

# ARADO / IPRA

## The Essence of Trust



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# What's next



- The essence of Trust
- Trust in brands
- Trust in people
- Trust in a code of conduct
- Trust in institutions



# Lets talk perfume



Think of a fine Egyptian perfume ...

- **Top notes of bergamot and verbena.** The scents that are perceived immediately. Form the initial impression and thus are key in selling a perfume.
- **Middle notes of myrtle and hyssop.** The scent of a perfume that emerges just prior to when the top notes dissipate. The heart of a perfume.
- **Base notes of cedar and myrrh.** Bring depth and solidity to a perfume. Not usually perceived until 30 minutes after application.



# The essence of Trust



- Trust is perhaps like this fine Egyptian perfume .....
- It needs more than the first alluring top notes
- It needs a sustained middle note
- And a solid base note to hold it all together over time.



## Trust in brands

- Top note: “Trusted every day”
- Middle note: “Top 50 brands represent 90% of P&G sales and 90% of profits”
- Base note: Products work and the company has sustainability and social responsibility policies.





## Trust in brands: Unilever

- Top note: “The Dove Difference”
- Middle note: “A heritage since 1957 based on moisturisation”
- Base note: “Social Mission is to help encourage girls to develop a positive relationship with beauty, helping to raise their self-esteem.”





## Trust in brands: tech

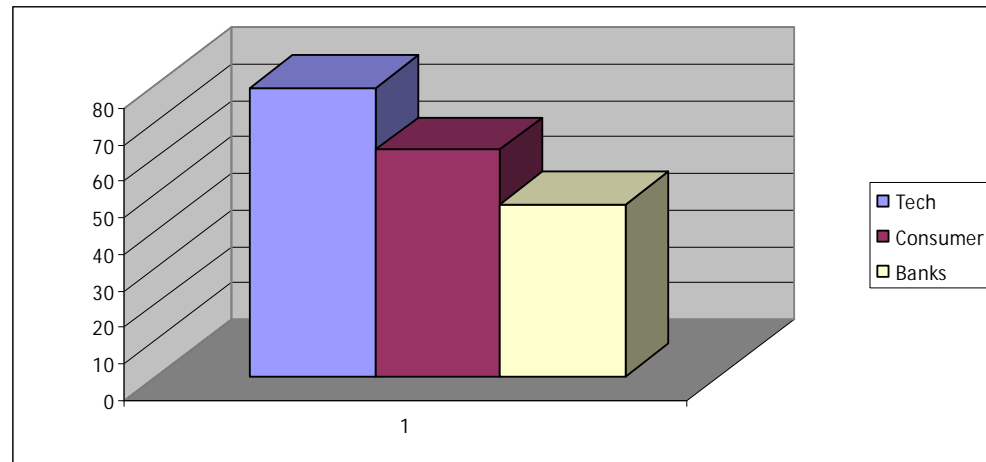
- Top note: “Search”
- Middle note: “Google’s mission is to organize the world’s information and make it universally accessible and useful”
- Base note: “Search works for me” “Google does the right thing”



# Edelman

Businesses trusted to do  
what is right

- Technology 79%
- Consumer goods 62%
- Banks 47%





# (Dis)trust in banks



- Top note: “We promise great % rate, great service” “We are reliable”
- Middle note: “The queues are 25 mins long, the ATM machine ate my card”
- Base note: The bank collapsed, I lost all my money and the CEO is given a raise.

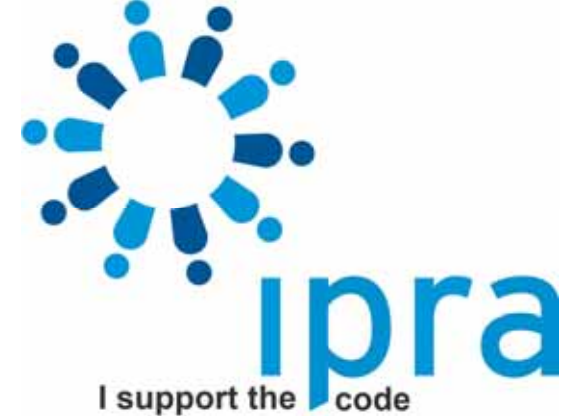
# Trust in PR people



- Top note: “Trust me ‘cos I say trust me”
- Middle note: I follow a code of conduct
- Base note: Look at my actions



# Trust in a code



- Top note: UN *Charter* “to reaffirm faith in fundamental human rights”
- Middle note: “*Conduct of PR and public affairs provides essential democratic representation to public authorities*”
- Base note: “Act with honesty and integrity at all times” and “establish the moral, cultural and intellectual conditions for dialogue” and “Be open and transparent”



## More base notes

- “Avoid any professional conflicts of interest”
- “Honour confidential information”
- “Take all steps to ensure accuracy of information”
- “Every effort to not disseminate false information”
- “Not obtain information by deceptive means”
- “Only accept payment from the principal”
- “Not offer bribes to public representatives or media”
- “Not undertake any improper influence”

# Trust in Institutions

How much do you trust xx to do what is right?

- NGOs 50%
- Business 47%
- Governments 38%

# Trust in government



- Top note: “Vote for me”
- Middle note: “These are my policies”
- Base note: “This is the result of my policies”

# And what of transparency?



- Would I buy a cloudy perfume?
- Trust and transparency go together



# Do I buy the perfume of Trust?



- Do I like the alluring **top** sales pitch?
- Does it have its **heart** in the right place?
- Did it **basically** deliver for me ?





# I hope I delivered for you



Thank you for listening ...  
.... Any questions?

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