

INsights #19 – Theme ‘Trust’

Total Number of Pages

[1] Front page (1 page)

[Something like:]



[2] Editorial (1 page / 350 words)

Trust is a critical strategic asset

- Marketers need to understand what it is
- Marketers need to understand why it is relevant today
- Marketers we need to understand how successful companies use trust knowledge

[3] Table of Content (2 pages)

[4] THEORY What is *trust*? (3 pages / 1750 words)

General article on the background of trust:

- General outline of the concept (eg an excerpt from <https://plato.stanford.edu/entries/trust/>)
- Why is *trust* important in marketing?
- Brain processes related to trust
- How to measure trust?

[7] COLUMN (1 page)

[8] NEWSVALUE *Trust* in the today’s digital world (2 pages / 1100 words)

Opinion piece that relates to some recent happenings in the news related to trust (Brexit, Trump, fake news). This article should focus on the trust issues underneath the bigger issues. To be relevant for our

audience the article uses neuro insights as a bases for the article. Importunately it is not our intention to bring a pro-Clinton or pro-Europe piece, rather than to explain the situations form a brain perspective. Subtopics may include (not limited to):

- Why is it happening today (historical perspective, government and corporations have both violated consumer trust, leading to greater skepticism / Traditional trust-building mechanisms, such as marketing on high frequency and TV, third party endorsements, hold less sway with savvier consumers who are skeptical of the claims brands make)
- What is the role of digital?
- Why are traditional media, big companies and traditional politicians failing so badly in winning consumer trust / public trust?

[10] PRACTICE Case study 1 related to HOW TO MEASURE TRUST with neuromarketing (2 page / 1100 words)

- Why is neuromarketing needed to measure trust
- Theoretical bases for this methodology measuring trust
- Practical example how using this measure was succesful

[12] HOW: Lessons from Trustworthy Companies (3 pages / 1600 words)

Analyses of 5 companies that incorporate trust (preferably not the usual suspects): what are they doing and why is it working so well (again to be relevant for our audience the article uses knowledge from neuroscience as a bases for the article).

This article could be an analytic piece, starting roughly build-up like:

- When is a company trustworthy? (what elements, for instance [Marie Brody](#) states: authenticity (consistency), take responsibility (admit mistakes, exceed in service), being loyal, and transparent – not sure if this list is correct, neither if it's complete, but it gives an idea of what we are looking for. We are in search for a solid scientific bases of elements.
- Why are these elements so important for the public opinion (preferably some brainscience / psychology as bases)
- The article should be illustrated with examples of companies that are successful in bringing this strategy in practice. I can think of a few examples:
 - [AirBNB](#) / Uber (transparency)
 - Lemonade: peertopeer insurance (responsibility) <https://lemonade.com/>
 - Zappos (exceed in service)
 - Innocent Drinks / Dropbox / World Wildlife Fund / Google (consistency)

[15] BACKGROUND Books on Trust (1 page / 450 words)

Small Excerpt (max 90 words) of five books on trust:

1. Trust Factor: The Science of Creating High-Performance Companies by Paul J. Zak (Jan 17, 2017)
2. The 10 Laws of Trust: Building the Bonds That Make a Business Great by Joel Peterson and Stephen M. R. Covey (May 10, 2016)
3. Extreme Trust: Turning Proactive Honesty and Flawless Execution into Long-Term Profits, by Don Peppers and Martha Rogers (Revised Edition Jun 21, 2016)
4. Trust in a Complex World: Enriching Community by Charles Heckscher (Dec 29, 2015)
5. Breaking the Trust Barrier: How Leaders Close the Gaps for High Performance Paperback by JV Venable (June 6, 2016)

[16] PRACTICE Case study 2 related to a trust challenge (financial industry?) (2 pages / 1100 words)

- What was the challenge?
- Why is it a trust issue?
- How did neuro solve the issue?

[18] SCIENCE #INshort (2 pages / 900 words)

Overview of 5/6 scientific studies related to trust and their findings

[20] NEWS in Consumer Neuroscience (2 pages / 1000 words)

Easy-to-read story about 3-5 recent studies consumer neuroscience – related, including their implications for business

[22] Bookreview (1 page / 450 words)

Neuro Design - Neuromarketing insights to boost engagement and profitability by Darren Bridger

[23] [Industry News & Events] (1 page)

[24] Back cover (1 page)

*** Alternative topics for Trust Issue ***

Note that everything we include should have a link with unconscious / consumer neuroscience / neuromarketing)

- How to humanize your brand
- 10 rules in building trust
- Most Terrible Trust Failures in Business

*** There is always room for newsworthy submissions not related to the theme! ***