

# Make trust central to your auto advertising strategy

Over the last few years we have been [measuring trust across media](#) and the studies have consistently shown that news media have both the most trusted content and the most trusted ads

This year we wanted to understand how this came to life in key categories. We commissioned Hoop Research to look into two key categories: [grocery buyers](#) and [automotive](#).

The study confirmed why trust should matter to marketers:

- 66% of respondents agree that “The more I trust an ad the more likely I am to buy the product/service”
- 49% agree that “I engage with ads that I see in media I trust”



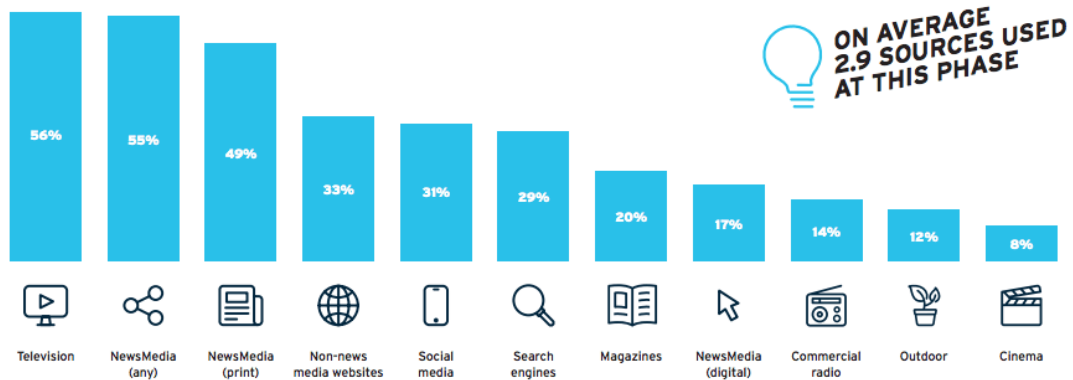
Source: The value in trust : Hoop Research Group (May 2019) : n=1205 Aged 18+

This reinforces the findings of our [body of trust studies](#) that show there is a strong link between trust and context as [drivers of engagement and purchase intent](#).

The research highlighted the power of news media as a channel to reach grocery buyers:

## INFLUENCING YOUR GROCERY BUYING

Q. Where do you see information that influences your grocery purchase?



And that News Media are key drivers of action for auto purchase:

**NEWS MEDIA ARE NUDGING CAR CONSUMERS INTO ACTION**

Trust should be a **key consideration** in media channel selection.

**48%** say that ads on digital news sites influence their purchase

**44%** say that ads in newspapers influence their purchase

Source: The value in trust : Hoop Research Group (May 2019) : n=1205 Aged 18+

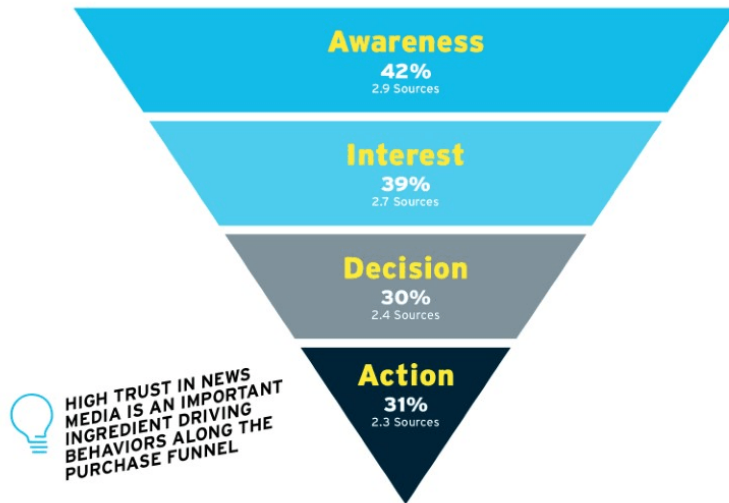
In fact, news media are key influencers at all stages on the path to purchase:

## NEWS MEDIA ARE NUDGING CAR CONSUMERS INTO ACTION

Of those intending to purchase we asked which media influence them at each stage of the **Purchase Funnel**. At each phase in the **Purchase Funnel** we know people are **influenced by multiple sources** with News Media being used through the journey and **driving action**.

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### Any News + Media Sources



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This study adds to our growing body of research that demonstrates the power of trust in news media.

[Download the full automotive research paper here](#)

[Read this next: The more you trust an ad, the more likely you are to purchase](#)