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August 1, 2024

## Question of the Week:

“Why is advertising in ‘trusted’ media important for my brand?”



## Answer: Ads appearing in ‘trusted’ media create positive business results

### The business case for ‘trust’

Whether it’s transparency, brand safety or ad fraud, there has been much talk recently about the issue of trust (or lack of trust) within the advertising industry and across media partners.

As a part of these discussions, it’s important to understand the **value of aligning with trusted media partners** and what this can bring to a brand’s business.

Integration into quality, trusted content creates a **positive impact on consumer perception** of its advertisers and **enhances brand attributes** like favorability in the eyes of potential customers.

Most importantly, ads in trusted, brand safe environments also drive results lower down the purchase funnel - including **higher conversion rates** and **increased profitability**.

# Consumers and marketers believe its very important that ads should appear in 'trustworthy' environments

nearly  
**90%**

of consumers feel that **brands bear responsibility** for ensuring their ads run beside content that is safe

**82%**

of consumers say it is important that a brand's ads appear on **content that is safe, accurate and trustworthy**

over  
**80%**

of marketing professionals believe **brand safety is a major concern** for their organization\*

Source: DoubleVerify & Harris Poll, *Consumers Reject Brands That Advertise on 'Fake News' and Objectionable Content Online*, June 2019. \*WARC Journal of Advertising Research, *Is your brand protected? Assessing brand safety risks in digital campaigns*, November 2023. Based on an online survey of advertising and brand management professionals with decision-making authority over the purchasing or spending for brands with at least \$10 million in annual advertising spend. Download VAB's ['What is Brand Safety'](#) to learn more.

# Multiscreen TV is the most trusted media platform by adult consumers, who are also four times more likely to trust TV over social media



**TV is the  
#1 trusted media platform  
among adults**

(adults are over 4x more likely to trust TV than social media)

Source: VAB analysis of MRI-Simmons Spring 2024 USA Study, A18+. Q: What is the media you trust the most? (pick one: TV, radio, podcasts, mobile internet, internet on computer, social media, magazines, newspapers).

# Furthermore, multiscreen TV is the most trusted source for financial, science, political and local news

% who trust the following sources by news topic  
A18+ (ranked by top five sources for each)

## Financial News

## Science News

## Political News

## Local News

Source	%	Source	%	Source	%	Source	%
<b>TV / Streaming</b>	<b>39%</b>	<b>TV / Streaming</b>	<b>34%</b>	<b>TV / Streaming</b>	<b>38%</b>	<b>TV / Streaming</b>	<b>44%</b>
News websites / apps	33%	News websites / apps	32%	News websites / apps	33%	News websites / apps	33%
Family or friends	29%	Federal or organizational websites (.gov/.org)	30%	Newspapers / Magazines (print or digital)	28%	Family or friends	29%
Newspapers / Magazines (print or digital)	27%	Newspapers / Magazines (print or digital)	26%	Federal or organizational websites (.gov, .org)	26%	Newspapers / Magazines (print or digital)	29%
Federal or organizational websites (.gov/.org)	25%	Family or friends	24%	Family or friends	25%	Social media	26%

Source: VAB analysis of MRI-Simmons Q1 2024 Trending Topics Study, A18+. Reflects respondents who said they trust the following as a source for financial news, science news, political news or local news. Sources: TV/streaming news, news websites/apps, newspapers/magazines (print or digital), social media, radio, documentaries/informational programs, federal or organizational websites (.gov/.org), podcasts, postcards/direct mail, family or friends, other, I don't look for this information).

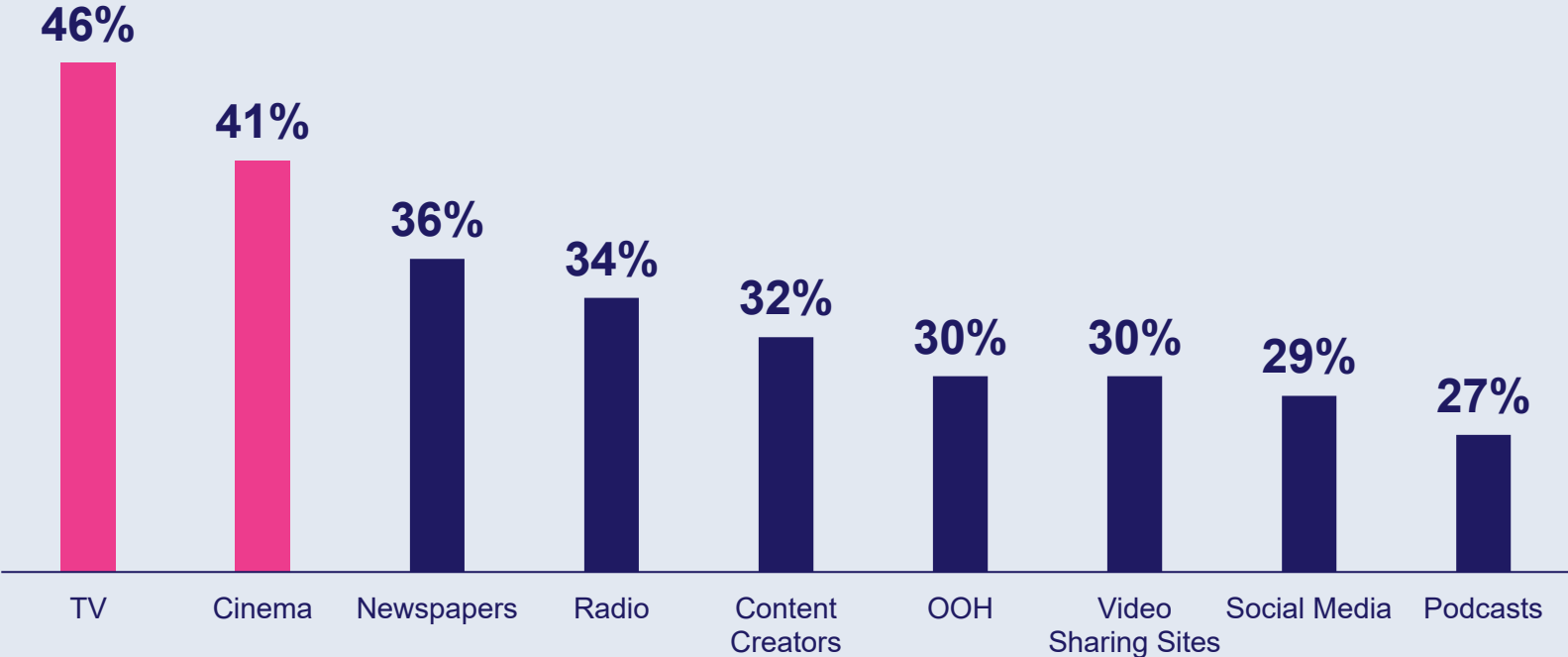
# The 'halo effect' of quality, trusted content creates a much more positive impact on consumer perception of its advertisers vs. digital platforms

## Media signaling:

The perceived cost and scale of an advertising channel that can **enhance brand attributes** in the eyes of the consumer.

Signaling determines a platform's ability to strengthen brand perception in terms of its **financial footing, popularity** and **degree to which it could be trusted**.

'Signaling strength' by channel



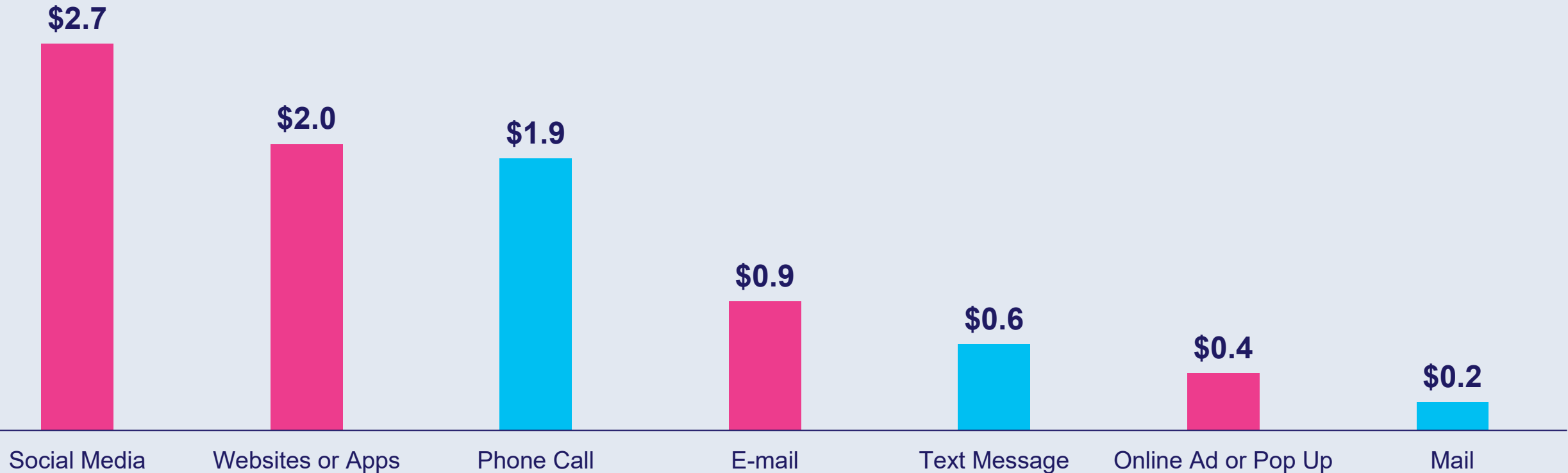
**How to read:** 46% of respondents believe TV advertising enhances a brand's attributes

Source: WARC, *Why media quality will take centre stage in 2024*, 1/22/24.

# Why is trust much lower on digital platforms? A main reason is because they are rife with consumer scams which add up to billions in fraud losses

## Reported consumer fraud losses

Jan '21 – June '23, dollars in billions



Source: U.S. Federal Trade Commission, Reported consumer fraud losses by contact method, Jan '21 – June '23. Magenta reflects digital ad platforms.

# Lack of transparency and low consumer trust can negatively impact advertiser investment with social media platforms and walled gardens

68%

of media experts say that **insufficient transparency** into media quality metrics within proprietary platforms will **negatively impact media spend**

66%

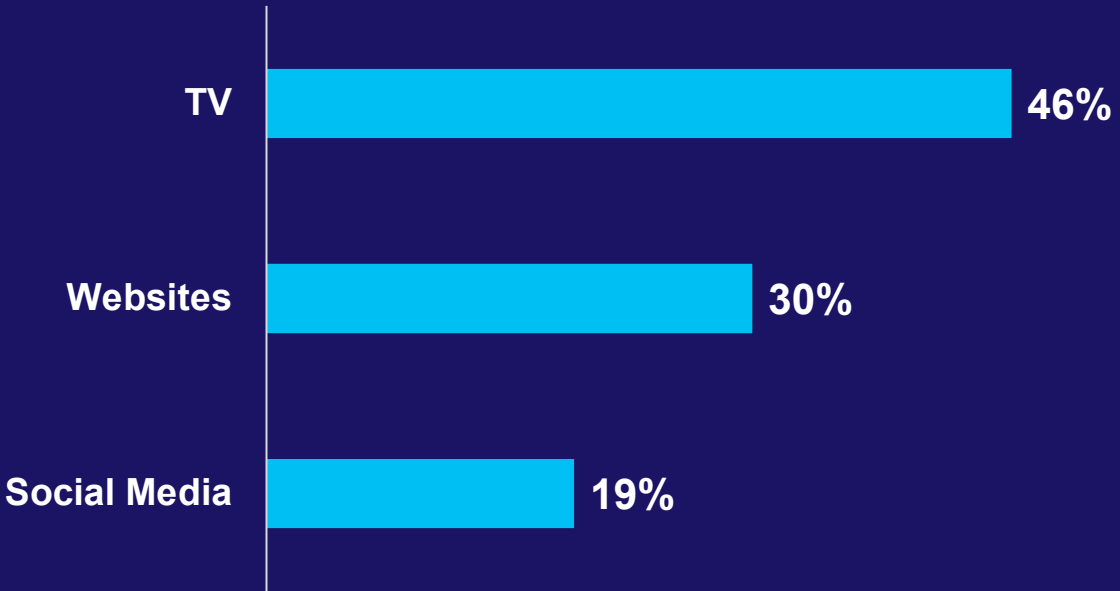
of media experts say that **eroding consumer trust** in major proprietary platforms will **negatively impact their media spend**

Source: Integral Ad Science (IAS), *The 2024 Industry Pulse Report*, December 2023. Based on September 2023 IAS / YouGov survey of U.S. digital media experts who use programmatic advertising (n=262). Q. Thinking about in-feed social media in the next 12 months, please indicate whether you agree or disagree with the following statements.

# A platform's trustworthiness extends to its advertising environment which enables brands to create authentic connections with viewers

## Types of Advertising U.S. Adults Find Trustworthy

% of respondents



U.S. adults are *more likely* to find ads on TV trustworthy vs. ads on digital platforms

**2.5x**

*More Likely*  
to trust ads on TV  
vs. ads on social media

**1.5x**

*More Likely*  
to trust ads on TV  
vs. ads on websites

Source: YouGov, *Global Study: Which Types of Ads Do People Trust?*, commissioned by Campaign, 2/5/2021. Note: Ages 18+ who selected very/somewhat trustworthy.

# Ads in trusted, brand safe environments have proven to drive quantifiable results for businesses



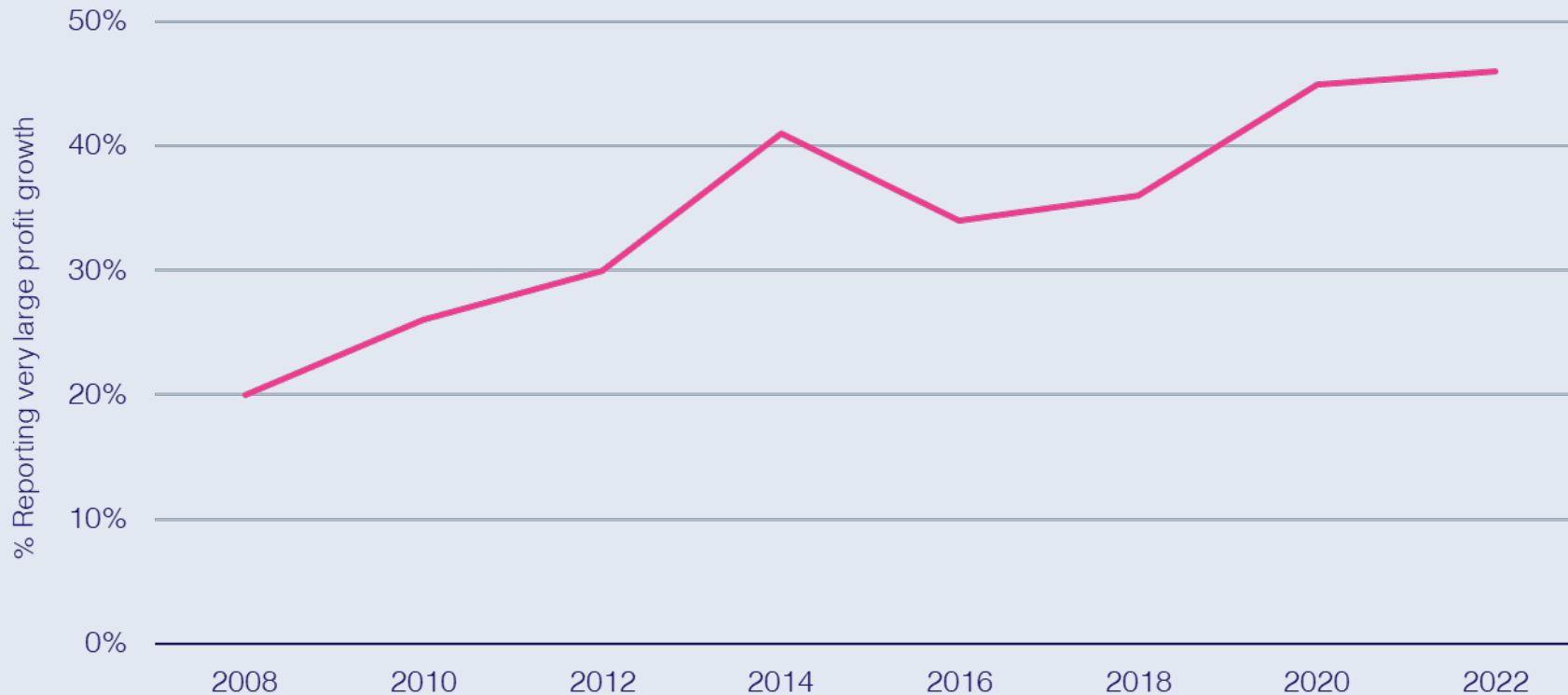
**+233%**

**lift in conversions for  
brand safe impressions vs.  
non brand safe impressions**

Source: Integral Ad Science, *Does Media Quality Drive Attention and Outcomes?*, March 2022. Download VAB's ['What is Brand Safety'](#) to learn more.

# The ability of a 'brand safe' ad to build consumer trust in today's increasingly skeptical society has a direct, positive effect on profitability

% cases with strong 'trust' growth reporting strong 'profit' growth



# 67%

of consumers would be likely to **stop using the brand** if they viewed the brand's digital advertising beside false, objectionable or inflammatory content\*

Source: Peter Field, *Why TV is Still at the Heart of Effectiveness*, presented at 'The Future of TV Advertising Global' conference in December 2023. Base: IPA Databank 2004-2022 for profit cases reporting very large trust improvements. NB: insufficient data prior to 2008. Click [here](#) to view Peter Field's full presentation online. \*DoubleVerify & Harris Poll, *Consumers Reject Brands That Advertise on 'Fake News' and Objectionable Content Online*, June 2019.

# Download these other **VAB resources** to learn more about the impact of trust

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February 2024

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VAB plays a dual role in the video advertising industry. We are leading the change to bring about a more innovative and transparent marketplace. We also provide the insights and thought leadership that enables marketers to develop business-driving marketing strategies.

Drawing on our marketing expertise, we **simplify** the complexities in our industry and **discover** new insights that **transform** the way marketers look at their media strategy.



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