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

<table>
<thead>
<tr>
<th>Strongly agree</th>
<th>39%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Somewhat agree</td>
<td>46%</td>
</tr>
<tr>
<td>Somewhat disagree</td>
<td>9%</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>5%</td>
</tr>
</tbody>
</table>

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

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