

Edelman Trust Barometer 2020

SPECIAL REPORT:

BRANDS AMIDST CRISIS

BRANDS AMIDST CRISIS

8-market online survey

Brazil, Canada, China, France, Germany, India, 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
- 8,000+ respondents (1,000+ per market)

Timing of Fieldwork: October 24 - October 30, 2020

3-market qualitative study

India, UK and U.S.

- All respondents reflect a diverse set of demographic backgrounds across age, region, gender and issues they care about. They are motivated by the actions that brands are taking to tackle issues in society and tend to have a belief-driven buyer mindset.
- Participants filled in an online diary over the course of a weekend and then took part in an online forum discussion with others from their market.
- 30 respondents (10 per market)

Timing of Fieldwork: October 30 – November 2, 2020

Margin of error

- 8-market average data +/- 1.1% (n=8,000)
- Market-specific data +/- 3.1% (n=1,000)

AMIDST CRISIS, PEOPLE TURNING TO BRANDS THEY TRUST

Percent who agree

In this time of crisis, I am turning more and more to the **brands that I am absolutely sure that I can trust**

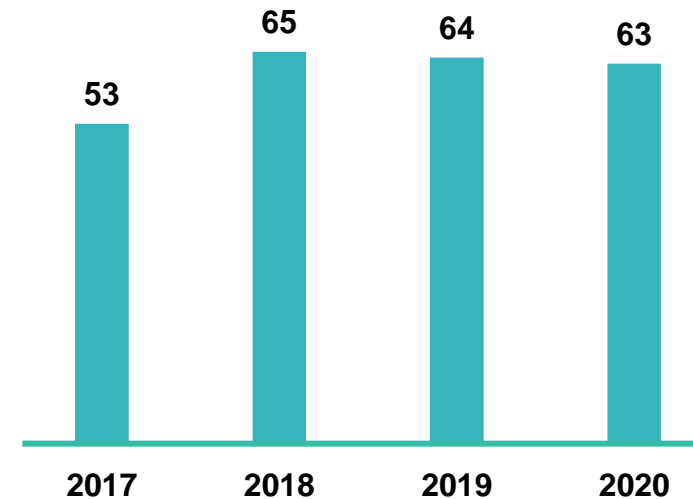
⊥
60%

Global 12

BELIEF-DRIVEN BUYING REMAINS THE NORM

Percent who choose, switch, avoid or boycott a brand based on its stand on societal issues

Global 7*



2020 Edelman Trust Barometer Special Report: Brands and the Coronavirus. Q2. Please indicate how much you agree or disagree with the following statements about brands and how they are responding to the current coronavirus pandemic. 9-point scale; top 4 box, agree. Question shown to those who have heard of the virus (Q1/1). 12-mkt avg. Data collected between March 23 and March 26, 2020.

2020 Edelman Trust Barometer Special Report: Brands Amidst Crisis. Belief-driven buying segments. General population, 7-mkt avg. Belief-driven buyers choose, switch, avoid or boycott a brand based on its stand on societal issues.

ESSENTIAL ROLE FOR BRANDS TO HELP IN CRISES

PANDEMIC FIGHT

2020 Edelman Trust Barometer Special Report: Brands and the Coronavirus

Percent who agree

Our country will not make it through this crisis without **brands playing a critical role** in addressing the challenges we face

⊥

62%

SYSTEMIC RACISM

2020 Edelman Trust Barometer Special Report: The Fight for Racial Justice

Percent in the U.S. who believe

Brands should publicly speak out against systemic racism and racial injustice

⊥

54%

2020 Edelman Trust Barometer Special Report: Brands and the Coronavirus. Q2. Please indicate how much you agree or disagree with the following statements about brands and how they are responding to the current coronavirus pandemic. 9-point scale; top 4 box, agree. Question shown to those who have heard of the virus (Q1/1). 12-mkt avg. Data collected between March 23 and March 26, 2020.

2020 Edelman Trust Barometer Special Report: The Fight for Racial Justice in America. Q16. Do you believe that brands -- the specific products and services people buy and use -- should publicly speak out against systemic racism and racial injustice? Question asked of half of the sample. General population, U.S.

PEOPLE BUYING BRANDS OVER THEIR RESPONSE TO CRISES

Percent who agree, and change from April to June 2020

I have recently **started using a new brand** because of the innovative or compassionate way they have responded to the virus outbreak

Global 11

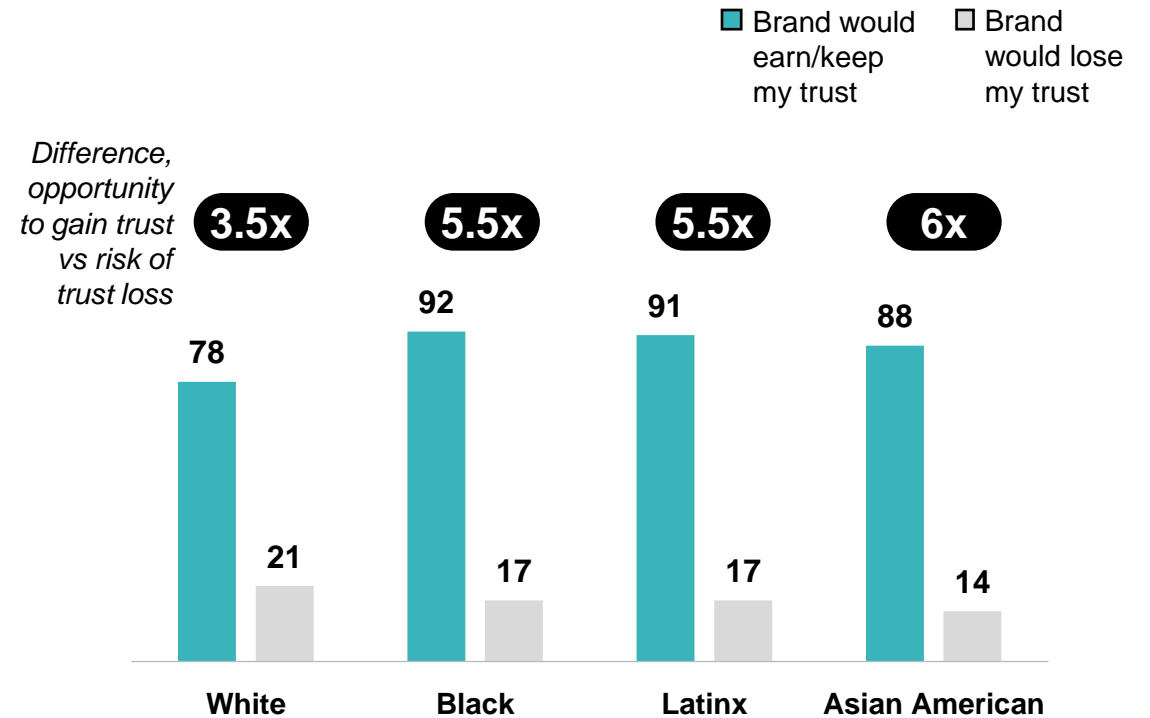
44%



Change, Apr 2020 to Jun 2020

BRAND RESPONSE MORE LIKELY TO GAIN TRUST THAN LOSE IT

Percent who say brand actions in response to racial injustice would result in trust gain or trust loss

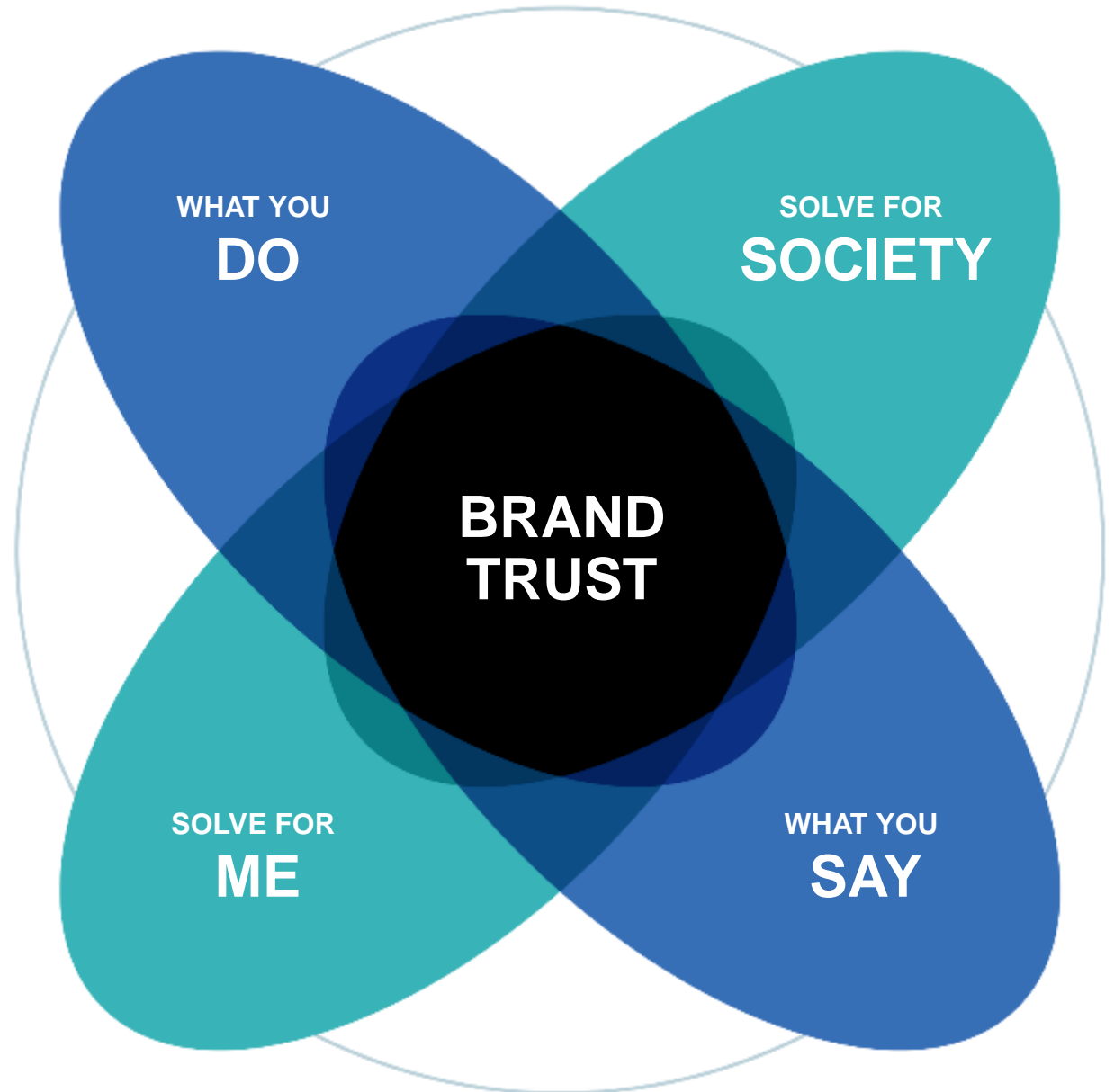


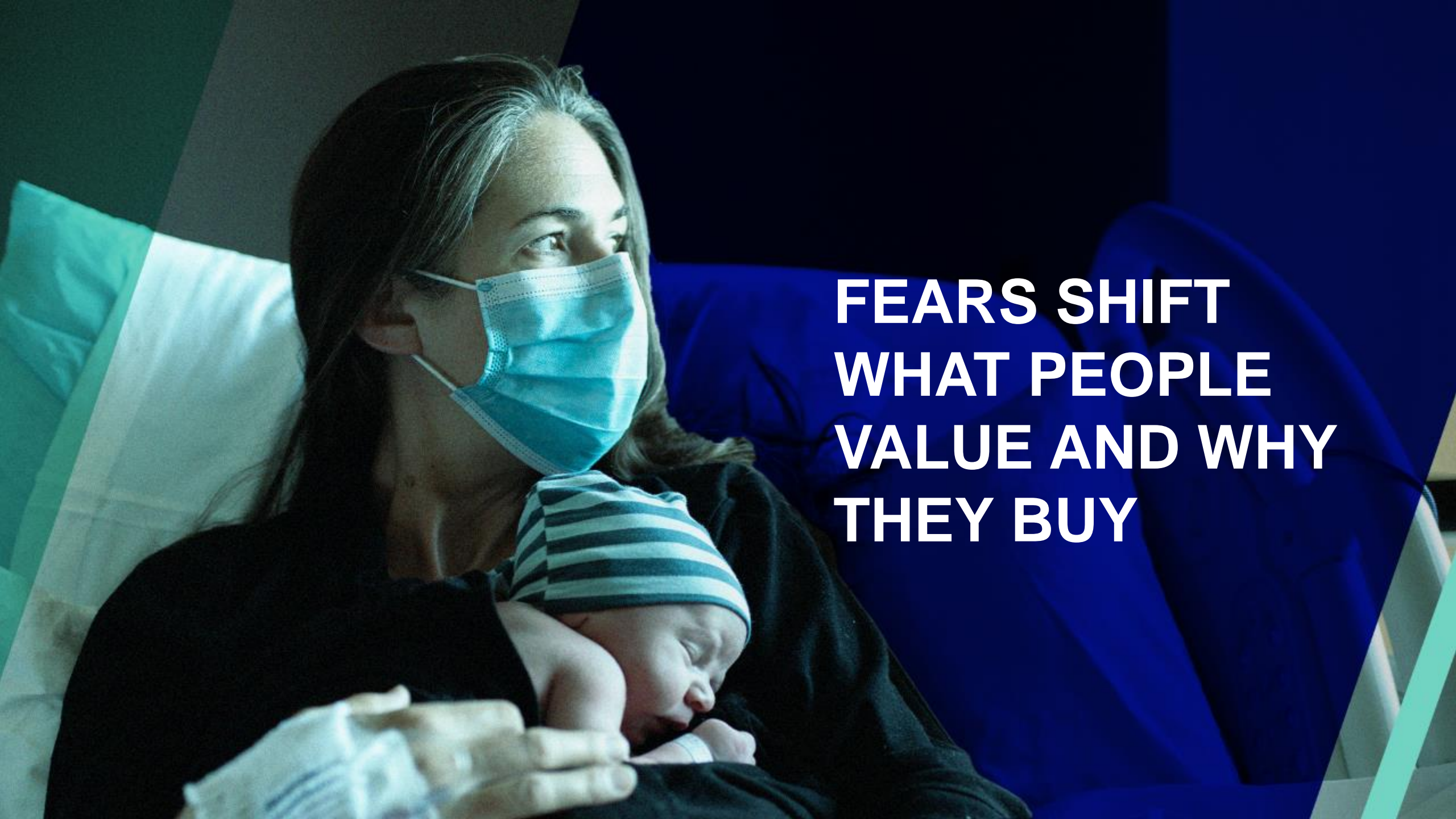
2020 Edelman Trust Barometer Special Report: Brand Trust. CV2_Q2. Please indicate how much you agree or disagree with the following statements about brands and how they are responding to the current coronavirus pandemic. 9-point scale; top 4 box, agree. General population, 11-mkt avg.

2020 Edelman Trust Barometer Special Report: Brands and Racial Justice in America. Q4. In general, how important is it to earning or keeping your trust that brands or companies do each of the following in response to systemic racism and racial injustice following the death of George Floyd and other recent racially motivated attacks on Blacks? 6-point scale; top 3 box, important; code 1, doing this would lose my trust. General population, U.S., among Non-Hispanic White, Black, Latinx and Asian American populations. Data shown is a net of attributes 2-9.

BRANDS ARE TRUSTED FOR THEIR ABILITY, INTEGRITY, DEPENDABILITY, PURPOSE AND CONNECTION TO CONSUMERS' SELF.

TO EARN THAT TRUST, BRANDS MUST LIVE AT THE INTERSECTION OF PERSONAL & SOCIETAL NEEDS, AND WORDS & ACTIONS.





**FEARS SHIFT
WHAT PEOPLE
VALUE AND WHY
THEY BUY**

PEOPLE MORE FEARFUL

*Change in each concern
since the start of the year...*

	Net change	Bigger concern	Less of a concern
Me and my family's physical health	+ 36	52	16
What the future will be like for me and my family	+ 34	50	16
My children getting the education they need	+ 27	50	23
Me and my family's mental health	+ 27	45	18
Violence and civil unrest	+ 27	45	18
Climate change's growing impact	+ 23	43	20
Not being able to determine what is true	+ 21	40	19
Finding happiness in life	+ 18	38	20

2020 Edelman Trust Barometer Special Report: Brands Amidst Crisis. FEAR_INC. For each of the following potential areas of worry or concern, please indicate whether each has become a bigger concern to you, less of a concern to you, or has stayed at the same level of concern to you since the start of this year. 3-point scale; code 1, bigger concern; code 2, less of a concern. General population, 8-mkt avg. Data is the difference between bigger concern and less of a concern.

SHIFT IN VALUES: SECURITY, FAMILY, HAPPINESS ALL MATTER MORE

“ My values and priorities in life have changed, as at the start of the year I wanted to get promoted and progress in my career. And now that’s not as important to me as I’m just happy to still have a job and be able to provide for myself and my family.



Zach
18-34, Office Worker

Change in importance
since the start of the year...

	Net change	More Important	Less Important
Protecting my family	+ 42	55	13
Spending time with loved ones	+ 38	52	14
Making smart purchasing decisions	+ 36	50	14
Finding joy and happiness	+ 33	47	14
Being in control of my future	+ 30	45	15
Becoming the best person I can be	+ 27	42	15
Helping other people	+ 24	40	16
Working to make the world a better place	+ 22	39	17

2020 Edelman Trust Barometer Special Report: Brands Amidst Crisis. VALUES_INC. Thinking about how important various things are in your life, please indicate whether each of the following has become more important to you, less important to you, or has stayed at the same level of importance to you since the start of this year. 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.

CHANGING VALUES SHIFT BUYING CRITERIA: IMAGE MATTERS LESS

Net change in importance as a purchasing criteria

Whether...

Owning and using the brand communicates that **I am successful**

-11 ▼
pt

The brand communicates that I am a **taste maker or trend setter**

-9 ▼
pt

I associate the brand with **excitement and adventure**

-5 ▼
pt

CHANGING VALUES SHIFT BUYING CRITERIA: BRAND VALUE, SAFETY, PURPOSE MATTER MORE

Net change in importance as a purchasing criteria

Whether...

Gives me **value for the money**

The brands products and services put **consumer safety first**

Cares more about people than profit

+32  **pt**

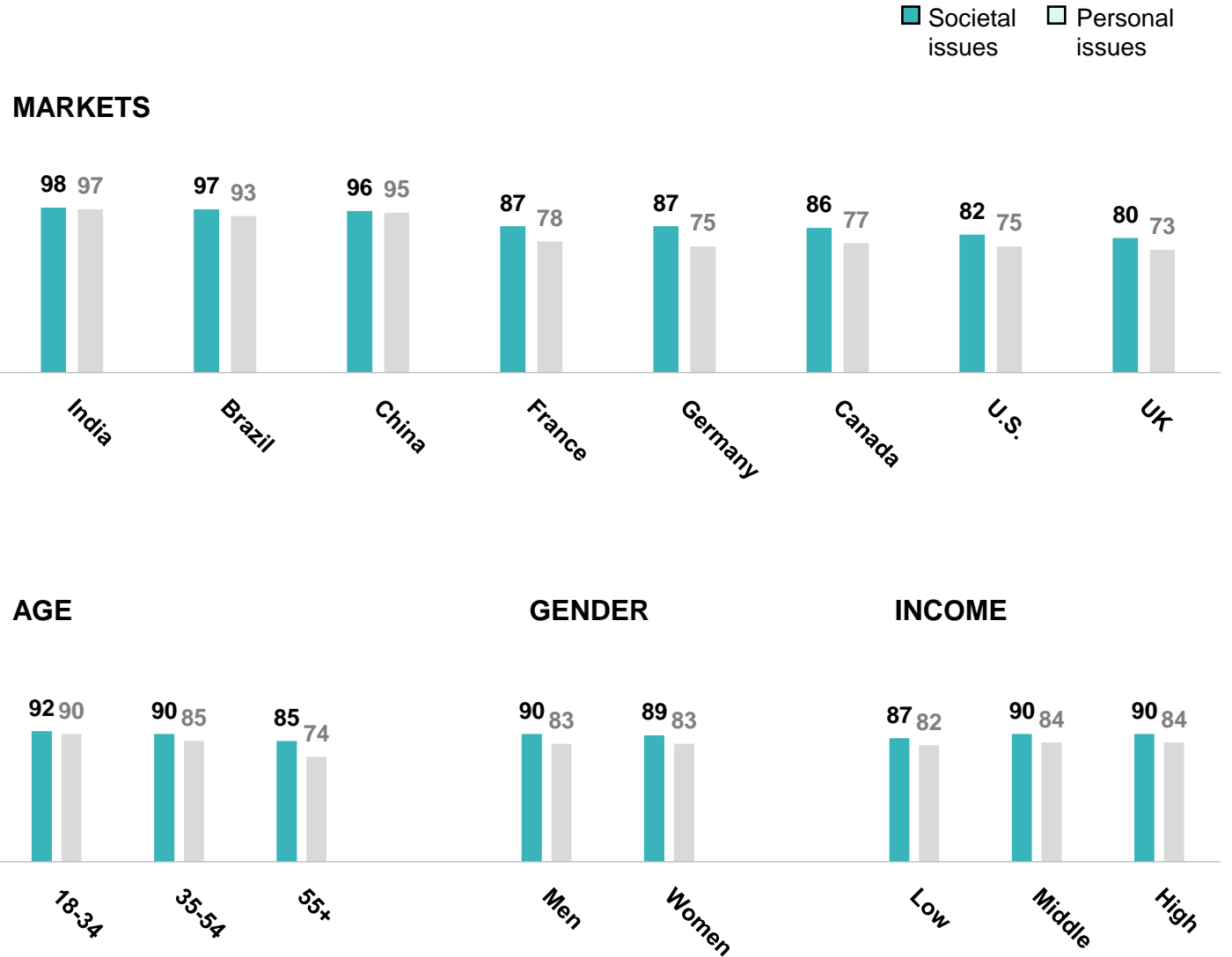
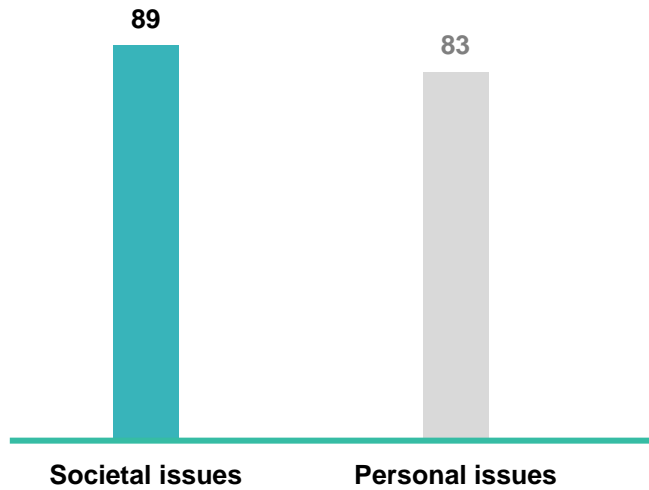
+31  **pt**

+26  **pt**

BRANDS EXPECTED TO SOLVE BOTH SOCIETAL AND PERSONAL PROBLEMS

Percent who want brands to address one or more societal and personal issues

Global 8



2020 Edelman Trust Barometer Special Report: Brands Amidst Crisis. SOC_ISSUES. In regards to which of the following societal issues that your country may be facing do you feel that brands, using their creativity, resources and influence, could be helpful in driving meaningful progress and creating new solutions? Select all that apply. PER_ISSUES. In regards to which of the following personal challenges you may be facing do you feel that brands, using their creativity, resources and influence, could be helpful in driving meaningful progress and creating new solutions in your life? Select all that apply. General population, 8-mkt avg, and by age, gender, and income. Data the difference between 100 and none of the above.

**TIME IS NOW
FOR BRANDS TO
ACTIVATE THEIR
TRUST & POWER
TO HELP**



BRAND TRUST RANKS AS A TOP PURCHASE CRITERIA

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

	Total	Critical deal breaker	Important to have
It offers a good value for the money	90	39	51
It offers the best quality	90	34	55
I trust it	88	34	54
It has a good reputation	85	26	58
It is convenient to find, buy and use	84	27	58
It offers high quality customer service	84	28	56
I love it	80	26	54
It has as small of a negative impact on the environment as possible	76	23	53
It is innovative, introducing new products, features, services and new ways of doing business	72	20	51
It actively supports a cause or speaks out on social issues I care about	66	18	49
It has a unique design that stands out from its competitors	65	17	48
Owning or using it says something positive about me. It reflects well on me.	63	18	45

2020 Edelman Trust Barometer Special Report: Brands Amidst Crisis. 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. Please base your answers, using the scale below, on your actual purchase behavior and not what you would do in a perfect world. 3-point scale; code 1, critical deal breaker; code 2, important to have. General population, 8-mkt avg. Total is a net of "critical deal breaker" and "important to have".

BRAND TRUST MATTERS ACROSS COUNTRIES AND DEMOGRAPHICS

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

Whether or not I trust the brand is important or critical

88%

□ Important to have ■ Critical deal breaker



Global 8



2020 Edelman Trust Barometer Special Report: Brands Amidst Crisis. 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. Please base your answers, using the scale below, on your actual purchase behavior and not what you would do in a perfect world. 3-point scale; code 1, critical deal breaker; code 2, important to have. General population, 8-mkt avg, and by age, gender, and income.

BRAND TRUST NOW MORE IMPORTANT TO BUYING

Net change in importance
as a purchasing criteria

Whether I can
trust the brand

+28pt 

Global 8, importance

MARKETS

Brazil	Canada	India	UK	U.S.	Germany	France	China
+55	+29	+28	+27	+24	+23	+21	+17

AGE

18-24	35-54	55+
+28	+25	+30

GENDER

Men	Women
+28	+28

INCOME

Low	Mid	High
+30	+27	+28

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, and by age, gender, and income. Data is the difference between more important and less important.

BRANDS THAT HELP ARE MORE TRUSTED

Edelman Brand Trust Score

The Edelman Brand Trust Score

is a KPI metric that is calculated by subtracting distrusters from high trustors. Scores can range from -100 to 100.

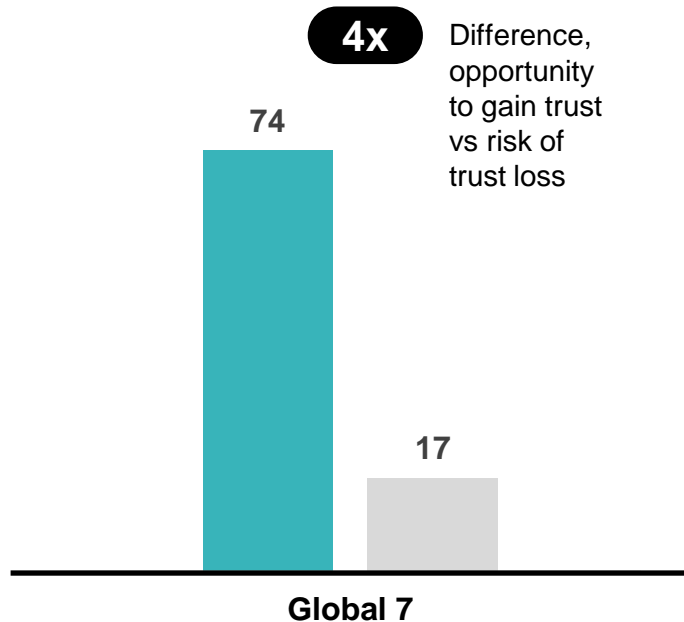
A dynamic representation of a brand's trust capital, the Edelman Brand Trust Score can be **benchmarked**, compared to a brand's **competitive set**, and **tracked** over time.

The research has found that brand trust is based on five dimensions:

- Ability
- Integrity
- Dependability
- Purpose
- Self

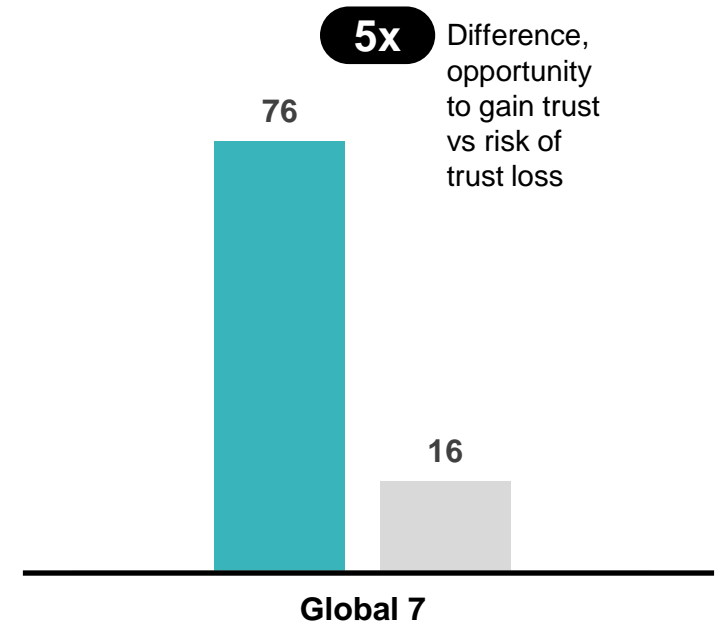
Alleviating fears or uplifting people

■ Brands are doing this ■ Brands are not doing this



Addressing uncertainty

■ Brands are doing this ■ Brands are not doing this



BRAND TRUST EARNS MORE ENGAGEMENT, LOYALTY AND ADVOCACY

Percent who will take one or more of these actions on behalf of a brand, among respondents with various levels of trust in the brand



2020 Edelman Trust Barometer Special Report: Brand Trust. TRU_KPI. Continuing to think about the same brand, which of the following statements accurately describe how you feel about that brand? Select all that apply. "Engagement" is a net of attributes 7 and 8; "Loyalty" is a net of attributes 1-3; "Advocacy" is a net of attributes 4-6. General population, 11-mkt avg, by low trusters, and high trusters at TRU_BRAND. Please indicate how much you trust this brand using a 9-point scale where one means that you "do not trust it at all" and nine means that you "trust it a great deal". 9-point scale; bottom 3 box, low trust; top 3 box, high trust. Questions asked of those who could name a brand for the scenario they were assigned to (BRAND_OE). Data shown is in aggregate across all four scenarios.

HOW-TO FOR BRANDS
**1. ACT TO
EASE FEARS**



BRANDS SEEN AS MORE EFFECTIVE, CREATIVE AND RESPONSIVE THAN GOVERNMENT

Percent who agree

In many cases, brands can do more to solve social ills than governments

⊥

55%

Brands have better ideas for solving our country's problems than government

⊥

48%

It is easier for people to get brands to address social problems than to get government to take action to change things for the better

⊥

55%

ONLY 3 IN 10 SAY BRANDS EXCEL IN SOLVING PROBLEMS

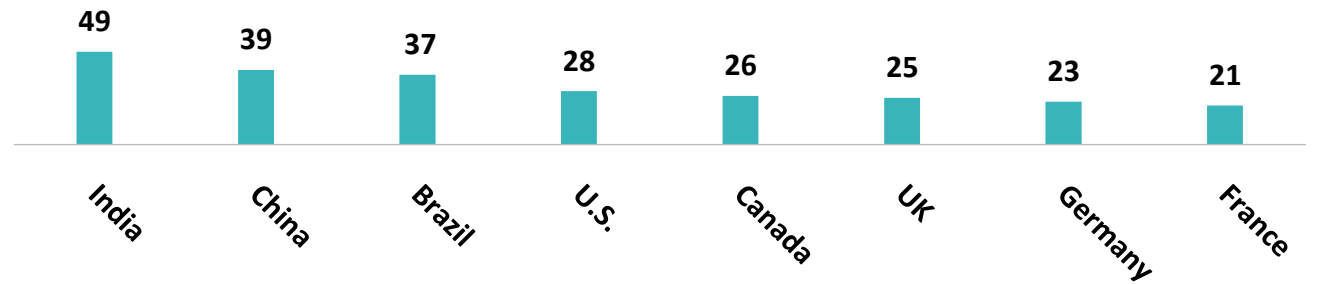
Percent who say

The **brands I use are doing an excellent job** in helping the country and its people meet the challenges it is currently facing

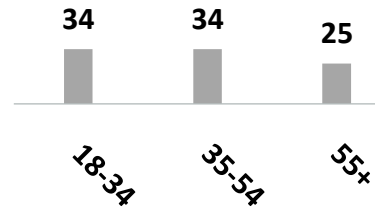
31%

Global 8

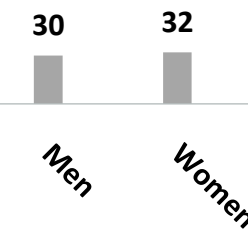
MARKETS



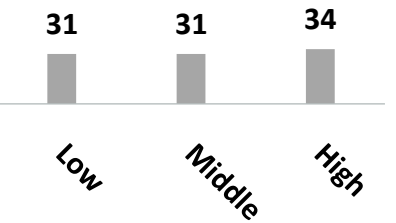
AGE



GENDER



INCOME



2020 Edelman Trust Barometer Special Report: Brands Amidst Crisis. CRISIS_RESP1/CRISIS_RESP2. [The country is/People are] facing many challenges these days due to the current pandemic and other crises. In order to meet those challenges, we need to rely on our societal institutions to provide help and support. Which, if any, of the institutions listed below do you believe are doing an excellent job in helping [the country/helping you] meet the challenges it is currently facing? Select all that apply. Questions asked of half of the sample. General population, 8-mkt avg, and by age, gender, and income. "All of the above" added to each response. Data is an average of CRISIS_RESP1 and CRISIS_RESP2.

TO BUILD TRUST, ACTIONS OVER WORDS

Which would be more effective in increasing your trust in a brand?

“The company must **invest in the issue** in a comprehensive manner, meaning **going beyond making donations or running a one-time ad campaign.**”



Tarunbir
18-34, IT Professional

2020 Edelman Trust Barometer Special Report: Brands Amidst Crisis. BRAND_CHOICE2. You are about to see a series of two choices. For each pair, we want you to select the one that would be more effective in increasing your trust in a brand. General population, 8-mkt avg.

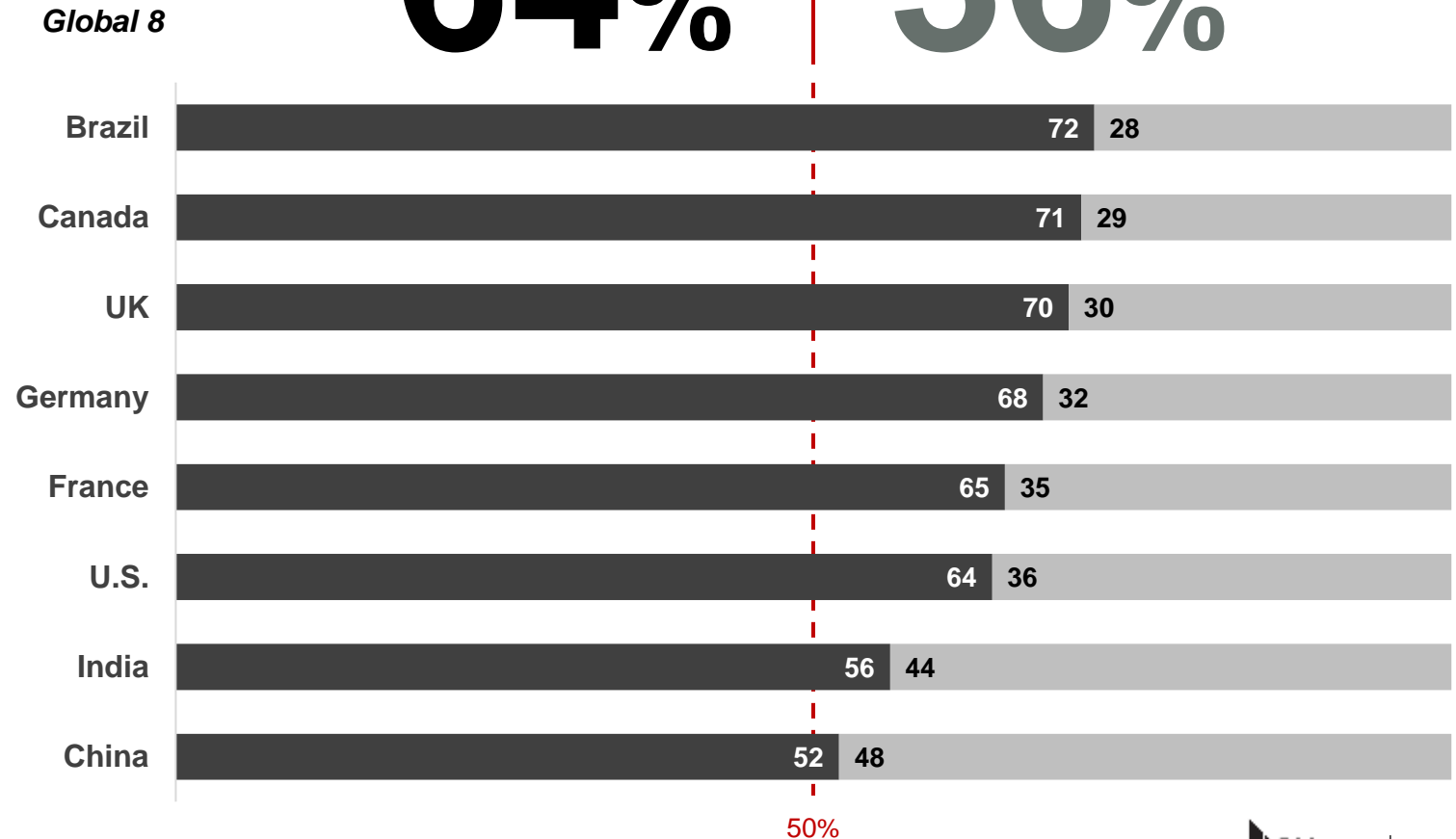
A brand **taking actions** that help workers and local communities in times of crisis

OR

A brand **making a public promise** and issuing communications about what it intends to do to help workers and local communities in times of crisis

64%

36%



TO EASE FEARS SUPPORT ME, SUPPORT MY COMMUNITY

Brand actions for addressing personal challenges

Support me

68%

**Potential
actions in
rank order**

- Provide reliable information about COVID-19 and other serious issues
- Be empathetic to customers and their hardships
- Make it easier for people to work from home
- Offer employee training programs
- Keep children occupied when they are stuck at home

Support my
community

63%

- Donate supplies to schools, hospitals, relief agencies
- Develop better ways to educate children
- Support organizations that address violence, unrest, protest
- Celebrate inclusivity, diversity
- Help facilitate free and fair elections

BOLSTER FINANCIAL AND PERSONAL SECURITY, OFFER MOMENTS OF JOY

Brand actions for addressing personal challenges

Solve our economic challenges

55%

Potential actions in rank order

Protect the financial security of employees, suppliers

Offer free, discounted products

Forgive people's debts

Ensure our health and safety

52%

Ensure employees have free access to COVID-19 vaccines

Encourage people to wear masks, social distance, vaccinate

Keep the transportation system safe

Provide moments of joy

49%

Help me live my best life right now

Facilitate personal connections

Help people celebrate the holidays

Sponsor and provide entertainment to the public


2020 Edelman Trust Barometer Special Report: Brands Amidst Crisis. PER_ISSUES_SOLVE. You just indicated that there is at least one personal challenge that you are facing where you believe that brands could be helpful to you. What in particular do you believe that brands could do to be helpful to you in addressing the personal challenges you indicated above? Select all that apply. Question asked of half of the sample that feel that brands can help with their personal challenges. General population, 8-mkt avg. "Solve our economic challenges" is a net of attributes 1-3; "Ensure our health and safety" is a net of attributes 11,12, and 17; "Provide moments of joy" is a net of attributes 7, 10, 15, and 16.

HOW-TO FOR BRANDS
**2. STRIKE THE
RIGHT TONE**



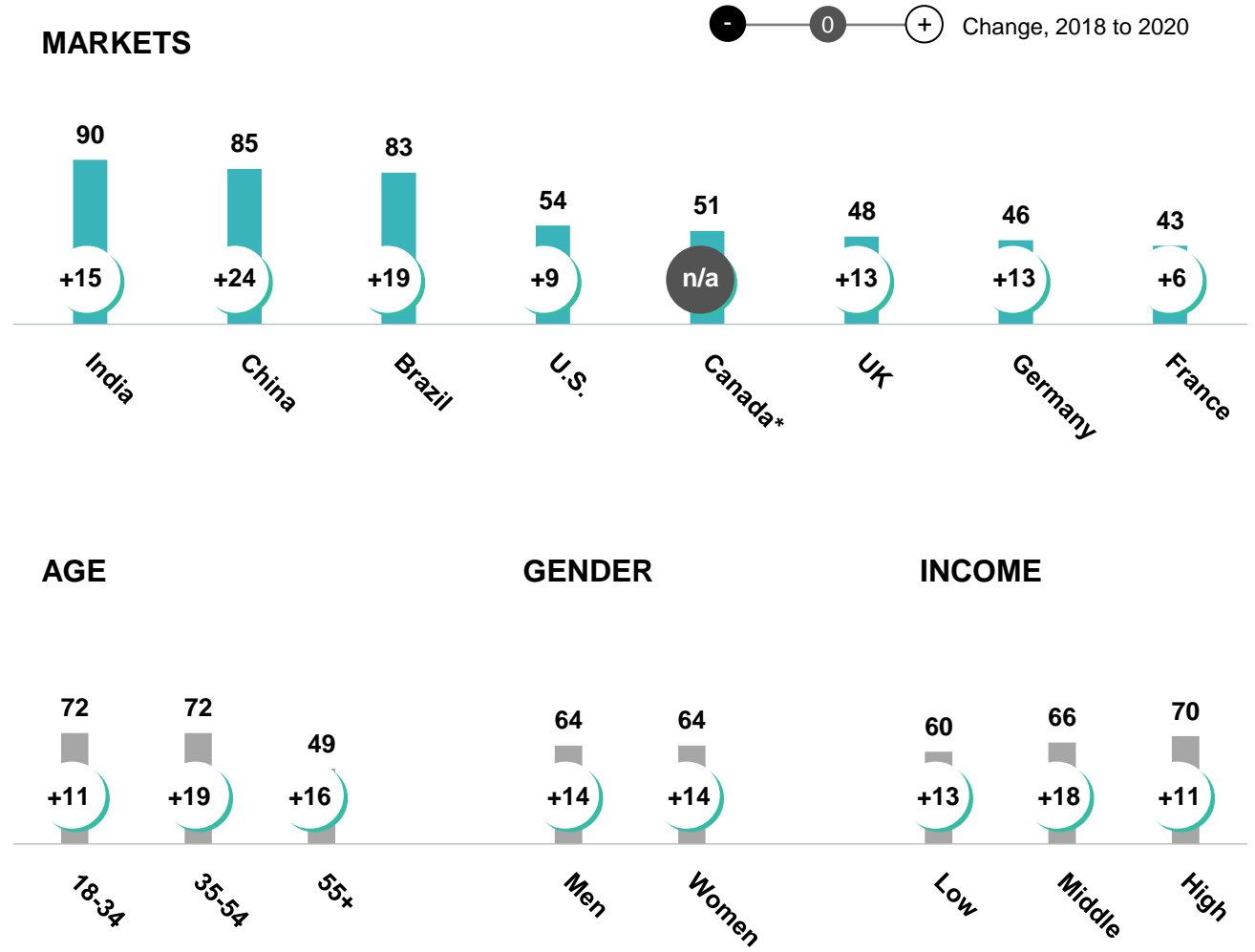
2 IN 3 ARE PAYING MORE ATTENTION TO WHAT BRANDS HAVE TO SAY

Percent who pay attention to advertising and other marketing communications from brands

64%  **+14 pts**
 Change, 2018 to 2020
 pay attention

Global 7*

2020 Edelman Trust Barometer Special Report: Brands Amidst Crisis. Q71. In general, how much do you pay attention to advertising and other marketing communications from brands? 9-point scale; top 4 box, pay attention. General population, 7-mkt avg, and by age, gender, and income. *Tracking data not available for Canada.



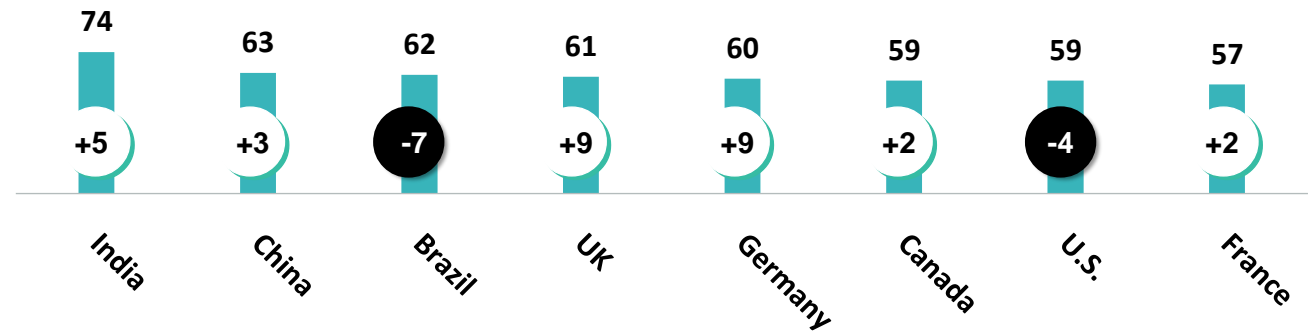
PEOPLE SEEING MORE TRUSTWASHING FROM BRANDS

Percent who agree

Too many brands are using important societal and political issues simply as a marketing ploy to sell more of their product

MARKETS

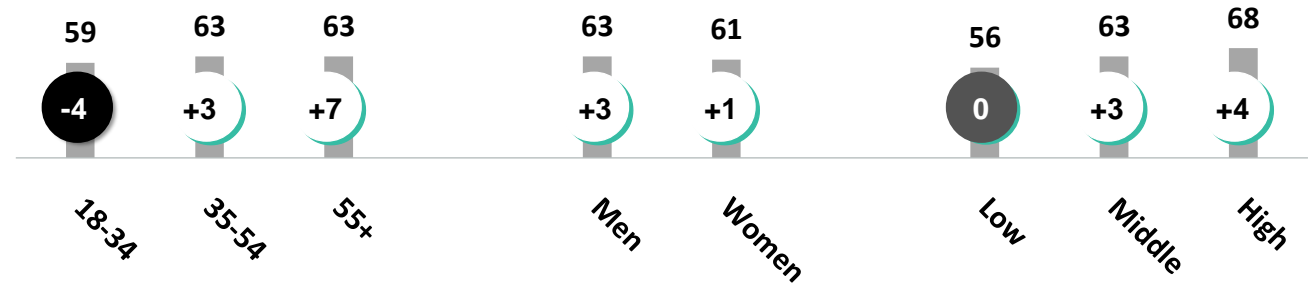
● — 0 — ● Change, 2017 to 2020



AGE

GENDER

INCOME



62% Change, 2017 to 2020
+2 pts

Global 8

NOT THE RIGHT TIME FOR THE HARD SELL

Which best describes how you feel?

2020 Edelman Trust Barometer Special Report: Brands Amidst Crisis. BRAND_CHOICE. You are about to see a series of two choices. For each pair, we want you to select the one that best describes what you believe or how you feel. General population, 8-mkt avg.

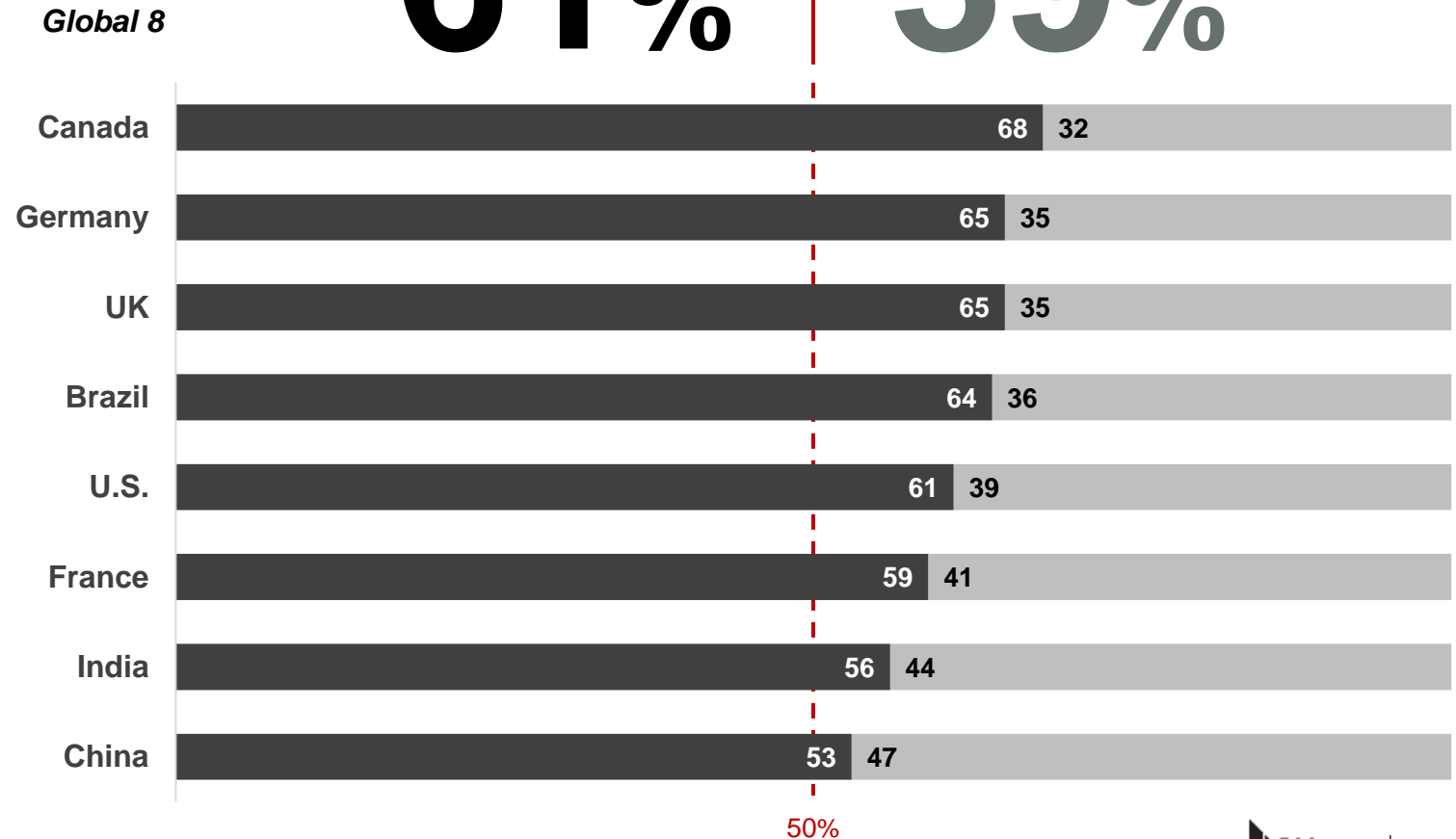
Brands should **think about public safety first**, being thoughtful when it comes to encouraging people to return to stores, restaurants, and other public venues as soon as lockdown orders are lifted

61%

OR

Brands should **help jump start the economic recovery**, encouraging people to return to stores, restaurants, and other public venues as soon as lockdown orders are lifted

39%



NOT THE RIGHT TIME FOR A BIG CELEBRATION

Which best describes how you feel?

“Yes, of course, **humor and levity are valuable** as we struggle through these dark days and weeks - but ... **I'm more concerned about - and interested in - brands' ability and willingness to tackle the big issues.**”



Barbara
50-64, Epidemiologist

2020 Edelman Trust Barometer Special Report: Brands Amidst Crisis. BRAND_CHOICE. You are about to see a series of two choices. For each pair, we want you to select the one that best describes what you believe or how you feel. General population, 8-mkt avg.

I want brands to **downplay the holidays this year**, striking a more restrained and subdued tone given the hardships many are suffering

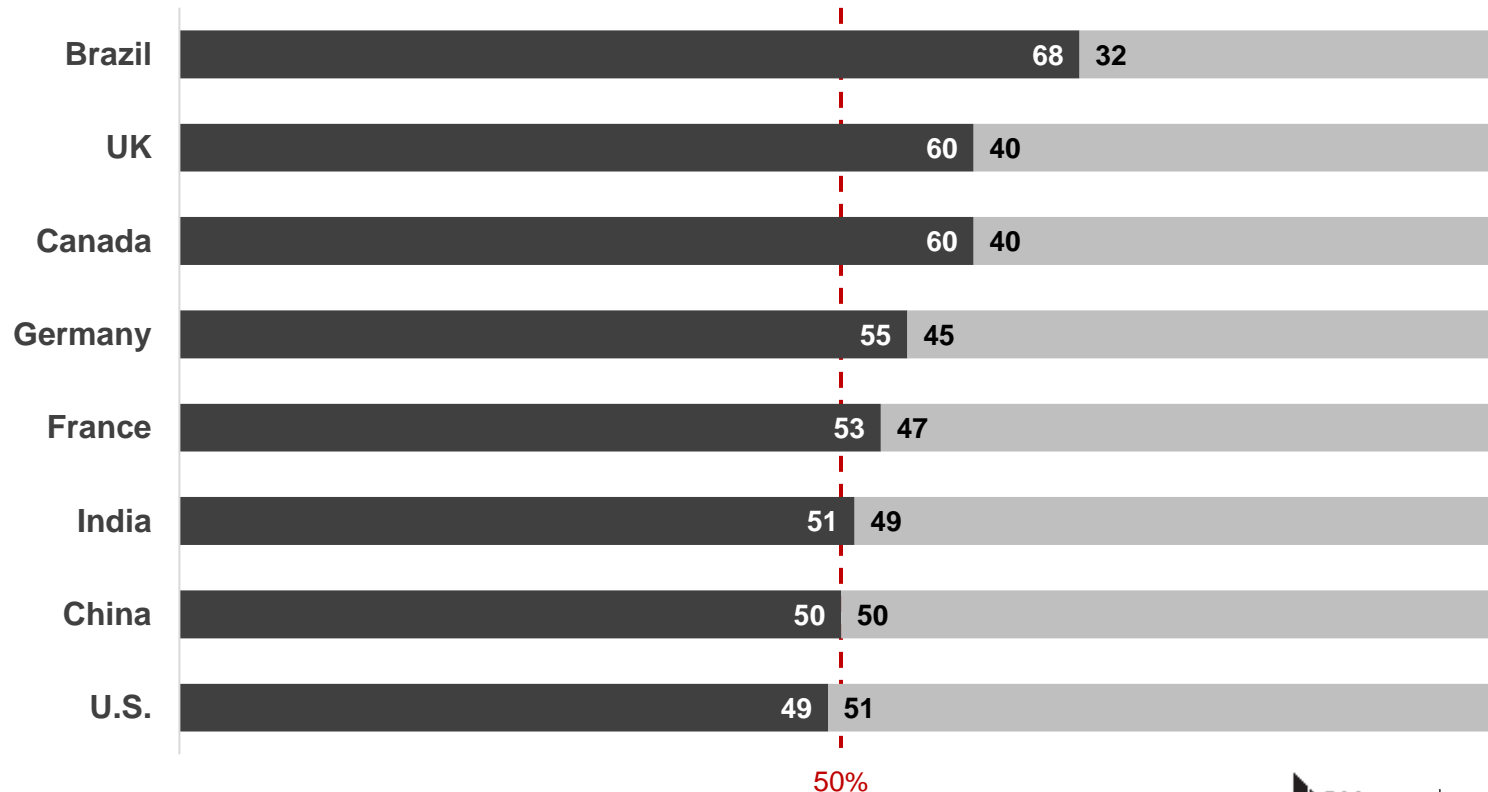
OR

I want brands to **make a big deal about the holidays this year**, doing everything they can to get people into a celebratory frame of mind

56%

44%

Global 8



50%

DEMONSTRATE AWARENESS OF PANDEMIC CHALLENGES

Percent who agree

Brands have a responsibility to **display proper social distancing and mask-wearing behaviors in their marketing** and advertising

⊥
69%

Which best describes how you feel?

Brands should only talk about their products in ways that **show they are aware of the crisis and the impact it is having on people's lives**

54%

OR

Brands should **keep marketing and advertising their products in the same way they did** before the pandemic

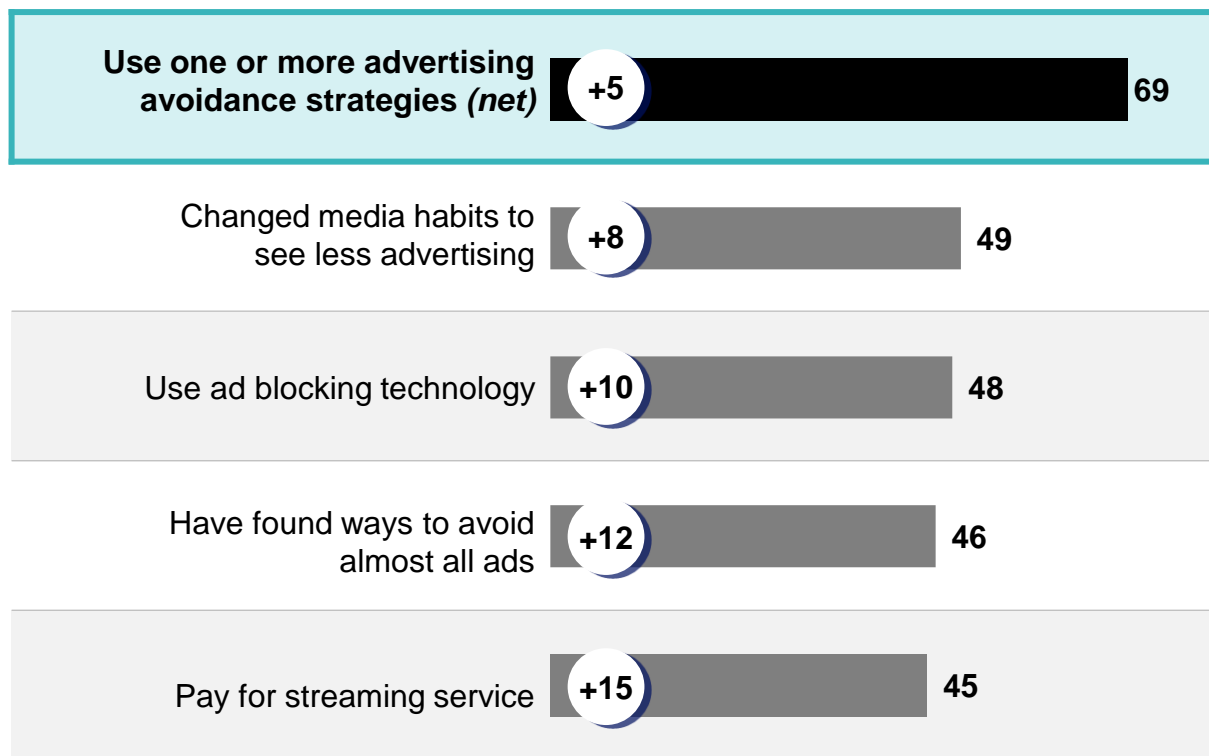
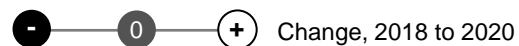
46%



HOW-TO FOR BRANDS
**3. EASE FEARS
THROUGH
TRUSTED
CHANNELS &
VOICES**

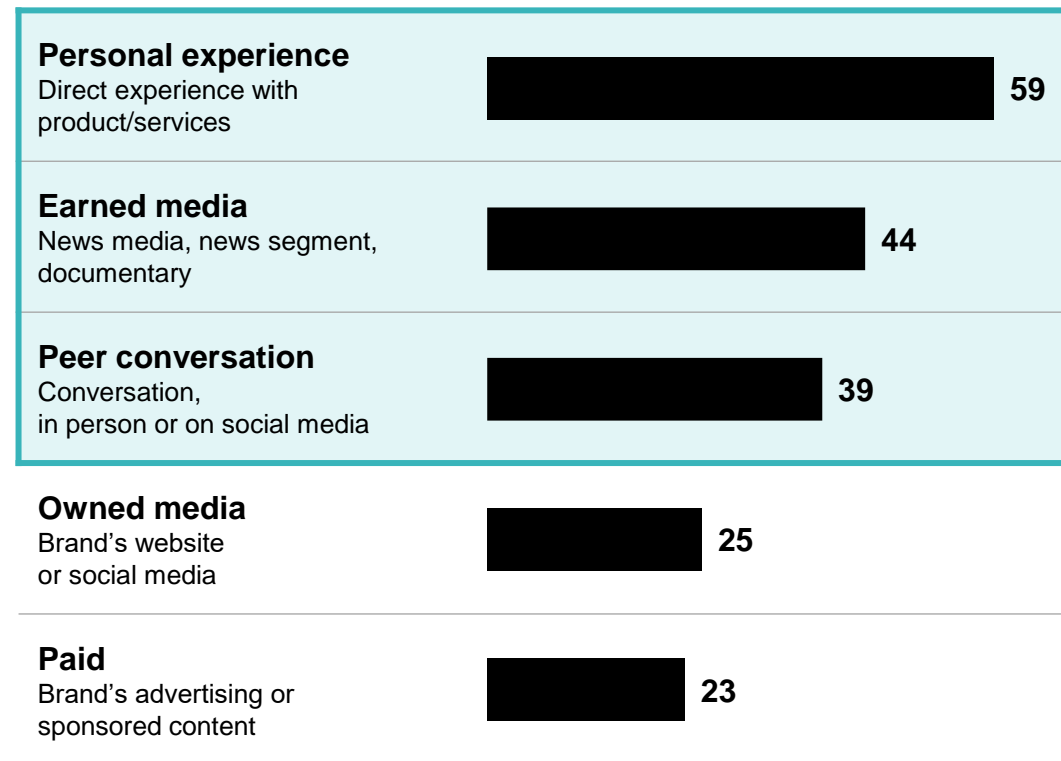
NEARLY 7 IN 10 AVOIDING ADVERTISING

Percent who agree



EARNED IS THE BATTLEGROUND FOR TRUST

Percent who say each led to a trust gain in a brand



2020 Edelman Trust Barometer Special Report: Brand Trust. Q70. Please indicate how much you agree or disagree with the following statements. 9-point scale; top 4 box, agree. General population, 8-mkt avg. "Advertising avoidance" is a net of attributes 9, 10, 11, and 12. TRU_GND_SRC. What led you to gain trust in this particular brand? Select all that apply. Question asked among those that gained trust in a specific brand within the past year (TRU_GND/1). General population, 11-mkt avg. "Earned media" is net of attributes 1-3; "Peer conversation" is a net of attributes 7 and 10.

TELL YOUR BRAND STORY THROUGH FRIENDS, FAMILY AND PEERS

Percent who heard information from each source

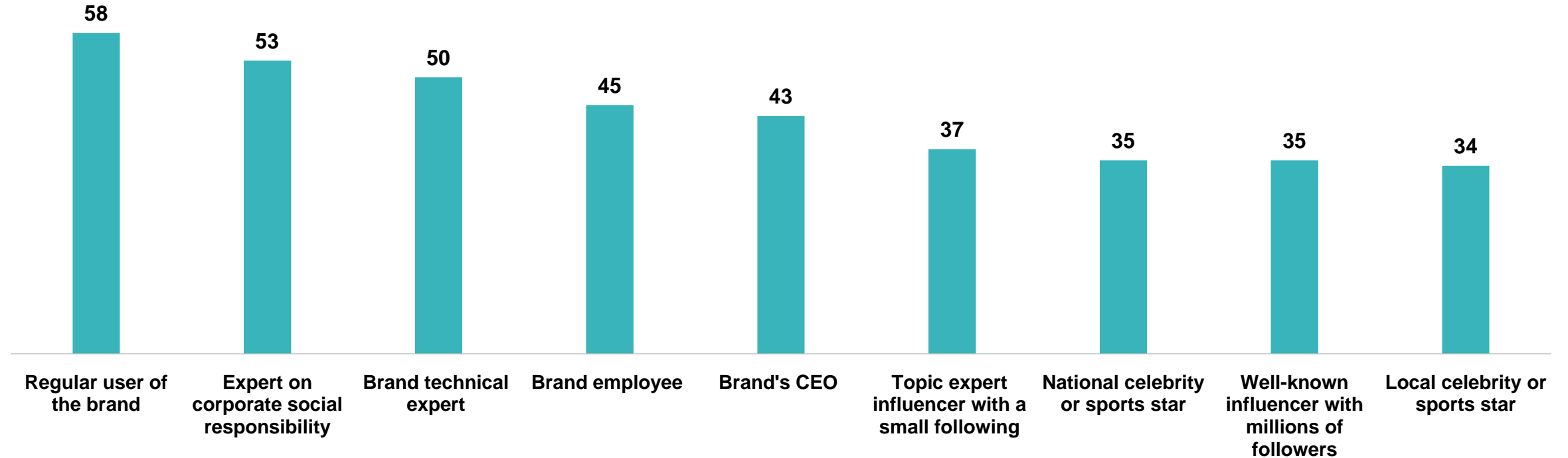
Made me really believe the brand was doing something to **help ease my fears**



2020 Edelman Trust Barometer Special Report: Brands Amidst Crisis. CARE. Thinking back over the past year, have you seen or heard anything about a brand that made you really believe that the brand was doing something that would help ease your biggest fears and concerns from any of the following sources of information? Select all that apply. General population, 8-mkt avg.

TAP PEERS AND EXPERTS AS SPOKESPEOPLE

Percent who agree each spokesperson is credible related to what a brand is doing to address their fears and concerns

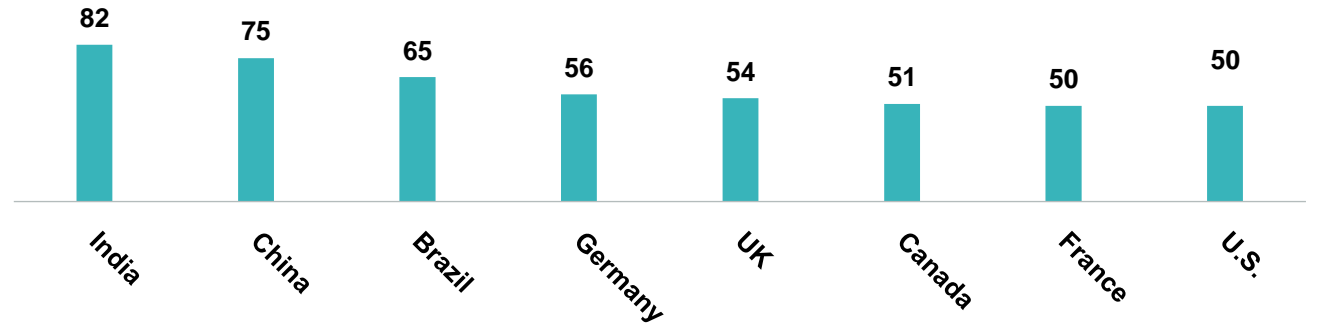


WEAR YOUR VALUES ON YOUR LABEL

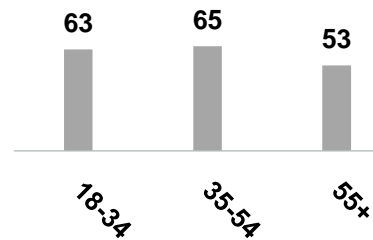
Percent who agree

Brands should make it easier for me to see what their values and positions on important issues are when I am about to make a purchase

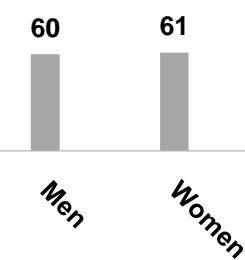
MARKETS



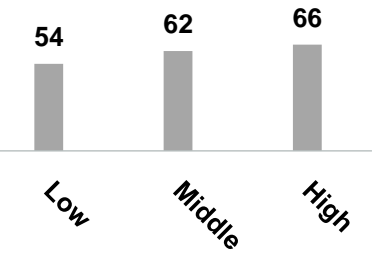
AGE



GENDER



INCOME



60%

Global 8

KEEP THE FOCUS ON SOCIETAL SOLUTIONS, NOT POLITICS

Societal issues that brands are expected to address

		Brazil	Canada	China	France	Germany	India	UK	U.S.
Climate change/environmental	42	51	47	28	40	52	43	42	36
Pandemic economic challenges	39	48	43	36	31	34	43	38	36
Pandemic health challenges	38	49	41	32	32	33	44	38	36
Pandemic employment challenges	38	52	39	33	29	33	42	37	35
Poverty	37	58	43	16	40	36	36	36	31

HOW BRANDS EARN TRUST AMIDST CRISIS

1

Recognize values shift to personal safety, economic security, quality of life

2

Reset your marketing approach with action at the core

3

Change your tone and message to reflect the present moment

4

Ease fears through expert voices and credible peer channels