BUILDING BRAND TRUST IN AN OMNI-CHANNEL WORLD
MORE THAN JUST FRIENDS
~ SINCE 1865 ~

The Coca-Cola Company, 125 years young

In the summer of 1886, Dr John S Pemberton made a phenomenal discovery. He stirred up a fragrant, caramel coloured liquid which he combined with some carbonated water. After sampling it to some eager customers, John knew that he was on to something. And alas Coca-Cola, as we know it today, was born.

This year marks a paramount milestone and we invite the world to join us as we celebrate this 125 years of refreshing the world.

We thank the people, partners and places both inside and outside our system whose innovative thinking, bold actions and support have made Coca-Cola the world's most loved brand, and in particular, a big emphatic congratulations to all the Associates at Coca-Cola Swaziland.

125 Years young, and we are just getting started.

Mangoba Khumalo
General Manager
Coca-Cola Swaziland
Why study trust now?

- DECLINING
- MEDIA SCEPTICISM
- DATA OVERLOAD
- SOCIAL MEDIA
The more trusted you are...

The more of a price premium you can charge
How to study brand trust
Five factors to promote trust
Five factors to promote trust

EXPERIENCE
To err is human, but being responsive to mistakes can help build brand trust
“I don't think the difference [between the appeal of Zappos and the Amazon brand] is in the UI. It's in how we build a personal connection, primarily on the phone. We’re actually experimenting with ways to get more people to call because it’s such a valuable marketing and brand builder for us.”
You only have so much leeway with mistakes – invest in mechanisms that truly are responsive to issues.
Five factors to promote trust
Operations and customer service are the foundation of trust marketing

Impact on Trust

- No Reco
- Expert Reco
- Online Reco
- In-Person Reco
Investing in operations leads to good word of mouth for your brand. Leverage consumer voice and consumer credentials.
Five factors to promote trust
Being seen as a transparent brand is more important than being a long-term brand.
**THE TAILORED SHIRTING FACTORY**

**Lever Shirt (Shenzhen) Limited**

*Our tailored shirting factory is located in Shenzhen China and has been recognized for its efforts towards minimizing its carbon footprint.*

This factory is part of a family-run business that started in 1956 as a dress shirt manufacturer in post war Hong Kong. Today they're based in Shenzhen, China with production bases across China and Vietnam.

**How We Found It**

After a rigorous vetting process to find the best tailored shirting vendor, our Head of Production chose to partner with this factory that produces woven garments for top brands around the world.
Don’t hide the negative, embrace it. Put it out front and not in the small print.
Five factors to promote trust
Omni-channel presence not only drives access, it drives reputation and trust
Encourage cross channel interaction. Move the consumer from your digital to physical and vice versa.
Five factors to promote trust
Aligning values not only improves brand saliency, but also improves brand trust.

<table>
<thead>
<tr>
<th>Impact on Trust</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
<tr>
<td>Established Brand</td>
</tr>
<tr>
<td>No Causes</td>
</tr>
</tbody>
</table>

BrandSpark
Give a shi(r)t → Get 15% off

Montréal
Fondation des Grands Frères Grandes Soeurs de Montréal

Ottawa
Society of St Vincent de Paul

Calgary
Project Warmth

Edmonton
Homeless Connection

Vancouver
Big Brothers of Greater Vancouver

Toronto
Society of St Vincent de Paul

Quebec
Dans La Rue
Ask your consumers where your support should be local and relevant.
Know where you stand and price accordingly
Invest in issue resolution – it matters

Always leverage consumer voice and credentials when you can

Don’t hide the negative, embrace it

Encourage omni-channel interaction

Be local and relevant with your causes
THANK YOU!