



ANATOMY
OF OOH

BRAND TRUST DRIVES CONSUMER ACTION

June 2020

OMA **MOVE**

Measurement of Outdoor Visibility and Exposure





The Roy Morgan Risk Report

AUSTRALIA'S MOST TRUSTED BRANDS DURING COVID-19

Roy Morgan collected survey data about Australia's most trusted brands during the height of the COVID-19 pandemic in April 2020. The *Roy Morgan Risk Report* indicated that the brands which acted quickly and in ways that resonated with Australians were trusted the most. They are:

1. Bunnings
2. Woolworths
3. Qantas
4. ALDI
5. NRMA
6. ABC
7. Australia Post
8. Coles
9. Bendigo Bank
10. CBA

Brand trust is a top buying consideration



Of the people surveyed

81%

say that 'I must be able to trust the brand to do what is right' is a **deal breaker** or **deciding factor** in their brand buying decisions.

Product attributes	Quality	85
	Convenience	84
	Value	84
	Ingredients	82
	I must be able to trust the brand to do what is right	81
Brand and company attributes	Supply chain	79
	Customer before profits	78
	Good reviews	77
	Reputation	73
	Values	72
	Environmental impact	71

Brand trust is becoming more important



62%

of people have growing concerns about product experience

Product-oriented concerns:

- Pace of innovation
- Increasing reliance on brands to automate my life
- Can't afford a bad purchase

55%

of people have growing concerns about customer experience

Customer-oriented concerns:

- Personal data
- Brands can track and target me
- Use of AI for customer service

69%

of people have growing concerns about societal impact

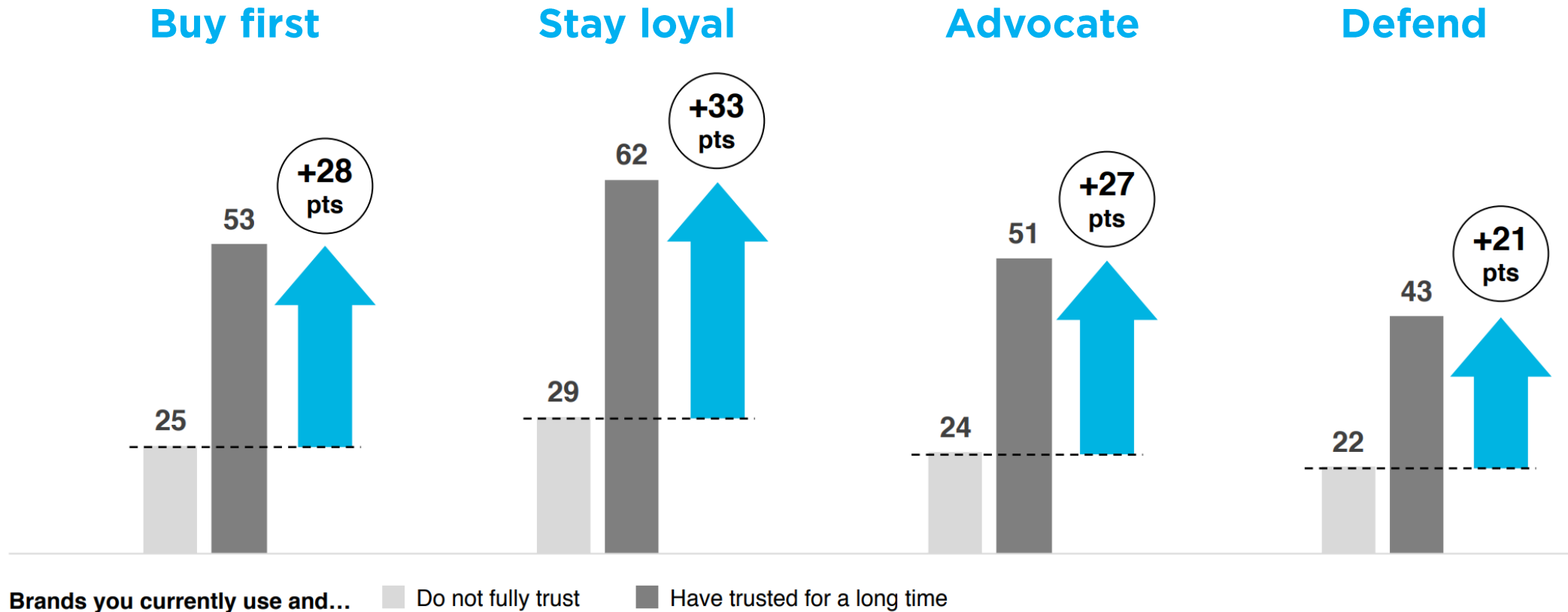
Societal-oriented concerns:

- 'Fake news' and misinformation
- Brands more involved in societal issues
- I want brands to express my values

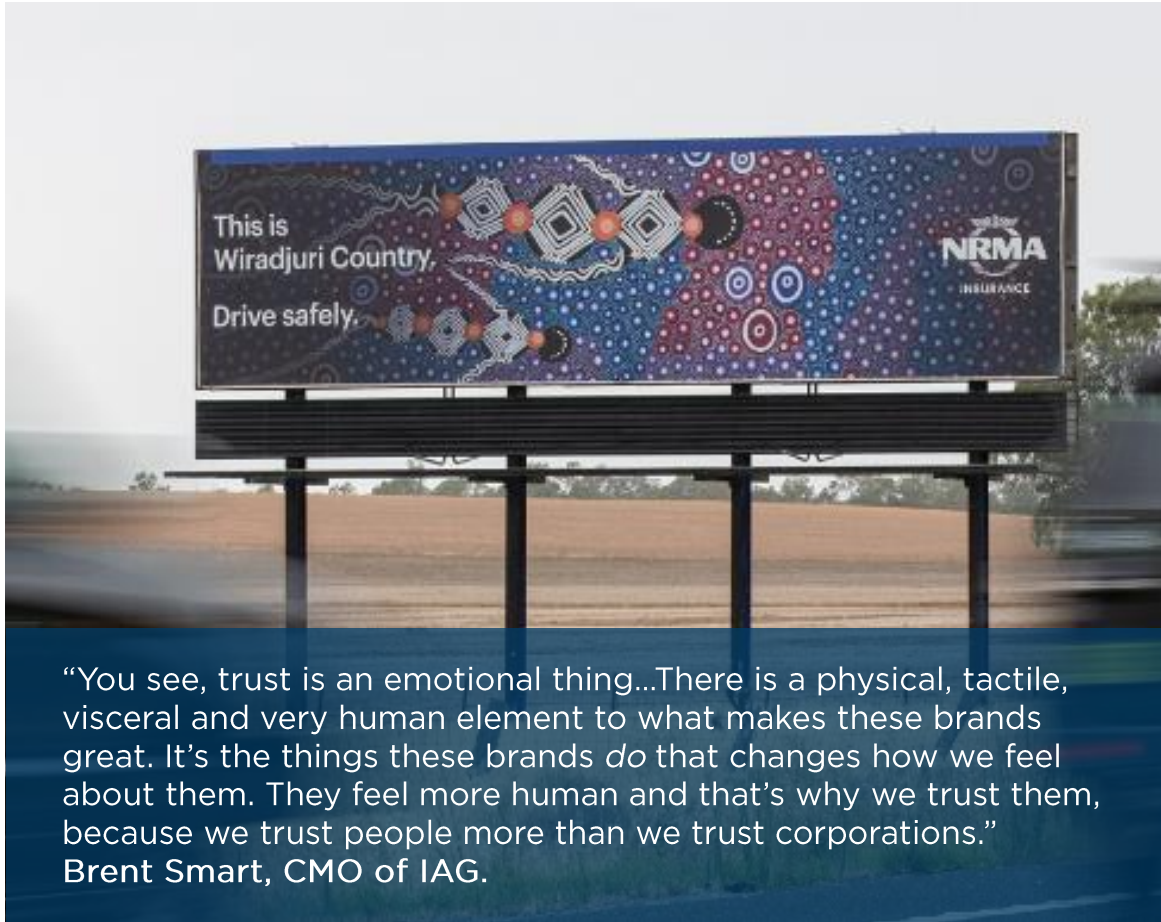
Trusted brands are rewarded more



More people will engage in positive behaviours on behalf of a trusted brand



Increase your brand's trust through storytelling and emotive Out of Home



“You see, trust is an emotional thing...There is a physical, tactile, visceral and very human element to what makes these brands great. It’s the things these brands *do* that changes how we feel about them. They feel more human and that’s why we trust them, because we trust people more than we trust corporations.”
Brent Smart, CMO of IAG.





More research and insights may be found at
[Anatomy of Out of Home](#)