

FIVE ADJECTIVES TO DIFFERENTIATE YOUR TRUST BRAND

STABLE

Even in a chaotic and fickle marketplace, Trust brands keep a steady demeanor.

DEPENDABLE

No matter what, they follow through on exactly what was promised.

FAMILIAR

They are usually known quantities, respected for their steadfast behavior and reliance on reproducible, proven ideas.

COMFORTING

Their communication feels like putting on your favorite pair of jeans.

PREDICTABLE

Trust brands develop patterns and strategies.

How Trust Fascinates

In a world in which the climate changes, the market fluctuates, and politicians betray constituents, Trust fascinates simply by doing what we, in a perfect world, would expect it to do. Trust is predictable. The more predictable a message, the more we rely

on it—and the more we can rely on it. Trust brands demand very little of a learning curve, reassuring us by recognizing our expectations and reliably satisfying them. Trust is also consistent, with little conflicting information. While Innovation brands can be creatively inconsistent, Trust brands cannot.

How Brands Use Trust in Their Marketing

How to establish and enhance Trust? Trust messages will use different approaches depending on their stage and purpose, but drawing on these pillars can win the battle for attention. Trust relies on patterns, so using these four pillars consistently in all communication should come easy for Trust brands:

- Repeat and retell.
- Be authentic.
- Accelerate trust.
- Use familiar cues.

Trust messages are consistent, with very little conflicting information, because inconsistency breaks expectations. To build consistency, repeat your message, and retell your story.

Repeat and Retell

We're drawn to people and situations that feel familiar. They fit a pattern we already know. When we recognize them, not only do we rely on them, but we also develop preferences based on their repetition. Our brains use these patterns to map everything we see, hear, and experience, in order to establish an expectation for the future. The more you repeat and retell a message, the more familiar it becomes to your customers, and the more likely they are to believe, and even count on, it.

This isn't just marketing. It's a phenomenon of your brain, named the "exposure effect."