

March 2017

Loyalty and Brands - UK

“The expression of personality that can be gained from buying and using brands appears to appeal to 16-34s in particular: these active advocates are more likely to consider brands as favourites and more likely to use them on a regular basis. Meanwhile, older groups tend to show less of an ...

January 2017

Trust and Brands - UK

“Trust acts as a building block for many other positive brand attributes, including the creation of perceived standout and brand preference. While the most trusted brands tend to be market-leading ones that have had high exposure to consumers, there are a significant minority of brands, predominantly non-FMCG, that are able ...