

Attractive ads help garner consumer trust

Article

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A high-quality marketing campaign can make or break a brand's success. When US consumers were asked if they would be more likely to trust a brand with high-quality and well-designed ads, an overwhelming **85%** agreed.

US Consumers Who Are More Likely to Trust a Brand with High-Quality/Well-Designed Ads, Feb 2021

% of respondents



Note: ages 18+; numbers may not add up to 100% due to rounding
Source: Celtra, "Celtra Consumer Chronicle Survey," March 15, 2021

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