

AUSTRALIA'S MOST TRUSTED & DISTRUSTED BRANDS

LOOK, LISTEN. LEARN.

■ Lilian Bernhardt

The quarterly results of Roy Morgan's analysis of Australia's Most Trusted & Distrusted Brands demonstrates print attractiveness as a channel for marketers and companies to utilise, for trust and loyalty among customer bases.







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Roy Morgan recently revealed the least and most trusted brands in Australia of the quarter ending June 2022.

The Value of Trust

Roy Morgan CEO Michele Levine presented the results and stressed the important role trust plays in retaining customer loyalty, brand reputation, and the ability to collect first-party data, a valuable market asset.

“In a digital world where first-party data is replacing cookies, trust makes first-party data possible. If I don’t trust you, I’m not going to give you my personal details,” said Ms Levine.

Unilever were presented as a success story of public trust, stating that more than three quarters of their market capitalisation is made up by trust, “their most important value driver.”

Changes in Trust Levels

The June quarter demonstrated no changes in the top six most trusted companies, with Woolworths retaining the top spot. Apple, Samsung and ABC improving by two spots, and Wesfarmers made the ‘Top 20’ for the first time. Wesfarmers were nominated by Australians for qualities such as ‘community mindedness, integrity, and social conscience.’

Facebook, Telstra and Amazon kept their places as the most distrusted companies, while NewsCorp moved up from 5th to 4th place. Harvey Norman faced a significant drop in distrust, and the largest drop of any company, shifting from 17th most distrusted to 6th.

What connects the most trusted companies? What channels are the most trusted brands utilising? The answer is

Trust can make or break a brand and in a fickle consumer landscape, understanding which channel to use across the consumers engagement path is critical to retaining, building and entrenching trust credits.



She also commented on the damaging consequences experienced by companies on the other end of the trust scale.

“Facebook, Johnson & Johnson, Rio Tinto and AMP are all examples of companies whose market value, revenue and leaderships have been materially impacted by brand shock and deep distrust. This threatens the social license to operate of entire industries.”

The research found that distrust for companies like Facebook, the most distrusted among all brands, for concerns regarding to data security and privacy, has wider reaching impacts on the reputation of the industry they belong to.

print. Print has been proven to create higher levels of engagement, and to foster a sense of trust and emotional connection amongst consumers. The most trusted brands understand this intrinsically. Woolworths, who ranked first in the survey, is known for their commitment to the print and letterbox channel for advertising, producing more than 5.5 million catalogues per week for distribution. Woolworths is owned by Wesfarmers, who has entered the top 20 for the first time, and also owns companies such as Bunnings and Officeworks, known to utilise letterbox and print for acquisitional advertising, custom publishing for awareness and equity, newspaper for spot recall.

Apple, which was voted as the 7th most trusted brand, and is world renowned for its digital devices, utilises the power of fibre-based packaging for optimal customer experience and connection. In the book, *Inside Apple*, author Adam Lashinsky shares insight into the thought processes and strategies of former CEO Steve Jobs. The sleek cardboard boxes iPhone and iPads arrive in, were a source of meticulous design and deliberation for Jobs, as he worked to create an element of anticipation, quality, and beauty for customers to enjoy, before they even turned on their devices. The use of fibre-based packaging is one that has proved incredibly successful for the brand, remaining an iconic part of the Apple experience and setting Jobs, once again ahead of his time.

“How a customer opens a box must be one of the last things a typical product designer would consider. Yet for Apple, the inexpensive box merits as much attention as the high-margin electronic device inside”, wrote Mr Lashinsky.

It isn't just the trusted companies who are familiar with the personalised, human feeling and power of print. Distrusted companies have been known to rely upon it in times of crisis. In the aftermath of the Cambridge Analytica scandal, Facebook, who ranked the most distrusted in the survey, lent upon print to repair their damaged reputation and trust levels amongst platform users. A full-page ad in multiple newspapers including *The Washington Post*, *The New York Times*, *The Wall Street Journal*, six UK papers, direct mail and a new custom magazine, *Grow*, were all released to issue an apology and build human connector communication channels.

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Sources:

¹ Roy Morgan, 2022