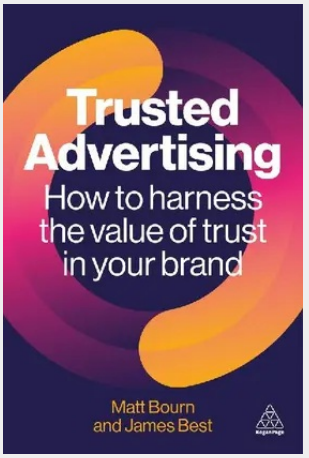
Bourn / Best

Trusted Advertising

How to Harness the Value of Trust in Your Brand



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Strengthen your advertising strategy by learning how to develop, protect and apply brand trust in an evolving media landscape. *Trusted Advertising* is a practical guide for mid-career marketers, agency professionals and brand leaders who want to build credibility, apply evidence-based principles and deliver campaigns that drive long-term consumer trust. As advertising faces declining confidence and rising complexity, this book provides a roadmap to optimize creative effectiveness and improve decision making across channels.

Drawing on the latest research and insights from organizations including Google, WPP and the Advertising Standards Authority, authors **Matt Bourn** and **James Best** outline how trust is created, measured and maintained in modern advertising ecosystems. Through detailed chapters, actionable tools and real-world examples from McDonald's, Tesco, Specsavers and more, the book shows how trusted communication can elevate campaign performance and strengthen brand equity.

You'll learn how to: - Apply trust-building principles to improve creative strategy and execution - Implement frameworks for managing trust across media, platforms and influencer partnerships - Develop strategies to optimize campaign transparency, consistency and audience engagement - Understand the role of Gen AI, tech platforms and regulation in shaping trusted advertising - Use real-world case examples to guide decision making and strengthen professional credibility

With a blend of strategic insight and hands-on guidance, *Trusted Advertising* helps you develop the skills and confidence to implement campaigns that perform today and build resilient, trusted brands for the future.

Themes include: *advertising strategy, brand trust, creative effectiveness, media planning, influencer marketing, AI and regulation*

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