



Maintaining a Trust Agenda this Election Year

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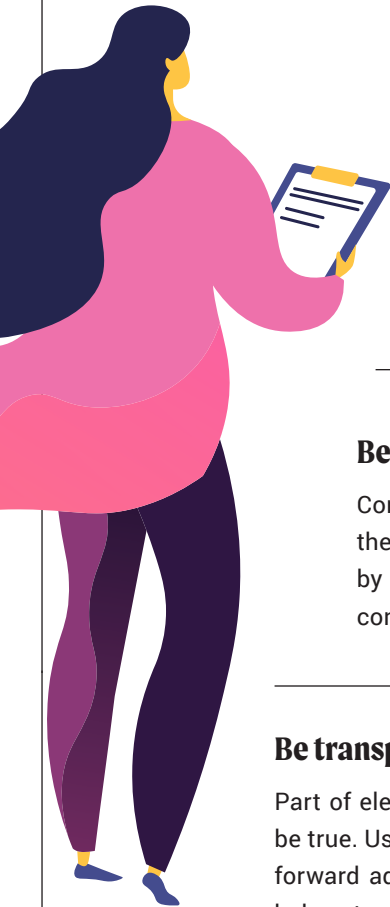
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The key to advertising successfully in an election year is to build a "Trust Agenda" strategy. According to an extensive survey conducted by Credos, consumers are unsettled by "bombardment" defined by four factors: volume, repetition, obtrusiveness and irrelevance¹.



Business owners can learn a lot by thinking like a politician: truly get to know your target audience, generate compelling content and don't rely on a "one message fits all" approach².

Here's how to earn consumer trust while avoiding bombardment:



Be insightful.

Deliver consistent, knowledgeable content to keep potential consumers informed. By becoming a source of reliable insight in your field, readers become more familiar with you and your business, helping build trust over the long-term.



Be consistent, not obtrusive.

Consumers can experience election cycle fatigue and will likely seek out alternative content to escape the near-constant polarization presented by political ads². Business owners can attract a loyal audience by consistently providing content about their products and services in an honest, creative way. Focus on consistent branding over repetitive, high-volume ads.

Be transparent.

Part of election cycle fatigue can be the suspicion that messages are too good to be true. Use your unique expertise to predict consumer problems, then give straight forward advice to help solve them. Genuinely connecting with your audience can help set your brand apart.



Consumer trust is not purchased in an ad spot; it is built over time. Have a consistent message, lead with meaningful actions and embrace longevity.

¹ Weed, Keith. "Arresting the Decline of Public Trust in UK Advertising." Advertising Association.
² Ackerman, Trevor. "Election Season Is Here: Is Your Marketing Plan Ready?" 20 Mar 2020. www.forbes.com.