

# Trust – the ticket to a lifetime of fan loyalty.

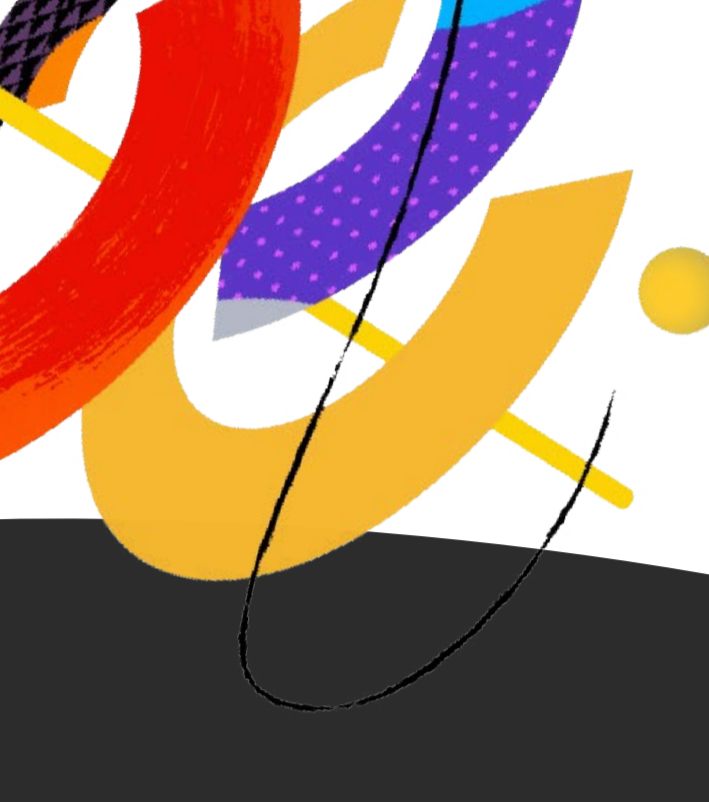
Intense competition makes personalisation – and trust – more essential than ever in media and entertainment.



## Become a fierce fan of trust.

The media and entertainment industry is more competitive than ever. To excite audiences, you must know their passions and preferences for every experience – whether that’s digital content available anytime, anywhere or live sports, movies and music. From first touch to lifetime loyalty, trust is the key to engaging consumers and fans and building relationships that last.

We recently asked 12,000 consumers and 2,000 digital leaders what it takes to earn trust today. The [Adobe Trust Report](#) highlights the challenges digital leaders face, along with the opportunities they see to establish more trust and better customer experiences. To spotlight how these findings impact media and entertainment brands, we’ve included insights from industry leaders as well as the [Adobe 2022 Digital Trends: Media and Entertainment in Focus](#) report.



“ Companies that can successfully collect, interpret and activate on fan and audience insights will be better positioned to achieve user-centric experience innovation – and sustain monetisation and business growth.

**Jen Zick**  
Principal, Digital Strategy Group, Media, Entertainment and Communications, Adobe

## Recognise the importance of trust – and data.

You can’t create the experiences that earn and sustain customer trust without data. Collecting ample audience data gives you the foundation for identifying the content to entice new consumers and fans while keeping the existing base engaged.

**71%**  
of consumers say that relevant content delivered at the right time and place boosts their trust.

**44%**  
of consumers will spend at least £425 a year with trusted brands – and 29% will spend more than £850 a year.

**72%**  
of consumers say “bad” personalisation decreases their trust in brands, with 36% saying it significantly harms their trust.

“ It’s more than just a buzzword. Those companies that can demonstrate trust are going to be able to develop better services, better experiences and get better information to then tailor things for consumers.

**Paul Daugherty**  
Chief Technology Officer, Accenture

## Amplify trust with transparent data management.

Fans and consumers want privacy *and* more personalised experiences. The trick is bringing them together responsibly. To build trust, you need to make it easy for your audiences to understand and choose how their data is used.

**69%**  
of consumers will stop buying if companies use their data without permission – and 68% will if companies disrespect their data preferences.

**81%**  
of consumers say having a choice about how companies use their data is important – and almost half say it’s VERY important.

**41%**  
of executives say having strong data privacy and governance processes is a top priority.

“ This is a truth businesses need to acknowledge – your customers care about their data more than your marketing. Violate their trust, and there isn’t an HTML email, sale or event you can launch that will fix it.

**Emily Morrow**  
Content Marketing Specialist, Sunshine Creative

## Build trust to create meaningful moments.

Brands need insights to deliver moments that matter, but consumers worry the data you collect will benefit you instead of them. Use their data to solve problems, fine-tune offerings and create memorable experiences – and they’ll willingly share it.

**73%** of consumers are worried about whether online content is trustworthy.

**83%** of consumers are willing to share their data to create a more personalised experience.

**76%** of consumers think it’s important for brands to demonstrate empathy by showing they can see things from their perspective and know what’s important to them.

“ As fan-first, data-driven, technology-forward marketers, we need to activate new and exciting ways for fans to look forward to – and remember – some of the most special moments in their lives. It all lies in the power of making connections in meaningful ways.

**Jen Zick**  
Principal, Digital Strategy Group, Media, Entertainment and Communications, Adobe

## Make experiences personal with technology.

Media and entertainment offers the best content – full stop. So, you’re in a position to deliver exceptional experiences. Younger generations trust technology and artificial intelligence (AI) to make that happen. Develop deep datasets and then apply AI-based analytics to anticipate their needs and preferences.

**70%** of Gen Z and **66%** of millennials are more likely to trust brands that use technology to deliver personalised experiences.

**63%** of Gen Z and **45%** of consumers are optimistic that AI will improve their customer experiences even more in the future.

## Remember that trust can be broken – and regained.

Trust is earned or broken with every experience. Lose their trust and consumers and fans will walk, especially Gen Z. But it’s possible to regain trust by safekeeping data, providing transparency and simply apologising.

**55%**  
of consumers say that once a company has violated their trust they will NEVER give them their business again.

**84%**  
of consumers say brands can begin to regain trust by keeping data safe.

**84%**  
of consumers say brands can begin to regain trust by providing consumers with transparency and control over how their data is used.

“ The role trust plays in boosting a brand’s reputation, customer loyalty and the bottom line has never been more critical. Consumers are considerably more likely to seek out, pay more for, buy more of, recommend and even forgive a brand if they trust it.

**Victoria Sakal**  
Managing Director, Brand Intelligence, Morning Consult

## Adobe can help.

Personalisation is most powerful when it’s built on a customer data foundation that is transparent, technology-enabled and trustworthy. It takes time to build great experiences and build trust – and the best-in-class retailers are already leading the way – making it essential for other retailers to catch up.

With [Adobe Experience Cloud](#), you can improve your marketing agility and build personalised experiences at scale that increase trust – all while protecting customer data. It’s a suite of products that includes [Adobe Real-Time Customer Data Platform](#) and [Adobe Experience Manager Sites](#) that lets you easily manage and use consumer and fan data across any channel and deliver personalised content faster with AI.

**Read the full Adobe Trust Report to discover even more ways leaders are using data, technology and personalisation to earn trust in the digital economy.**

[Read now](#)

Learn more by visiting the media and entertainment resources page [here](#).