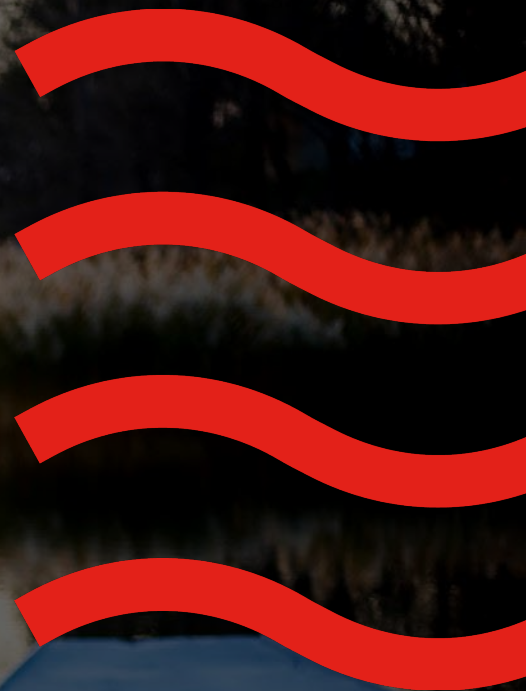


 **marketreach**
unleash the magic of mail



THE **TRUST** FACTOR: UNLOCKING THE POWER FOR BRAND SUCCESS





**THERE'S A LOT OF NOISE ABOUT TRUST IN
OUR INDUSTRY AND BEYOND.**

**WE KNOW THAT MAIL IS TRUSTED BUT WE
DON'T KNOW WHY.**

OR WHY TRUST IS IMPORTANT.

OR HOW TO INFLUENCE IT.





UNDERSTANDING TRUST IN GREATER DEPTH

- What is trust at a human level?
- Can brands/organisations build trust?
- Does trust have commercial value?
- Can trust give brands a competitive edge?
- Does trust matter in communications?
- Are different channels trusted differently?
- Can you master and influence trust as a brand/organisation?

A person is captured in a dynamic breakdancing pose against a grey, textured wall. They are wearing a bright red jacket over a black t-shirt featuring a colorful graphic of a map of Africa with a blue eye. They also wear a tan baseball cap, red-rimmed glasses, a beaded necklace, and light blue jeans. Their arms are extended horizontally, and one leg is kicked high. In the top right corner, there are four horizontal red wavy lines. In the bottom left corner, there is a logo consisting of three red wavy lines above a white lowercase 'm'.

MULTI-STAGE TRUST RESEARCH

DIFFERENT METHODOLOGIES FOR DIFFERENT INSIGHT

Build a forensic knowledge base of trust

- 3 global academic expert interviews
- 6 marketing expert depth interviews
- 20 consumers - ethnographic study
- 10 paired consumer depth interviews

Structural Equation Modelling (SEM)

- Respondent interviews gave 125 potential attributes of trust
- SEM identifies the relationships between these factors and shows what influences what - direct/indirect impact.
- Leads to 8 pillars of trust

Conjoint Analysis of Trust in Comms

- Consumers choose the most trustworthy between different combinations of Messenger, Medium and Message
- Shows how communication works to build Trust for an organisation

Direct questions about brands, trust and media

- How important is trust in choosing an organisation?
- How much do consumers consciously trust different media?
- How do consumers behave towards trusted brands?

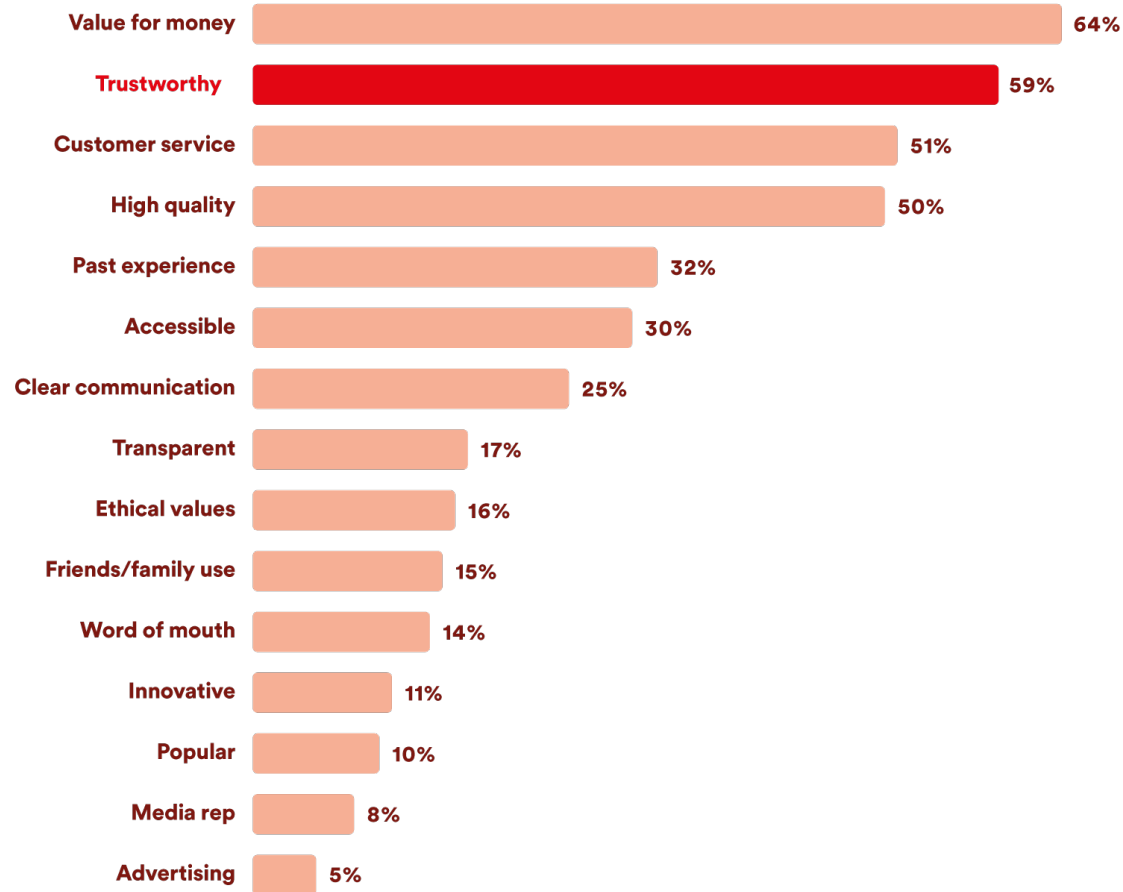
Qualitative

Quantitative



TRUST IS A BRAND'S SECRET WEAPON

Reasons for choosing an organisation (%mention)



Trust critical to commercial success.
A key differentiator which gives a competitive advantage

TRUST IS MORE THAN A WORD: 3 CORE INSIGHTS

The value of trust

Trust has hard commercial value which impacts the bottom line

(it's not just a soft metric)

The role for communications and trust

3-part communications formula:

Messenger
Medium
Message

How trust is made and measured

Trust is made of 8 pillars and is measurable



For me, **trust makes me act** very differently.

If I **trust** an organisation, I will **think of them first** or they'll be in my mind for products or services that I want to use. I'm **more willing to spend my money** with them or even investigate about **upgrades or potential premium packages**.

If it's a company that I don't trust, then I'm less likely to even engage, to even read what they're sending or to even enquire about the possible services that they have to offer.

Male 41, Birmingham



TRUST HAS HARD COMMERCIAL VALUE: IMPACTS THE BOTTOM LINE



A WORLD WITHOUT TRUST IS A WORLD **WITHOUT** RELATIONSHIPS

*Trust is the **cornerstone** of
people's lives, it's how we **engage**
and **establish relationships***

Female 52

Bristol

*Trust is a **basic fact of social life**
without which social life would be
impossible*

Niklas Luhmann
Academic

CRITICAL TO OUR COMMERCIAL RELATIONSHIPS

6 OUT OF 10
SAY THAT TRUST IS AN
IMPORTANT FACTOR
WHEN CHOOSING A
BRAND OR
ORGANISATION



Source: Tapestry/Marketreach Trust Research 2025



“Trust embodies everything we do...
it really runs through everything, every
interaction, every relationship that we
have.”

Head of Marketing
Telecoms

TRUST LEADS DIRECTLY TO COMMERCIAL ACTION



92%

Consumers will 'act' or 'do something' if they trust a brand

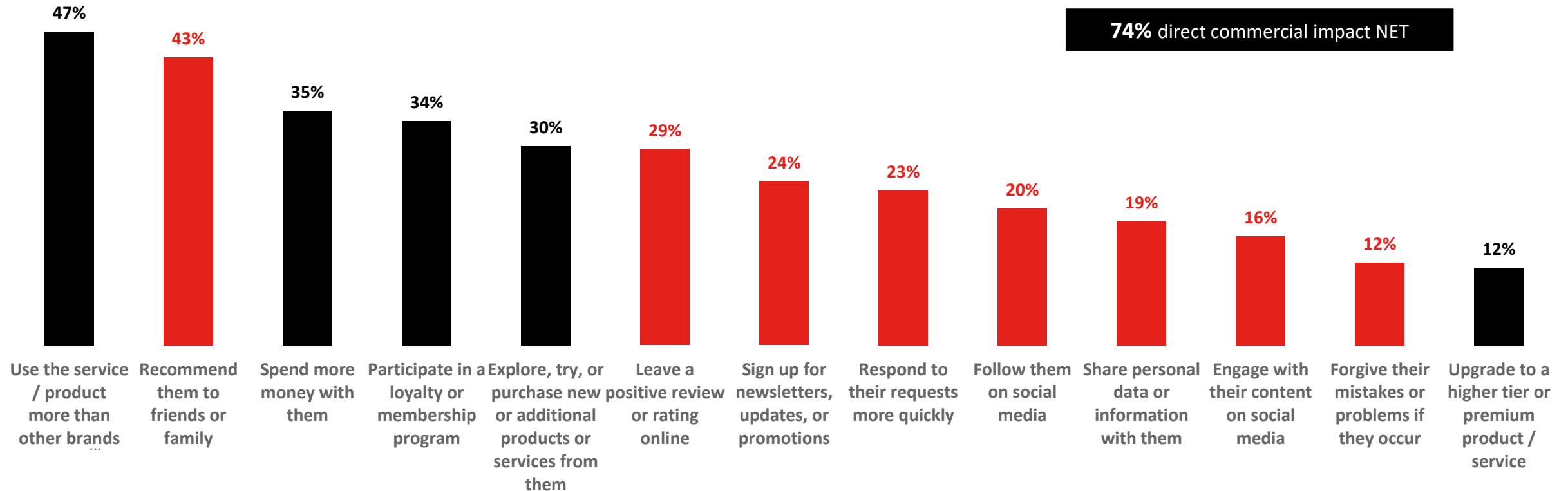
74%

Consumers will act in a commercially impactful way if they trust a brand

PEOPLE SPEND MORE AND TALK MORE ABOUT BRANDS THEY TRUST



If I trust a company / organisation / brand, I am more likely to:



Base. 4,038 nat rep sample aged 18+ Question - Here are the things that you said are important to you when choosing or using a company, organisation, or brand. Thinking about the different companies you use, and have already told us about, which of these are most important to you and why you engage with them?



LOSS OF TRUST IMPACTS THE BOTTOM LINE..

60%

of those who previously used a brand, but have since **stopped**, say that they **don't trust this brand**

Source: Tapestry/Marketreach Trust Research 2025

Base. 660 nat rep sample aged 18+ who stopped engaging with a company/organisation /brand

A woman with long dark hair, wearing a red t-shirt, is looking down at a white document she is holding. She is in a kitchen, with a dark countertop and a laptop visible in the background. The image has a dark overlay. In the top right corner, there are four red wavy lines. In the bottom left corner, there is a logo consisting of three red wavy lines above a white 'm'.

HOW COMMS BUILDS TRUST

WHAT MATTERS? MESSENGER, MEDIUM OR MESSAGE...



Consumers chose the most trustworthy elements based on different combinations of:

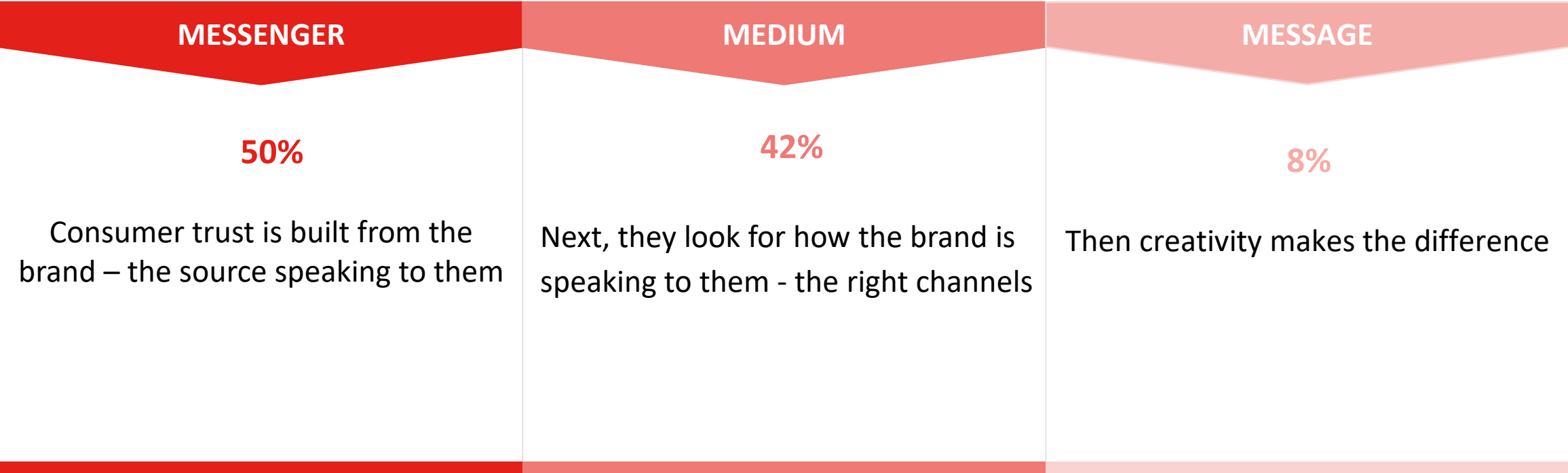
MESSENGER	MEDIUM	MESSAGE
Who is speaking?	How are they saying it?	What are they saying?

This enabled us to determine the relative importance of each element.



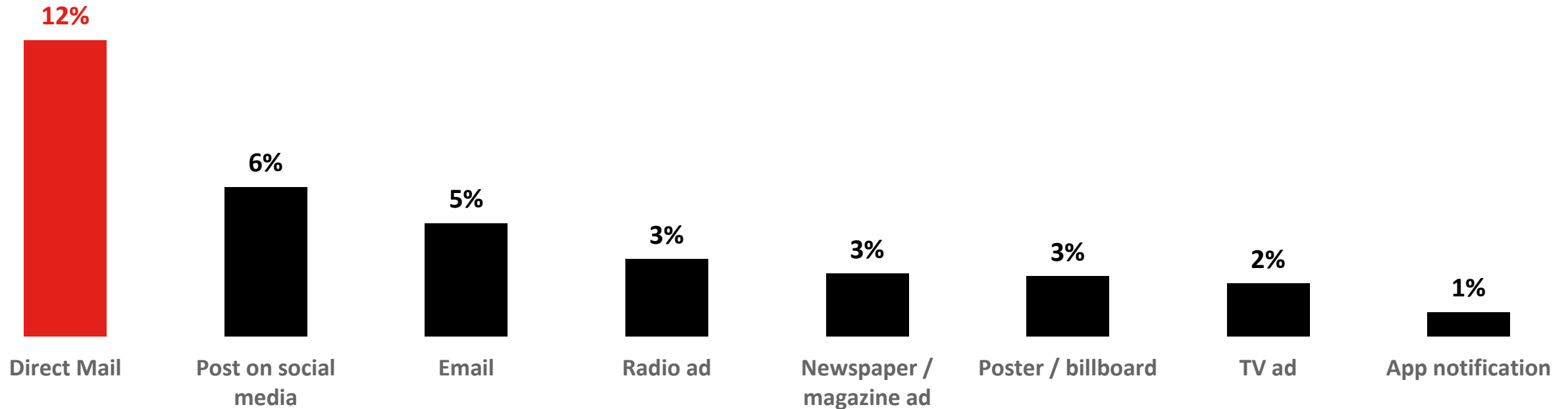
Conjoint Analysis: C1. Which of these do you find most trustworthy?
Please select one option.; C2. Looking again at this communication, how much do you trust it?
Base. 4,038 nat rep sample aged 18+

TRUST STARTS WITH THE BRAND, BUT MEDIA MAKES A **BIG** DIFFERENCE



Confirming what marketers know - a great ad can't fix a bad brand.

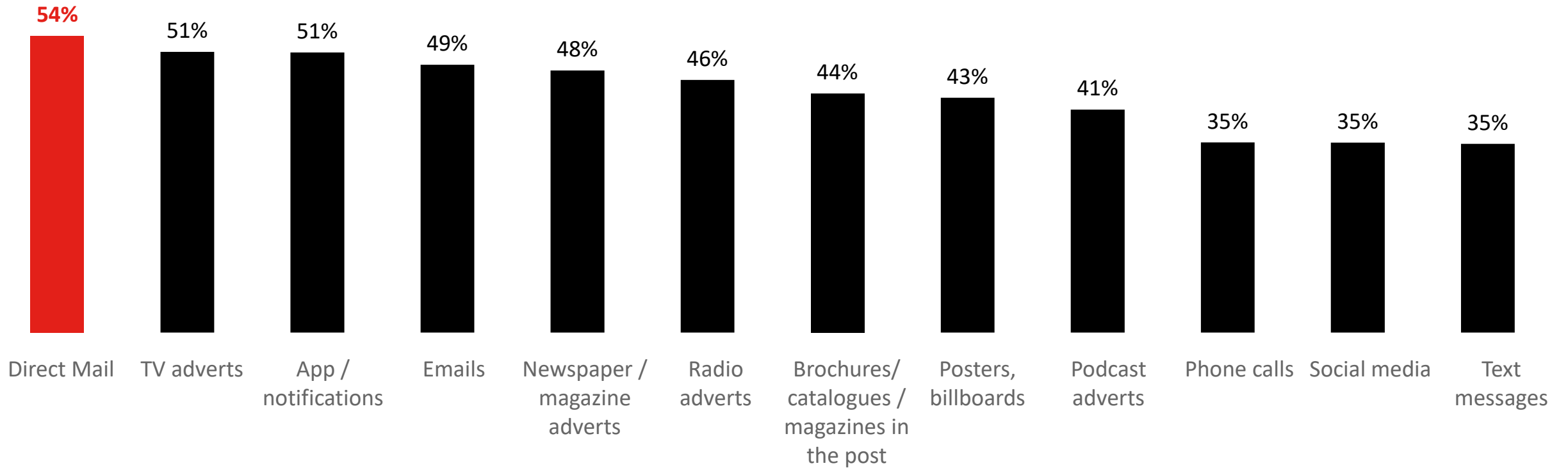
MAIL HAS THE BIGGEST IMPACT ON TRUST IN COMMS



Direct Mail has more than **2x the impact on trust** of the next closest channel



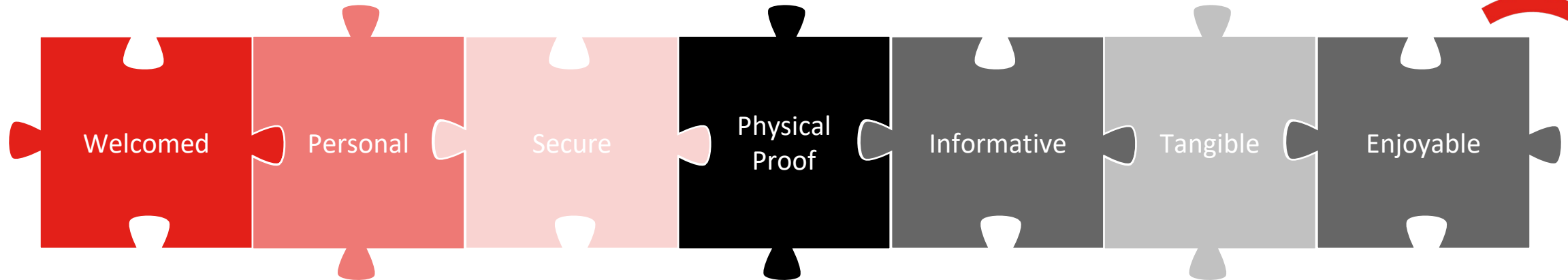
MAIL IS THE MOST TRUSTED MEDIA



Trust in channels (How much do you trust what is said by companies/organisations/brands when they advertise or communicate with you about that brand/Completely/somewhat)
(Among nat rep sample aged 18+)



WHY MAIL IS TRUSTED...



*"I do trust the post the most because you're **not pressured to respond in a certain time.** You've got time to **look at the information and digest it"***
Male 26, Wrexham

60% say that physical mail feels more personal because someone has put time, money and effort into sending it.

60% say that mail is used by official and trusted companies.

*"It's a **trusted** source of information, that I'm more likely to engage with, more likely to read, **maybe more likely to keep that information"***
Male 30, Bristol

59% say that mail is more informative/has more information than other media.

*"If you can **touch and feel something it makes me more inclined to pay attention to it and more inclined to respond to it"***
Male 35, London

Mail is something people enjoy getting.

55% like receiving mail.
75% frequently look at the mail they receive.

A person is captured in a dynamic breakdancing pose against a grey wall. They are wearing a bright red jacket, a black and tan baseball cap, red-rimmed glasses, and a necklace with a colorful pendant. Their arms are extended horizontally, and one leg is kicked high. The background is a plain grey wall with a vertical crack. In the top right corner, there are four horizontal red wavy lines. In the bottom left corner, there is a logo consisting of three red wavy lines above a white lowercase 'm'.

A NEW WAY TO MEASURE TRUST: THE 8 PILLARS



Trust Explorer tool

Discover how you can harness the power of trust

Use our Trust Explorer tool to find actionable insights that will help you build trust and gain a competitive edge.

Start now



TRUST EXPLORER: HARNESSING THE 8 PILLARS AND MEDIA TO SHOW HOW TO BUILD TRUST



A photograph of three young women in a doorway with stained glass windows. One woman is hugging another from behind, and the third is clapping her hands. The image is dimmed with a dark overlay. In the top right corner, there are four red wavy lines. In the bottom left corner, there is a logo consisting of three red wavy lines above a white 'm'.

TRUST SUMMARY

ALL BRANDS AND BUSINESSES NEED TRUST

We have looked at Trust in many ways.

It is critical to every organisation on every level.

- Trust is central to all relationships
- Drives powerful commercial value – **74%** take commercial action if they trust a brand/organisation
- Trust can be built through communication: Messenger, Media and Message
- **8** measurable pillars – the greatest direct effect on trust for a brand/organisation.



Mail has a leading impact on trust every way we measured it

THE TRUST FACTOR

Why trust is vital to your commercial success –
and how to build it



OUR FULL TRUST REPORT



A man with a beard and blue sunglasses is carrying a young child on his shoulders. The child is wearing a red helmet, yellow goggles, and a red and white striped shirt. They are both looking upwards against a bright blue sky with scattered white clouds. The image has a semi-transparent dark overlay.

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THANK YOU

Eve Stansell

