

# Building a trusted brand

It's about building trust and creating shared meaning.

Over the past 12 months we have been joined by industry leaders, academics and activists across the world to discover the benefits of a building a purpose-driven marketing strategy.

Read on for a summary of our research and actionable insights from our contributors.



# Marketing with Purpose

Building a brand that's welcomed into people's lives by earning their trust and upholding their values is a journey every business must navigate. Marketers play a powerful role to articulate these brand and business values. But how does a brand build trust? **By marketing with purpose.**

## See it in action

Over the course of 12 months, we welcomed **24** guest contributors from **16** brands across the world to inspire and deliver actionable tips on how you can kick-start your marketing with purpose strategy today.

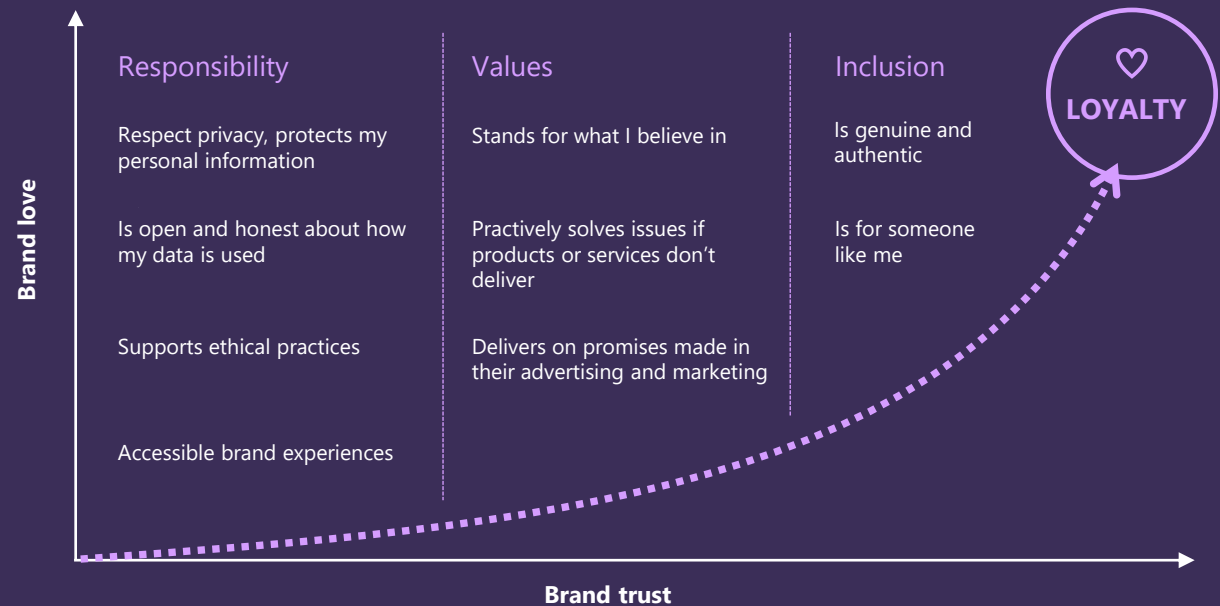
## 3 keys of a trusted brand

Over the course of our [research](#)\*, we found three key themes that are essential in order to build a trusted brand.

**RESPONSIBILITY | VALUES | INCLUSION**



## Drivers of trust, love and loyalty



# Responsibility

How can marketers be responsible stewards of the customer experience?

**Accessibility, sustainability, transparency and privacy** are key drivers for building a trusted relationship with your audience.

Research proves that

# 85%

of consumers say they'll only consider a brand if they trust the brand.



## ACCESSIBILITY

“ Accessibility is never an accident – it is a deliberate action...Without accessible advertising, marketing and customer experiences, our campaigns and programs are unable to reach their full potential.”



**Hector Minto**  
Microsoft

“ Accessibility is important to this moment in time. We need to all have accessibility to the dream that we want for ourselves.”



**Ericka Riggs**  
Omnicom

## TRANSPARENCY

“ It's a marketer's responsibility to not just use labels for your marketing, instead be honest to consumers and be honest about what you do.”



**Jérôme de la Chambre**  
Landal GreenParks

“ Your supply chain is your brand.”



**Killian Stokes**  
Moyee Coffee

“ From a data algorithm perspective –how are the conscious and unconscious biases...how are they being encoded on the internet that we are all on all the time. ”



**Philip Huynh**  
Reprise Media

## SUSTAINABILITY

“ As a business you are responsible to contribute by measuring your impact on the environment, society, biodiversity, etc. With the help of technology, businesses can support the trend of sustainability by providing insights and data where possible to drive the conversation.”



**Alejandra Attal**  
Microsoft

“ We all need to be more conscious consumers. If a product is too cheap, someone at the start of the supply chain is paying the price. We do not need to be perfect but if we all consume more consciously, collectively, it can have a massive impact on people's lives and industries.”



**Nicola Matthews**  
Tony's Chocolonely

“ Transparency and making informed choices are essential. Companies have the responsibility to raise awareness and individuals need to educate themselves...Start in your own work environment with small steps and a positive vibe.”



**Remona van der Zon**  
KLM

# Values

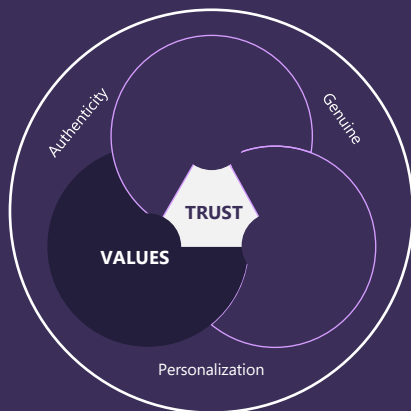
Understanding your brand and consumer values as well as ethical/data bias will help you create brand trust!

Research uncovered

# 48%

of people have stopped purchasing from a brand because they don't represent their values.

Gen Z and millennials are very cause-driven in their purchasing behaviour. **They are 32% more likely to pay more for sustainable products.**



## PURPOSE

“ Ask yourself more often: What is the change we want to bring to this world? Stick to your long-term purpose and beliefs. It cannot be optional, but something that is fundamental and crucial to success.”



**Christian Sigmund**  
WILDPLASTIC

“ Purpose continues to inspire people. As a leader or agent of change, clarify your 'why', your personal purpose and then what agency do you have in the organization to cause change.”



**Jennifer Clarke**  
dentsu international

“ The stronger the brand, the easier it is to achieve one's purpose.”



**Hannah Wickes**  
Ecosia

“ Authentic and direct communication with consumers is essential without putting the brand but rather the purpose into the spotlight.”



**Nicola Matthews**  
Tony's Chocolonely

## TAKE A STAND

“ If brands don't evolve with the way the next generation is communicating, then you will be left behind...So let's make sure that our community of media and advertising are supportive of the right personalities that the brands should represent. And the stances that we should take.”



**Ted Chung**  
Cashmere Agency

“ We have values about a workplace that works for everyone, a workplace where you can articulate the full expression of you...And make no mistake. There will be no safe space for hatred, and bigotry and racism... You will find that our clients share the same sentiment, they are asking for it, they are asking us to align on values.”



**Christena Pyle**  
dentsu international

“ Muscle has been developed. We have learned the power of protest, and the strength of having a response”



**Jonathan Sposato**  
GEEKWIRE

# Inclusion

Inclusive Marketing creates connections between consumers and brands and leads to brand love and loyalty. Marketing communications should not only tell a good story, but the message must be authentic.

A whopping  
**72%**

of consumers say they will support a brand that has authentic advertising.

Furthermore, **64% of people said they are more trusting of brands that represent diversity in ads.**



## ALLYSHIP

“Allyship is not just a fluffy word, it is actually hard work...you need to get out of your comfort zone”



**Dorcas Matomby**  
The Fourth Angel

“If you see minorities that don't have equal chances in a corporate environment, stand up for them! Do have the guts, bring together other people to support that person.”



**Frederike Probert**  
Mission Female

“If you see minorities that don't have equal chances in a corporate environment, stand up for them! Do have the guts, bring together other people to support that person.”



**Sara Porritt** Omnicom  
Media Group

## AUTHENTICITY

“Authenticity is crucial, brands must not only talk the talk, they must walk the walk”



**Laura Collins**  
Merkle

“People are the media and share their experience on social channels. There is increasing consumer expectations for brands to be more truthful. As a result, more and more brands are demonstrating how they are acting ethically for sustainability, inclusion, equity, and other causes.”



**Kelli Kemery**  
Microsoft

“There tends to be a gap inside the Talent Acquisition role and inside of what we're doing in our diversity work. And so how can I amplify my voice inside of recruiting, inside of sourcing so they can hear and see what we're doing in D&I. Because it's not about what happens when we get here but it also about crossing the finish line and crossing through the barriers to hire.”



**Rebecca Sanders**  
LinkedIn

“We need to reflect on ourselves to recognize our own unconscious bias”



**Peter Cooper**  
Microsoft



# Thank you to all our guest contributors



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To learn more about building brand trust

- visit our [Marketing with Purpose Playbook](#) and
- take our [Marketing with Purpose Course](#)

