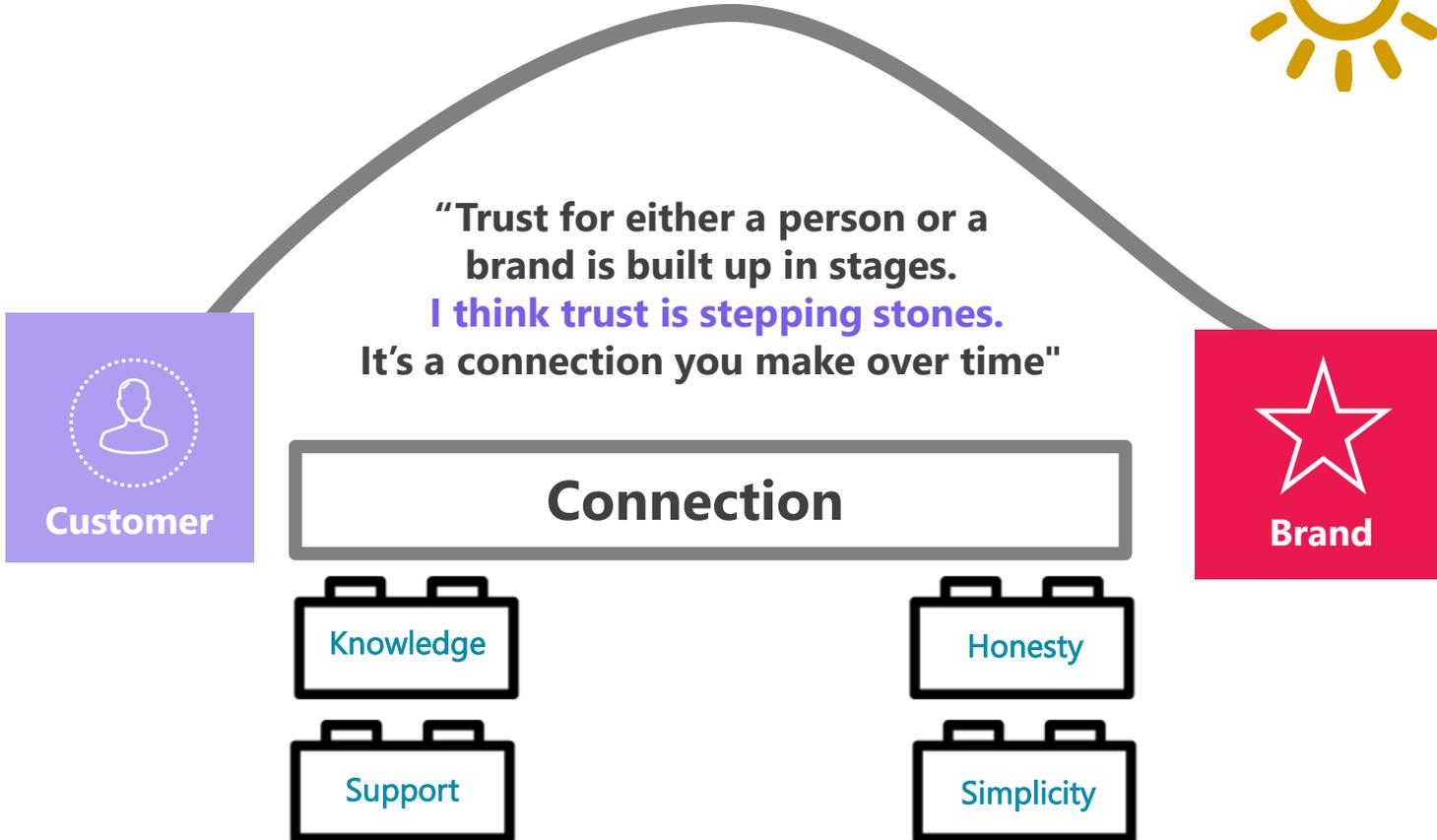
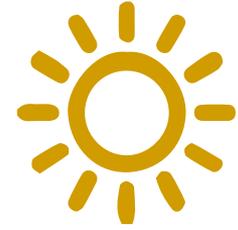
Delivering honesty and consistency...



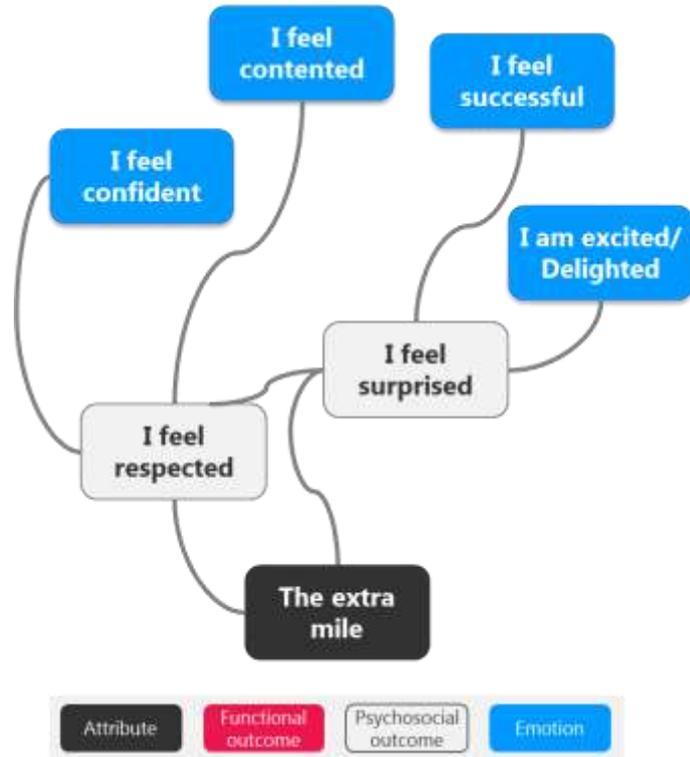
“You know that they've been there for a long time, that they're skilled and you would point people in that direction. If someone said to you, 'Where would you go to get a decent suit', you'd probably say, 'Well, check out Savile Row.'”



Trust is a connection...

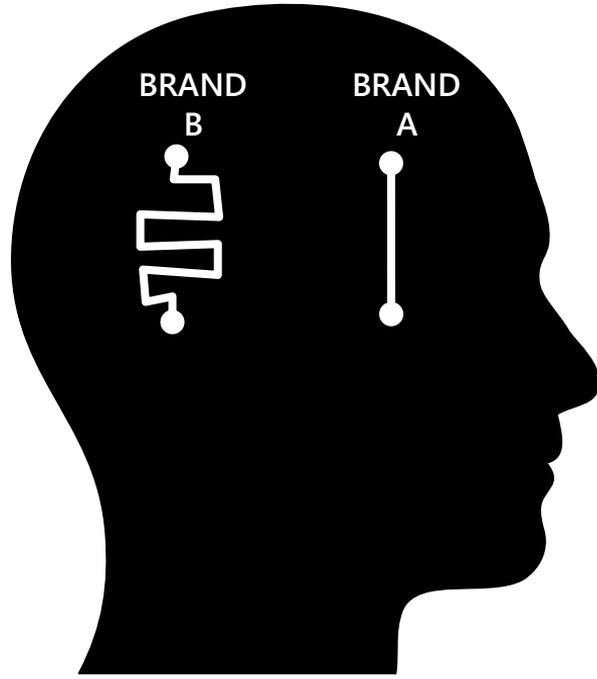


Within the security of trust we can surprise and delight



“ I went away with my wife to a hotel and the book-in staff had asked her why are you coming. She said it's our anniversary and nothing else was said. When we got to our room there was a nice card, 'Happy anniversary' and a bottle of some alcohol and to us that was like, wow, flipping heck.”

The unifying point...



“ We are
cognitive
misers. ”

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