

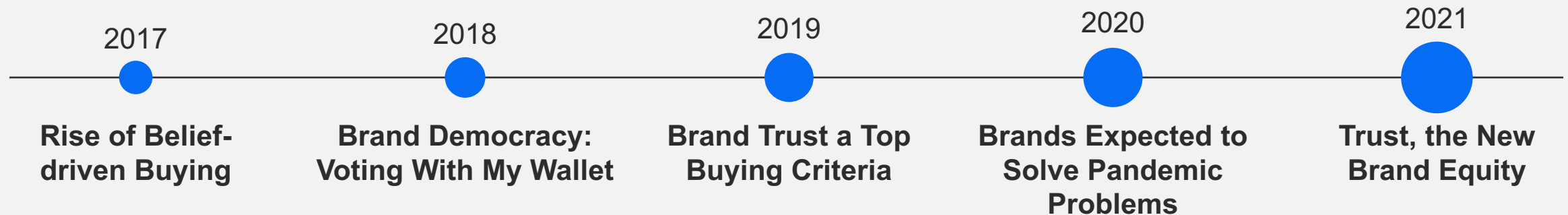


2021 Edelman Trust Barometer Special Report

Trust The New Brand Equity



5 years of trust research: Growing demands on brands



SEISMIC SHIFT IN VALUES

2020 Edelman Trust Barometer Special Report: Brands Amidst Crisis

Pandemic Changes Brand Buying Criteria

Net change in importance as a buying criteria

Matter more

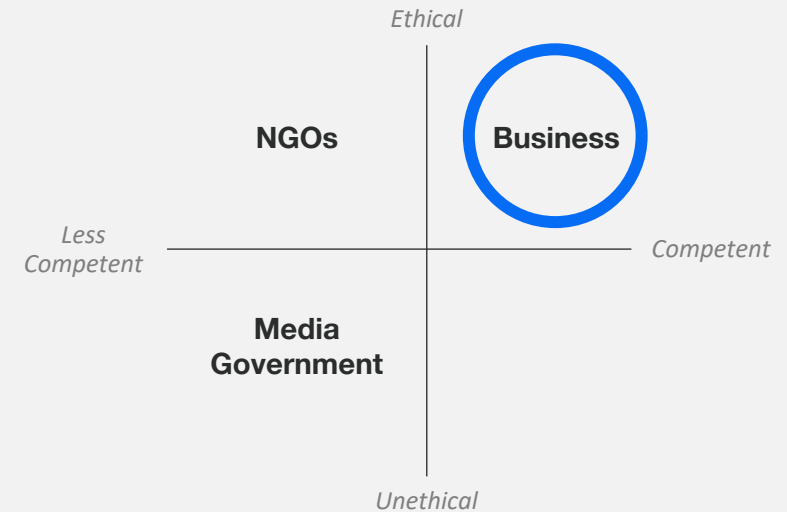
▲ Value, customer safety, and people	+37
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Matter less

▼ My image, trendiness, excitement	-15
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2021 Edelman Trust Barometer Global Report

Only Business Seen as Both Competent and Ethical



2020 Edelman Trust Barometer Special Report: Brands Amidst Crisis. IMP_COV. For each of the following purchasing considerations, please indicate whether it has become more important to you, less important to you, or has stayed the same in importance, as a direct result of the COVID-19 pandemic. 3-point scale; code 1, more important; code 2, less important. General population, 8-mkt avg. Data is the difference between more important and less important. "Value, customer safety, and people" is a net of attributes 17, 29, 33; "Image, trendiness, and excitement" is a net of attributes 6, 9, 10. 2021 Edelman Trust Barometer. The ethical scores are averages of nets based on INS_PER_DIM/1-4. Question asked of half of the sample. The competence score is a net based on TRU_3D_INS/1. Depending on the question it was either asked of the full of half the sample. General population, 24-mkt avg. Data not collected in China, Russia and Thailand. For full details regarding how this data was calculated and plotted please refer to the Technical Appendix.

A BROADER DEFINITION OF BRAND RELEVANCE

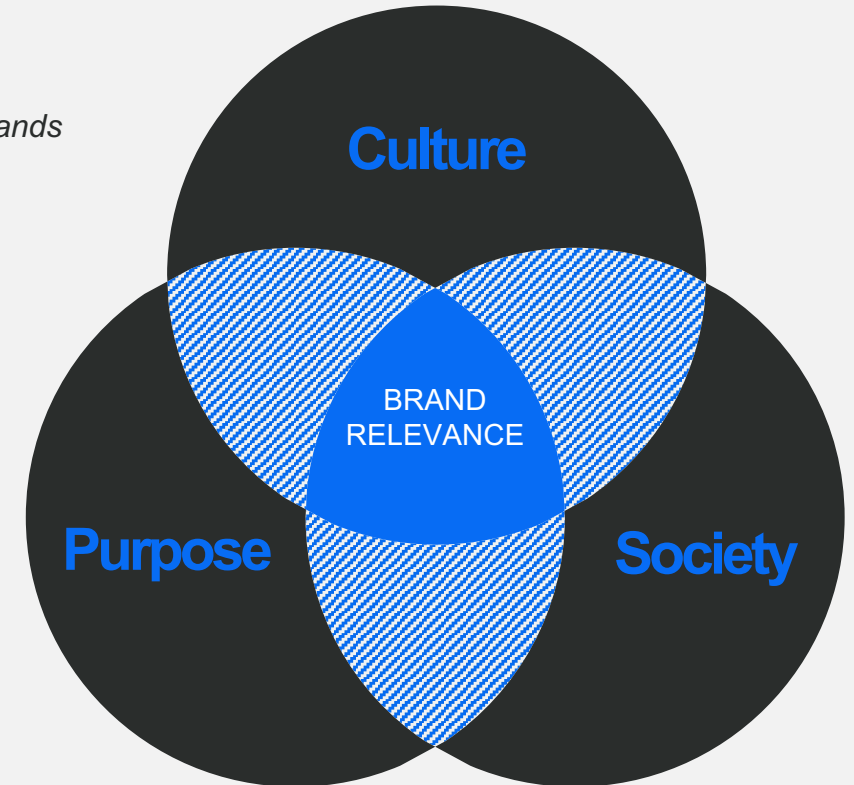
Then...

Brand relevance limited to cultural relevance



Now...

Culture, purpose, and society all matter to brands



Trust The New Brand Equity

14-market online survey

Brazil, Canada, China, France, Germany, India, Japan, Mexico, Saudi Arabia, S. Africa, S. Korea, UAE, UK and U.S.

- All data is nationally representative based on age, region, gender and additionally in the UK and U.S. by race/ethnicity
- 14,000 respondents (1,000 per market)

Timing of Fieldwork: May 12 – June 2, 2021

Report includes findings from:

2021 Edelman Trust Management: Brand Tracker

7-market tracking survey of 115 brands

- China, France, Germany, India, Japan, UK, and U.S.
- 7,350 respondents (1,050 per market)
- Respondents rate up to 10 brands out of 70 brands in each market

Timing of Fieldwork: Eight waves between August 14, 2020, and May 30, 2021



**Brands must
work to change
the world.**

BRAND TRUST MATTERS MORE THAN LOVE

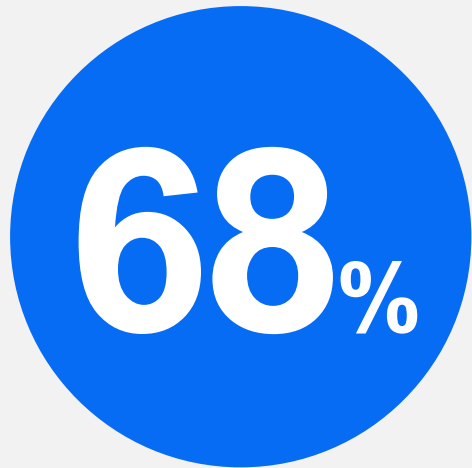
Percent who rate each as critical or important when deciding which brands to buy or use

	Total importance	Critical deal breaker
It offers a good value for the money	89	36
It offers the best quality	89	33
I trust it	88	32
It offers high quality customer service	85	28
It is convenient to find, buy and use	85	26
It has a good reputation	84	26
I love it	81	26

2021 Edelman Trust Barometer Special Report: Trust, The New Brand Equity. TRUST_IMP. When it comes to brands in general that you will or will not buy or use, categorize each of the following attributes based on whether it is a critical deal breaker, important to have, or merely a nice to have. 3-point scale; code 1, deal breaker; code 2, important. General population, 14-mkt avg. Data on the left is a sum of codes 1 and 2.

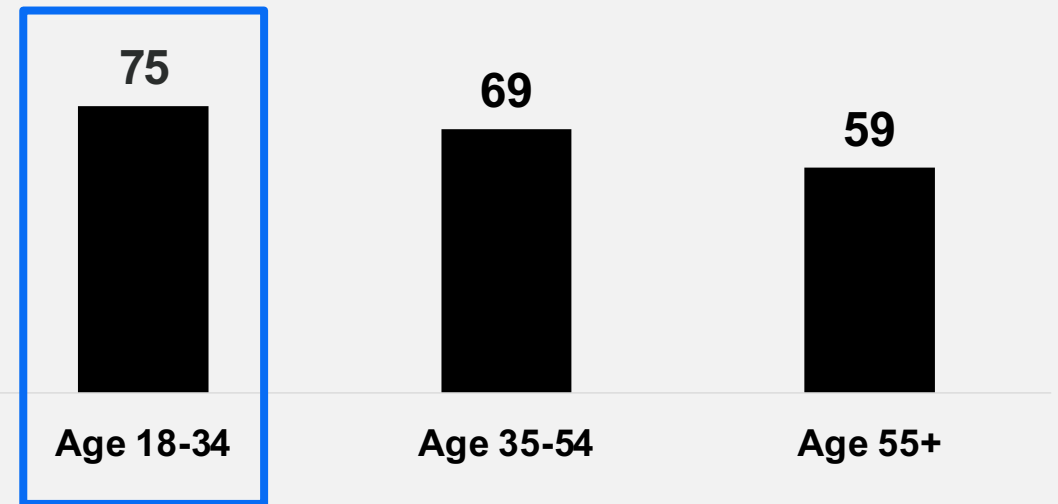
TRUST IN BRANDS NOW MORE IMPORTANT

Percent who say



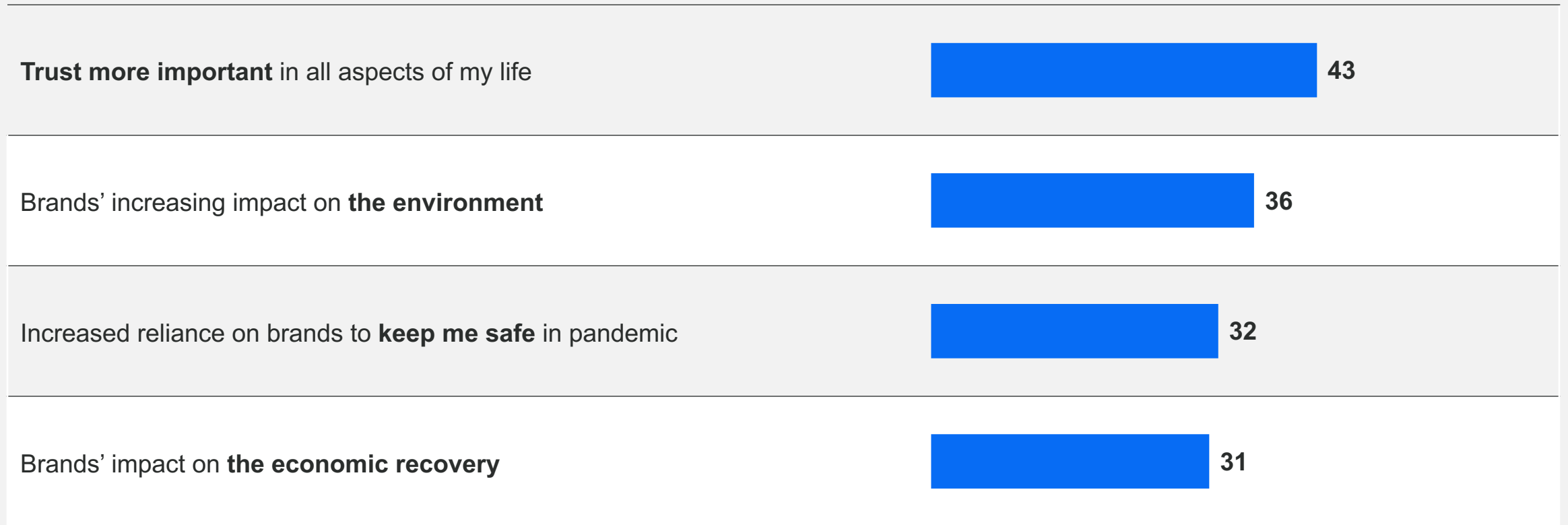
It is **more important** for me to be able to trust the brands I buy or use today **than in the past**

Brand trust matters more across demographics—but especially for younger consumers



DEEPER DEPENDENCE ON BRANDS INCREASES NEED FOR TRUST

Reasons why it is more important to trust the brands they buy today than in the past



2021 Edelman Trust Barometer Special Report: Trust, The New Brand Equity. IMP_WHY. You just indicated that it is more important to you to be able to trust the brands you buy today than in the past. Among the items listed below, please select those, if any, that best describe why it has become more important to you to be able to trust brands. Pick all that apply. Question asked of those that say it is more important to be able to trust the brands they buy or use today than in the past (IMP_TRU/1). General population, 14-mkt avg.

BRANDS EXPECTED TO ACT BEYOND THEIR BUSINESS

86%

Expect brands to take one or more actions **beyond their product and business**

Actions consumers expect from the brands they buy:

Give money to good causes

Address societal challenges

Tell hard truths

Support local communities

Create positive change in society

Display representative images

Address political issues

Support culture and the arts

Make our culture more accepting

No support for misinformation

TODAY, PEOPLE ARE MORE FOCUSED ON THE “WE” THAN THE “ME”

I am more attracted to...

Brands that focus on making
the world a better place

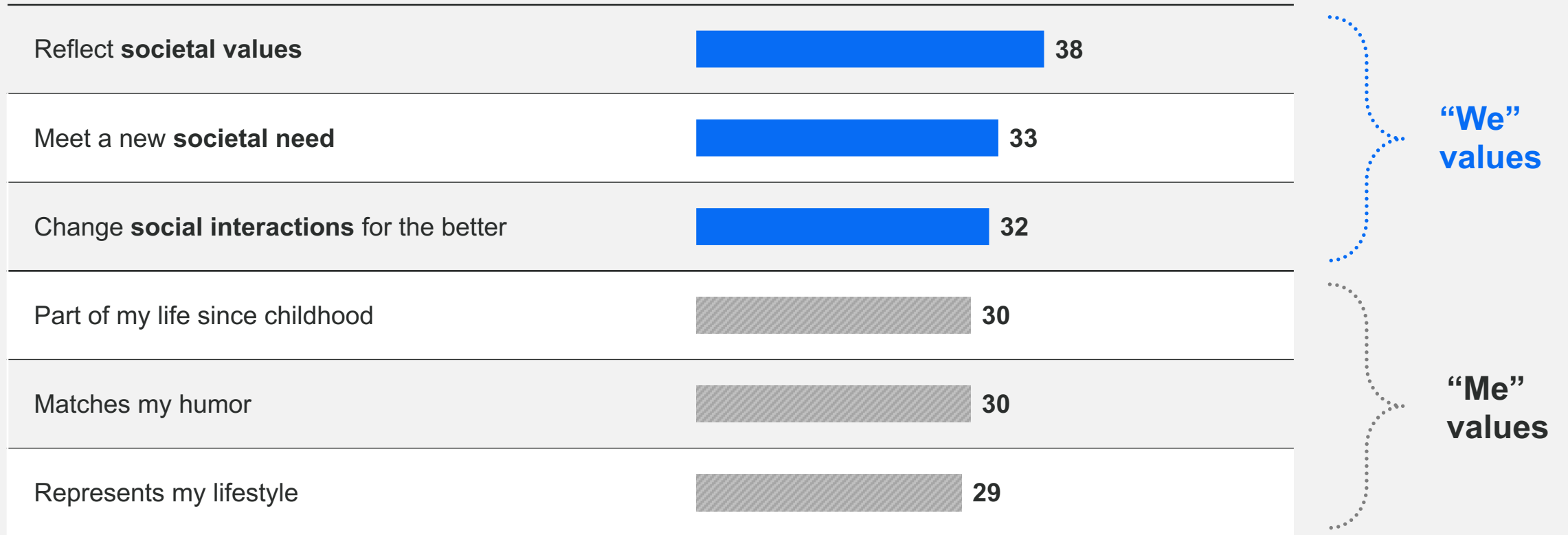
63

37

Brands that focus on making
me a better person

BRAND RELEVANCE NOW FAVORS “WE” VALUES

Percent who say each action would make a brand culturally relevant

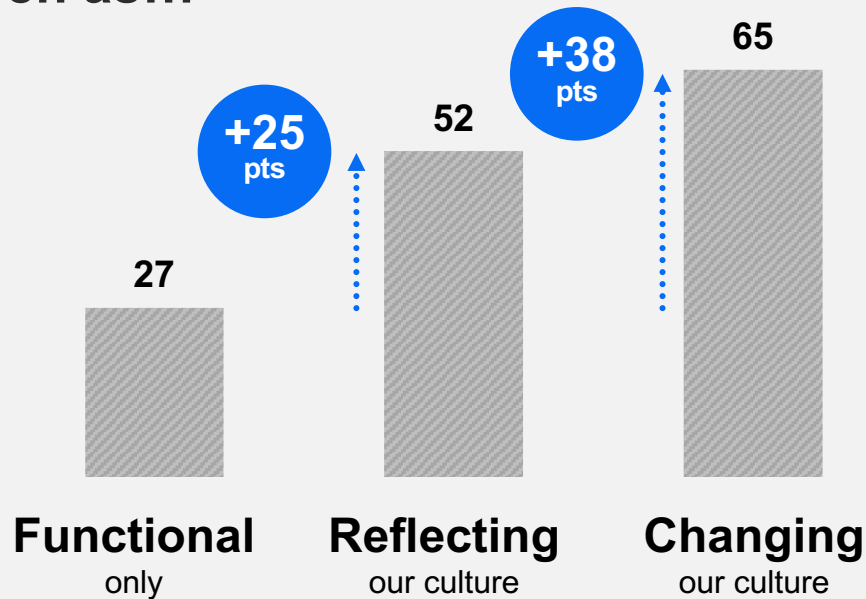


CHANGING CULTURE MOST POWERFUL WAY TO EARN BRAND TRUST

Edelman Brand Trust Score for brands seen as...

(7-market average)

Trust lift
for brands



Changing culture **improves a brand's performance across all five trust-building dimensions**, when compared to brands that focus only on product functionality (percent lift):

- Purpose +62%
- Self +58%
- Integrity +56%
- Dependability +51%
- Ability +45%

2021 Edelman Trust Management: Brand Tracker. ETMB21. Which of the following best describes [BRAND]? 9-point scale; top 3 box, high trusters; bottom 4 box, distrusters. General population, 7-mkt avg. Data shown is an EBTS score that ranges from -100 to 100. The EBTS is calculated by subtracting distrusters from high trusters. Data for this wave was fielded from May 20 to May 30, 2021. For details about how the five dimensions are measured and more information on how the trust scores are calculated please refer to the Technical Appendix. Brand trust increases shown are percent increases in brand dimension.

Trust is the **new**
brand equity.

NEARLY 2 IN 3 CONSUMERS BELIEVE THEY HAVE THE POWER TO FORCE BRANDS TO CHANGE

Which do you see as the **balance of power**?

Consumers can get a brand to change almost anything about itself



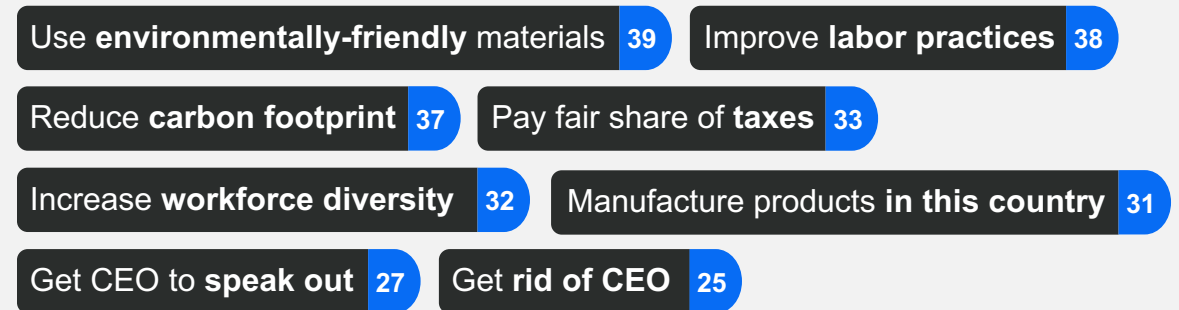
Consumers **cannot** force brands to change

CONSUMERS WANT TO USE THEIR BRAND POWER TO MAKE SOCIETY BETTER



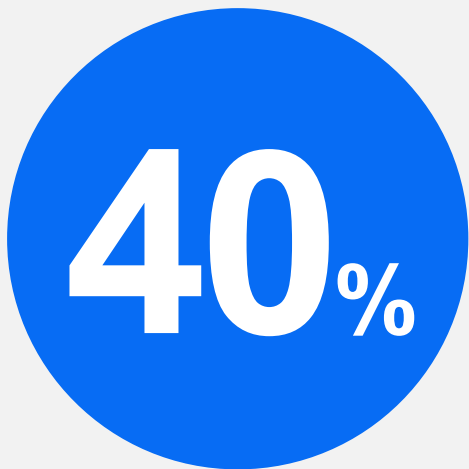
I can force brands to change its **company's societal impact** (net)

Consumers believe they can force brands to:



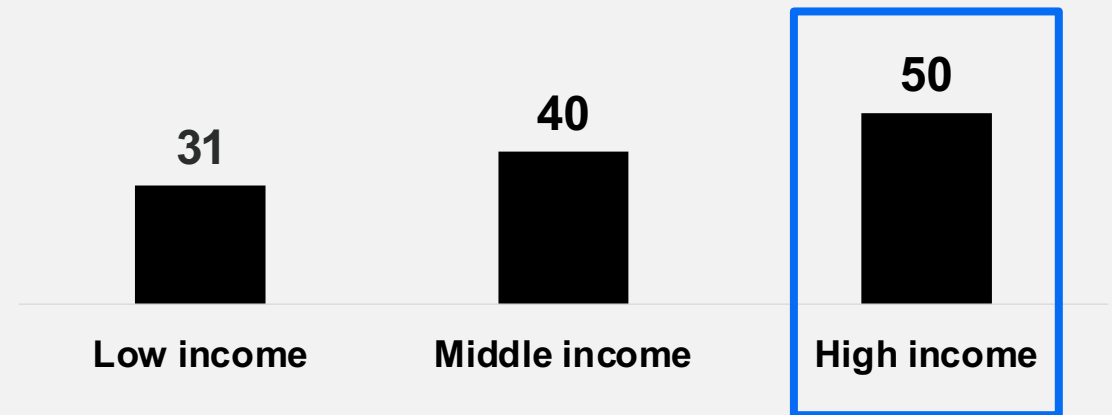
CONSUMERS WILL GIVE UP BRANDS THEY LOVE IF THEY DON'T TRUST THE COMPANY

Percent who agree



There are **brands I love** but **no longer buy** because I do not trust the company that owns the brand

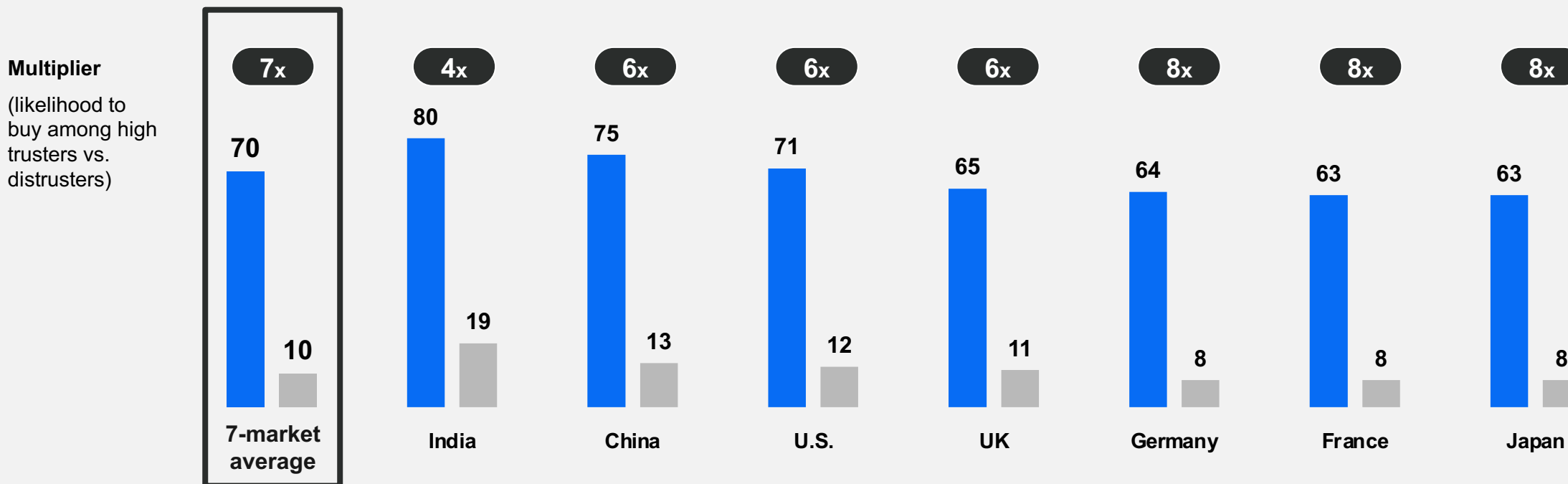
High-income consumers even more likely to switch when they don't trust the company



CONSUMERS WILL BUY BRANDS THEY TRUST

Percent who are likely to buy the brand in the future, comparing those who have high trust in the brand to those who distrust the brand

■ High trusters ■ Distrusters



2021 Edelman Trust Management: Brand Tracker. ETMB13. How likely are you to buy/use the products and services of the following brands in the future? 7-point scale; top 2 box, more likely to purchase. EBTS1. Please indicate how much you trust each brand. 9-point scale; top 3 box, high trusters; bottom 4 box, distrusters. General population, 7-mkt avg. Data shown is an aggregate from 70 brand ratings in each market across five waves in 2021 (January to May 2021). For details about how this data is collected and measured please refer to the Technical Appendix.

A photograph of two men walking and laughing on a city street. The man on the left is wearing a brown jacket, a plaid shirt, and dark jeans. The man on the right is wearing a dark jacket, a plaid shirt, and tan pants. They are both smiling and appear to be in a joyful conversation. The background is a blurred city street with brick buildings and a car.

A new playbook for brands.

BUSINESS INTEGRITY FOUNDATIONAL TO BRAND TRUST

Top 2 issues that business sectors must speak out on or risk losing trust, based on the average ranking of each issue within each market, demographic and sector

	within markets	within demographics	within sectors
Workers' rights and paying a living wage	#1	#1	#1
Safely re-opening the economy	#2	#2	#2

BEYOND THE FUNDAMENTALS, ADDRESS WHAT MATTERS LOCALLY

Top issues business sectors must speak out on or risk losing trust

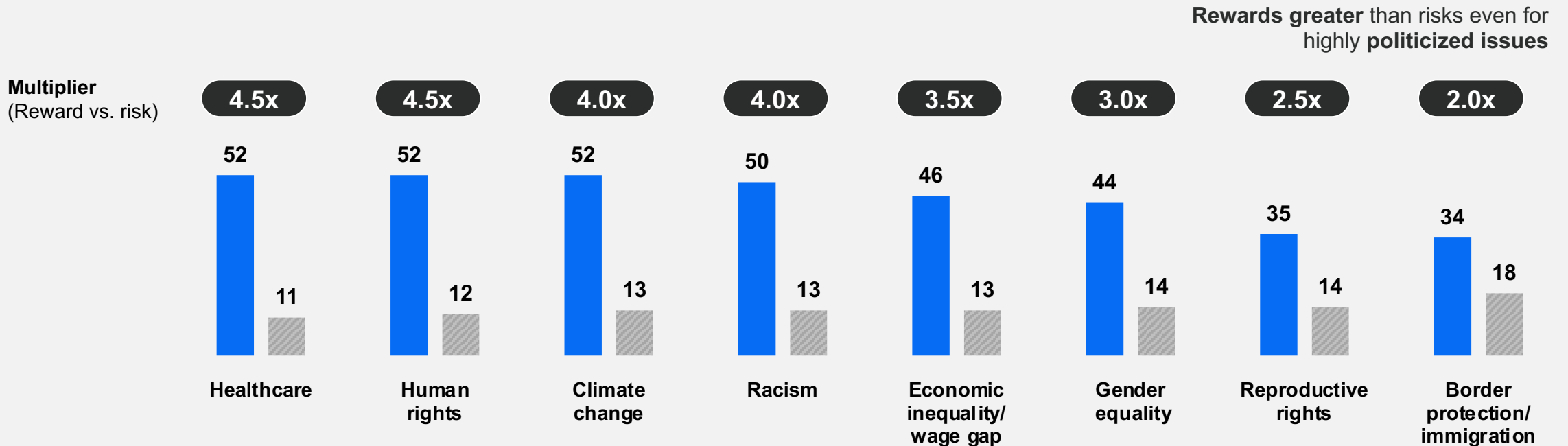
	Brazil	Canada	China	France	Germany	India	Japan	Mexico	Saudi Arabia	S. Africa	S. Korea	UAE	UK	U.S.
Making companies pay their fair share of taxes		1		1	2		1	2			2		1	1
Taking actions to combat climate change and environmental degradation		2		2	1		2	1			1		2	
Alleviating poverty and helping the poor	2		2						1	1				
Improving access to healthcare	1					1			2			1		2
Protecting human rights worldwide												2		
Improving people's diet and nutrition			1											
Promoting gender equality						2								
Ending racism										2				

2021 Edelman Trust Barometer Special Report: Trust, The New Brand Equity. SECTOR. Please indicate which of the following issues the [SECTOR] industry/business sector must publicly speak out on or risk losing your trust. Pick all that apply. Industries shown to half of the sample. General population, by market. "All of the above" added to each response. Data is showing an average across all sectors. Rankings show where each issue ranks, excluding attributes 8 and 9.

FOR BRANDS THAT TAKE A STAND, REWARDS OUTWEIGH THE RISKS

Percent who would be more or less likely to buy a brand that commits to each issue

More likely to buy Less likely to buy



BRANDS MUST EARN AND TELL THEIR STORY

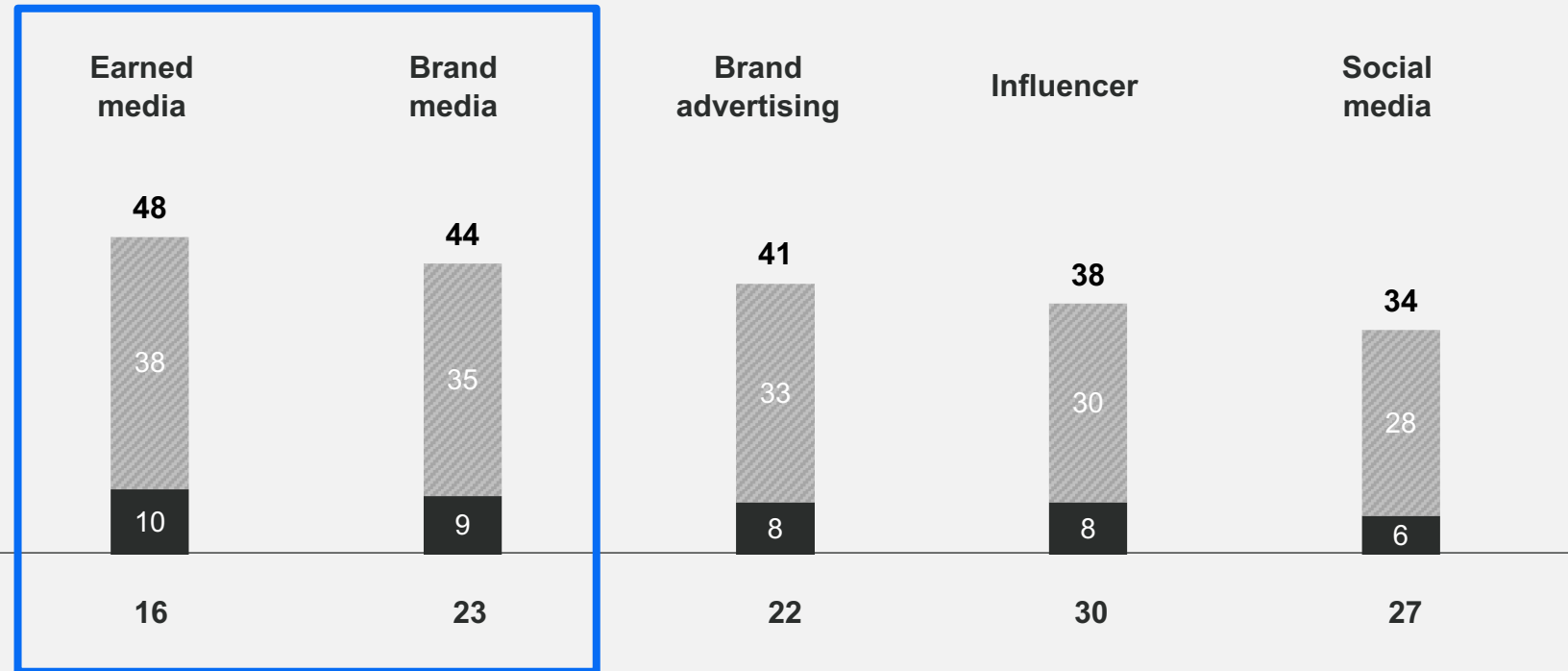
Percent who believe information about a brand from each source, either automatically or after seeing it twice or less

Communications from...

Number of times they need to see the information repeated before believing it:

- Once or twice
- If I see it here, I will **automatically assume it is true**

I will never believe it is true if this is the only place I see it

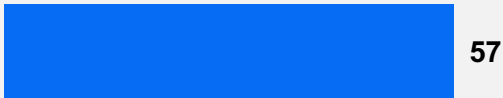


BRANDS MUST BALANCE PEER AND EXPERT VOICES

Percent who say each is credible regarding...

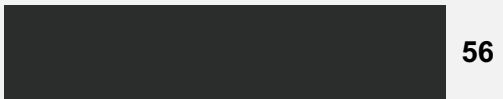
Quality / value of the brand

Academic expert



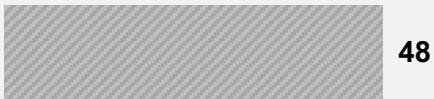
57

Person like yourself



56

Influencer



48

Influencers can bring both expertise and relatability

Lifestyle / fit of the brand

Person like yourself



57

Academic expert



51

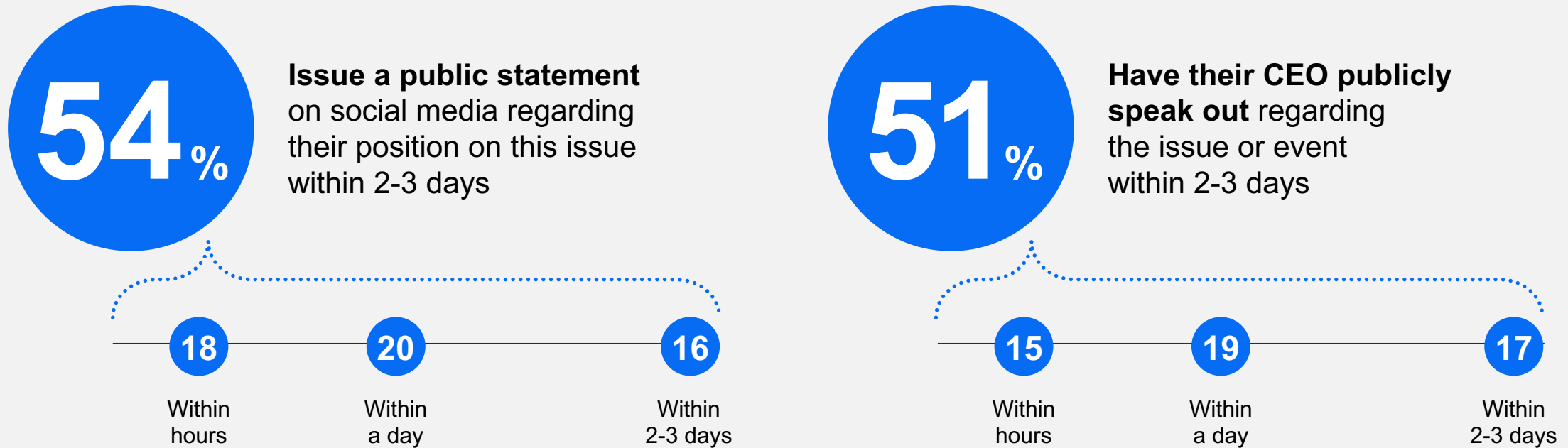
Influencer



48

BRANDS MUST MOVE AT THE SPEED OF CULTURE

Percent who say they expect a timely brand response to a major news event



A woman with long dark hair and purple highlights, wearing a yellow and green lemon-patterned t-shirt, is standing behind a counter in a retail or craft store. She is looking to her right. The counter is cluttered with various items, including jars, bags, and clothing. A large white tote bag hangs from a rack in the foreground. The background shows more clothing and a mirror.

**The rewards
for brands.**

TRUST DRIVES GROWTH

Percent who say they are more likely to do each for brands they fully trust, vs. those they do not trust

61%
will advocate

Recommend it to others

Display it on my person or in my home

Talk about it in my social media

43%
will stay loyal

Stay loyal to it

Stick with it even if something goes wrong

57%
will purchase

Buy new products or services it introduces

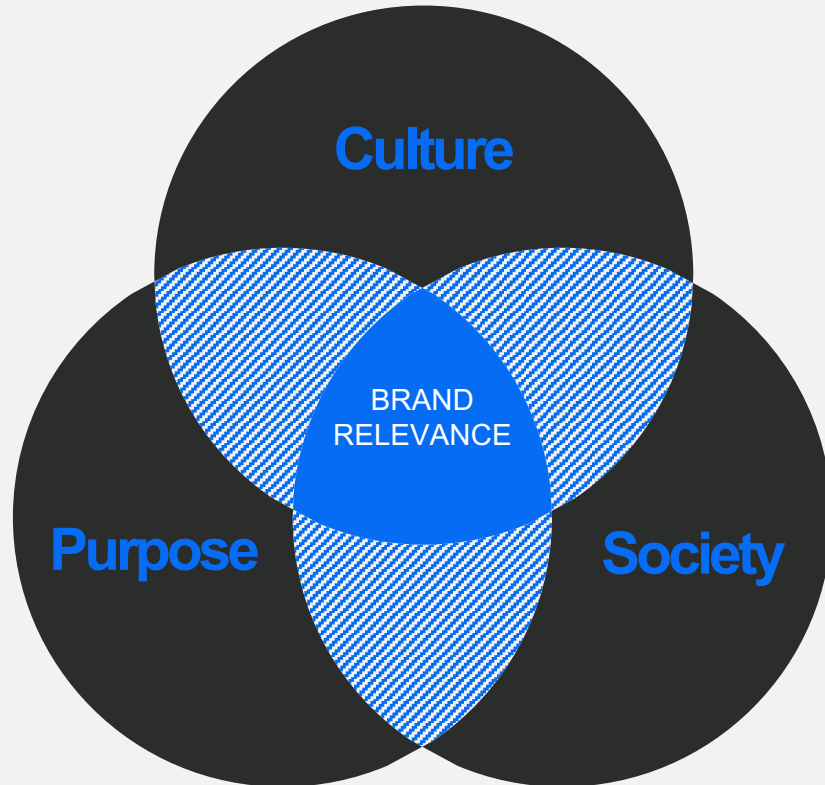
Buy it even if it is not as cheap as other options

31%
will engage

Participate in activities or causes it sponsors

Share personal data, allow it to track me online

TRUSTED BRANDS CONNECT TO CULTURE, PURPOSE, AND SOCIETY



Take Out Hate

Helped Asian restaurants recover from xenophobic, anti-Asian backlash during COVID-19 by encouraging people to order from their favorite local Asian restaurants through #TakeOutHate.



A New Jingle for a New Era

Replaced a centuries-old ice cream truck jingle with surprisingly racist roots with a new original jingle created with legendary Wu-Tang Clan founder, RZA – bringing joy and inclusivity to communities everywhere.



Wildlife Watch

Applied Samsung's powerful phone technology to enable anybody, anywhere to act as a virtual ranger to combat illegal poaching of endangered African wildlife.



Hair Love

Advanced awareness of the CROWN Act, which aims to end race-based hair discrimination, with an Oscars campaign in partnership with "Hair Love" filmmaker Matthew Cherry.

Trust The New Brand Equity

1

Navigate a new cultural playing field

Culture is critical to trust. Today's cultural landscape is broader than pop influence. It is also shaped by purpose and society and seismic values shifts.

2

Be an engine of cultural change

Through brands, people have the power to create change in the world. Be prepared to speak out and recalibrate your business in real time.

3

Earn trust across *both* product & corporate brand

People consider both the brands they buy, the companies behind them, and the employees who work there.

4

Trust drives growth

Brands are not only built on ability and competence, but also the emotional impact of trust to the consumer. Trusted brands are rewarded with purchase, loyalty, and advocacy.

Technical Appendix

FULL TEXT FOR ANSWER CHOICES THAT WERE ABBREVIATED IN THE REPORT

IMP_WHY: Reasons why it is more important to trust the brands they buy today than in the past

Shortened	Full
Trust more important in all aspects of my life	Trust has become more important to me in all aspects of my life than it used to be
Brands' increasing impact on the environment	How brands produce and deliver their products is having an increasingly large impact on the environment
Increased reliance on brands to keep me safe in pandemic	The COVID-19 pandemic has greatly increased my reliance on brands to keep me and the people in my community safe from the virus
Brands' impact on the economic recovery	Brands making smart decisions about when and how to reopen or resume normal business operations will have a huge impact on how quickly and safely the economy recovers

FULL TEXT FOR ANSWER CHOICES THAT WERE ABBREVIATED IN THE REPORT

EXPECT: Actions consumers expect from the brands they buy

Shortened	Full
Give money to good causes	They give money to good causes such as feeding the poor and eradicating disease
Address societal challenges	They actively engage in addressing social issues and helping to address societal challenges that I care about
Tell hard truths	They are not afraid to speak the truth about what is happening in the country, even if it is unpleasant or not what their customers want to hear
Support local communities	They support and improve the communities in which they do business
Create positive change in society	They use their power, money and influence to create positive change in society
Display representative images	They display positive and demographically representative images of our society
Address political issues	They actively engage in addressing political issues that I care about
Support culture and the arts	They support culture and the arts
Make our culture more accepting	They actively work to improve our culture, making it more humane, more accepting and richer
No support for misinformation	They do not support with their advertising money organizations that allow hate speech or the spread of mis-information

FULL TEXT FOR ANSWER CHOICES THAT WERE ABBREVIATED IN THE REPORT

CULT_REL: Actions that would make a brand culturally relevant

Shortened	Full
Reflect societal values	It reflects the current values of our society
Meet a new societal need	It meets a need that is a result of some newly emerging change in our society (for example, the new needs that the pandemic lockdowns spawned)
Change social interactions for the better	It is attempting to change the way people talk or think or treat each other for the better
Part of my life since childhood	It has been part of my life since my childhood
Matches my humor	It has a sense of humor that matches mine
Represents my lifestyle	It speaks to the interests and needs of people who share my ideology or lifestyle

FULL TEXT FOR ANSWER CHOICES THAT WERE ABBREVIATED IN THE REPORT

BRD_IMP: What consumers believe they can force brands to do

Shortened	Full
Use environmentally-friendly materials	Ensure that the raw materials it uses are cruelty-free and harvested or collected in environmentally friendly ways
Improve labor practices	Improve its labor practices and how it treats its employees
Reduce carbon footprint	Reduce the size of its carbon footprint and enhance its sustainability practices
Pay fair share of taxes	Pay its fair share of taxes
Increase workforce diversity	Increase the diversity of its workforce
Manufacture products in this country	Manufacture or produce its products in this country instead of in cheaper labor markets
Get CEO to speak out	Get its CEO to speak out on an important societal issue
Get rid of CEO	Get rid of its CEO if they disapproved of his or her actions

FULL TEXT FOR ANSWER CHOICES THAT WERE ABBREVIATED IN THE REPORT

SECTOR: Issues that business sectors must speak out on or risk losing trust

Shortened	Full
Worker’s rights and paying a living wage	Protecting worker’s rights and paying a living wage
Safely re-opening the economy	Safely re-opening the economy post COVID
Poverty	Alleviating poverty and helping the poor
Corporate taxes	Making companies pay their fair share of taxes
Climate change and the environment	Taking actions to combat climate change and environmental degradation
Healthcare	Improving access to healthcare
Human rights	Protecting human rights worldwide
Diet and nutrition	Improving people’s diet and nutrition
Gender equality	Promoting gender equality
Racism	Ending racism and racial inequality
Disability inclusion	Making our society more inclusive and accepting when it comes to people with physical or mental disabilities
Job automation	Addressing the impact of technology and globalization on jobs in this country
Education	Ensuring access to a quality education
Misinformation in the media	Protecting the independence of the media and actively combatting misinformation and outright lies
Childcare	Guaranteeing quality childcare

FULL TEXT FOR ANSWER CHOICES THAT WERE ABBREVIATED IN THE REPORT

RISK: Issues that brands need to commit to

Shortened	Full
Healthcare	Improving access to healthcare
Human rights	Protecting human rights worldwide
Climate change	Taking actions to combat climate change and environmental degradation
Racism	Ending racism and racial inequality
Economic inequality/wage gap	Committing to reduce economic inequality (e.g., close the gap between CEO and worker pay)
Gender equality	Promoting gender equality
Reproductive rights	Protecting reproductive rights
Border protection/immigration	Protecting our borders and controlling immigration

FULL TEXT FOR ANSWER CHOICES THAT WERE ABBREVIATED IN THE REPORT

TRUST_KPI: Actions consumers are more likely to do each for brands they fully trust, vs. those they do not trust

Shortened	Full
Recommend it to others	Recommend the fully trusted brand to other people
Display it on my person or in my home	Display the fully trusted brand on my person or in my home
Talk about it in my social media	Talk about the fully trusted brand in my social media
Buy new products or services it introduces	Buy new products or services the fully trusted brand introduces
Buy it even if it is not as cheap as other options	Buy the fully trusted brand even if it is not as cheap as some of my other options
Stay loyal to it	Stay loyal to the fully trusted brand, and not be actively shopping around for another brand that I might like better
Stick with it even if something goes wrong	Stick with the fully trusted brand even if it makes a mistake or something goes wrong
Participate in activities or causes it sponsors	Participate in activities, promotions or causes the fully trusted brand sponsors
Share personal data, allow it to track me online	Share personal data with the fully trusted brand or allow it to track my online activities

THE EDELMAN BRAND TRUST SCORE AND HOW IT IS CALCULATED

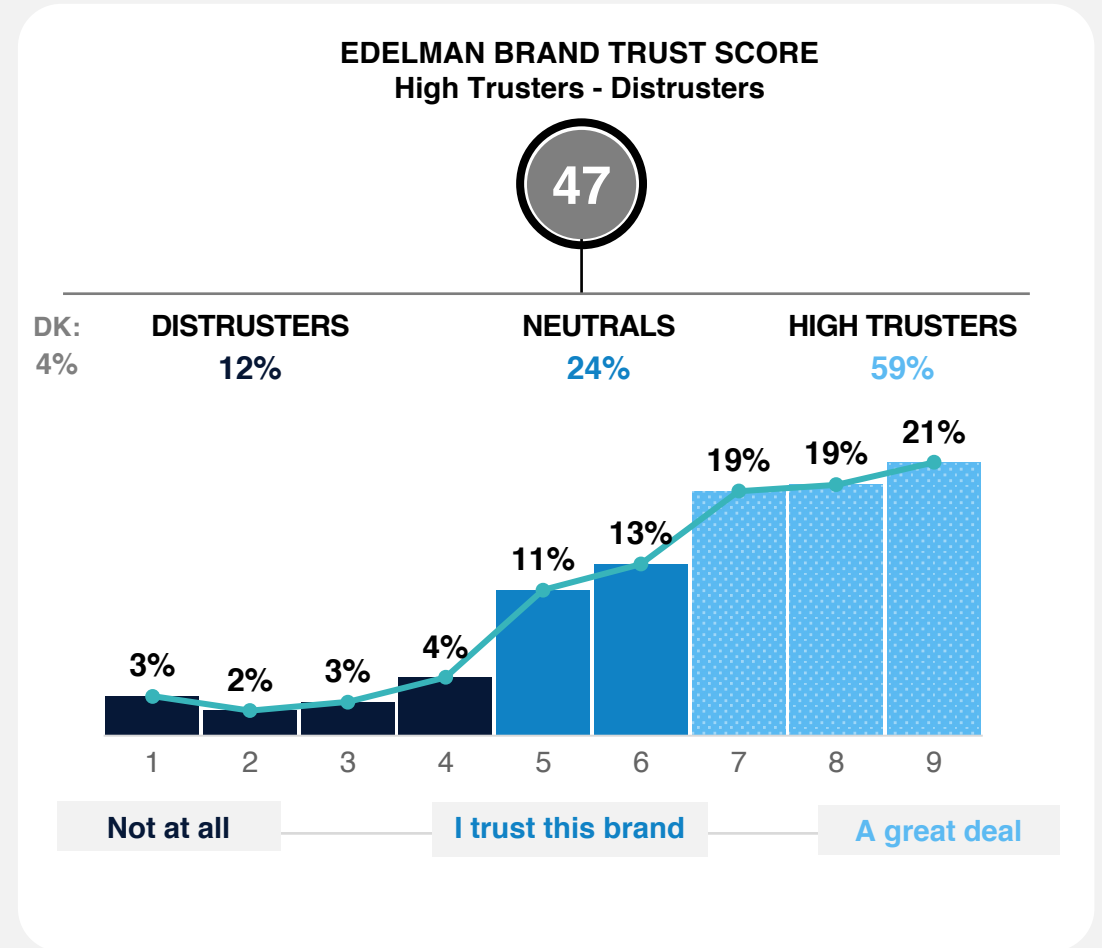
The Edelman Brand Trust Score is measured with one simple KPI that can be applied universally to all brands in all industries and enriched by norms and benchmarks: “I trust this BRAND a great deal.”

It is a dynamic representation of a brand’s Trust Capital, built from identifying **high trusters**, **neutrals**, and **distrusters** for a brand and its competitive set.

The Edelman Brand Trust Score is calculated by subtracting “distrusters” from “high trusters,” and ranges from -100 to 100.

It can be benchmarked compared to **your competitive set**, and **tracked** over time.

It is applicable across all consumer segments, demographics and psychographics.



THE DIMENSIONS OF BRAND TRUST AND HOW THEY ARE SCORED

In managing your brand trust, there are five key dimensions that help interpret the score, diagnose strengths and weaknesses, and provide a comprehensive and actionable roadmap to build and protect trust.

Each dimension score is comprised of respondents who highly agree that the brand is living up to at least one of the two statements shown below for each.

Ability: Functional trust.

Is your brand good at what it does? Is it competent?

Dependability: Transactional trust.

Does the brand keep its promises? Is it reliable?

Integrity: Moral and ethical trust.

Is the brand honest? Is it ethical for customers?

Purpose: Societal and environmental trust.

Is your brand trying to have a positive impact on society overall? Does it champion beliefs that matter to people?

Self: Personal trust.

Is it relevant to the audience? Does it resonate emotionally?



HOW THE ISSUE RANKINGS WERE CALCULATED

We gave respondents a list of 15 societal issues and asked them to identify which issues business sectors must publicly speak out on or risk losing trust. The issue selected by the highest proportion of respondents was ranked #1, the second most selected issue was ranked #2 and so on.

We calculated the average ranking across our 14 markets, and separately for our 11 sectors and 8 different demographic groups. Finally, we averaged the market, sector and demographic averages to arrive at an **overall ranking average**.

The issues with the highest overall rankings were identified as the #1 and #2 most important for brands to address.

Issues	Overall average	<i>Within markets</i>	<i>Within demos</i>	<i>Within sectors</i>
Worker's rights and paying a living wage	1.82	2.07	1.13	2.27
Safely re-opening the economy	2.68	2.79	1.88	3.36
Poverty	5.08	5.50	4.00	5.73
Corporate taxes	5.23	5.57	4.75	5.36
Climate change and the environment	5.62	6.14	5.00	5.73
Healthcare	6.69	6.00	5.88	8.18
Human rights	6.80	7.07	6.50	6.82
Diet and nutrition	7.93	6.93	8.13	8.73
Racism	8.15	8.36	8.63	7.45
Gender equality	8.53	8.43	9.25	7.91
Disability inclusion	10.13	10.07	10.88	9.45
Job automation	11.74	11.79	12.25	11.18
Education	12.36	12.36	13.00	11.73
Misinformation in the media	13.33	13.29	13.88	12.82
Childcare	13.93	13.64	14.88	13.27

FULL SECTOR AND DEMOGRAPHIC GROUP LIST FROM IMPORTANCE RANKING ANALYSIS

Sectors
Automobile
High tech products like computers and mobile phones
Food and beverage product
Pharmaceutical and over the counter medicine
Beer, wine and spirit
Health and beauty product
Clothing and apparel
Quick serve and fast casual restaurants
Retail
Financial services such as banks, investment companies and credit cards
Hotel and airline

Demographics
Male
Female
Ages 18-34
Ages 35-54
Ages 55+
Low income
Middle income
High income

2021 Edelman Trust Barometer Special Report
Trust, The New Brand Equity

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