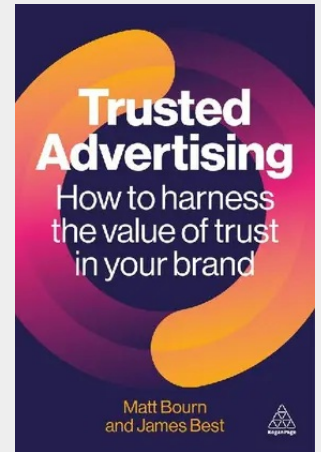


Trusted Advertising

How to Harness the Value of Trust in Your Brand

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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