

Brand Trust & Authenticity



46% of surveyed consumers said they would be willing to pay more for a brand they trust.



88% of consumers reported that authenticity is important when it comes to determining which brands they trust.



Over 66% of consumers think that transparency is one of the most attractive qualities about a brand.



Over 33% of consumers believe that having an appealing logo indicates that a brand is high quality.



Marketing messages shared by employees can reach 561% more than messages shared by the company itself.