

## ACTION EXCEEDS TRUST FOR MANY ADVERTISING FORMATS

PERCENT OF GLOBAL RESPONDENTS WHO COMPLETELY OR SOMEWHAT TRUST ADVERTISING FORMAT  
 PERCENT WHO ALWAYS OR SOMETIMES TAKE ACTION ON FORMAT

● TRUST ● ACTION

### ACTION EXCEEDS TRUST

CONSUMER OPINIONS  
POSTED ONLINE



ADS ON TV



ADS IN NEWSPAPERS



EMAILS I SIGNED UP FOR



BRAND SPONSORSHIPS



ADS IN MAGAZINES



TV PROGRAM PRODUCT  
PLACEMENTS



BILLBOARDS AND OTHER  
OUTDOOR ADVERTISING



ADS SERVED IN SEARCH  
ENGINE RESULTS



ADS ON SOCIAL  
NETWORKS



ONLINE VIDEO ADS



ONLINE BANNER ADS



ADS ON MOBILE  
DEVICES



TEXT ADS ON MOBILE  
PHONES



### ACTION IS CONSISTENT WITH TRUST

RECOMMENDATIONS  
FROM PEOPLE I KNOW



BRANDED WEBSITES



ADS ON RADIO



ADS BEFORE MOVIES



### TRUST EXCEEDS ACTION

EDITORIAL CONTENT,  
SUCH AS NEWSPAPER  
ARTICLES

