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.

Drivers of trust, love and loyalty

Responsibility
- Respect privacy, protects my personal information
- Is open and honest about how my data is used
- Supports ethical practices
- Accessible brand experiences

Values
- Stands for what I believe in
- Practically solves issues if products or services don’t deliver
- Delivers on promises made in their advertising and marketing

Inclusion
- Is genuine and authentic
- Is for someone like me

Source: Microsoft Advertising, Marketing with Purpose Playbook
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.

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.”

Jerôme 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

Source: Microsoft Advertising, Marketing with Purpose Playbook
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.

PUNGE

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

Source: Microsoft Advertising, Marketing with Purpose Playbook
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

“Alllyship 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

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

Source: Microsoft Advertising, Marketing with Purpose Playbook
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