

# The Relationship between Ad Format and Brand Trust

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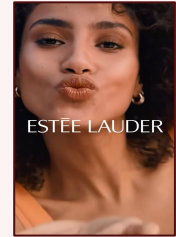
Team 22-5

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# Executive Summary



As companies move to short-form advertising on apps like TikTok, is there a difference between the style of ad and perceived brand trust?

We find that Sponsored Ads lead consumers to higher perceived trust and higher likelihood of recommendation to others

# Research Purpose and Question



## PURPOSE

- Investigate brand trust
- Two ad formats: Official & Sponsored "Get Ready with Me"



## QUESTION

On the app Tiktok, does a "GRWM" video format move the needle on brand trust in comparison to an official brand ad of the same product?

# Research Method and Data

01

Experimental survey with A/B testing

02

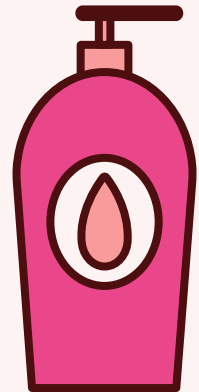
Same survey questions primed by different videos

03

48 valid responses after screening questions

04

Descriptive and Crosstab through Radiant

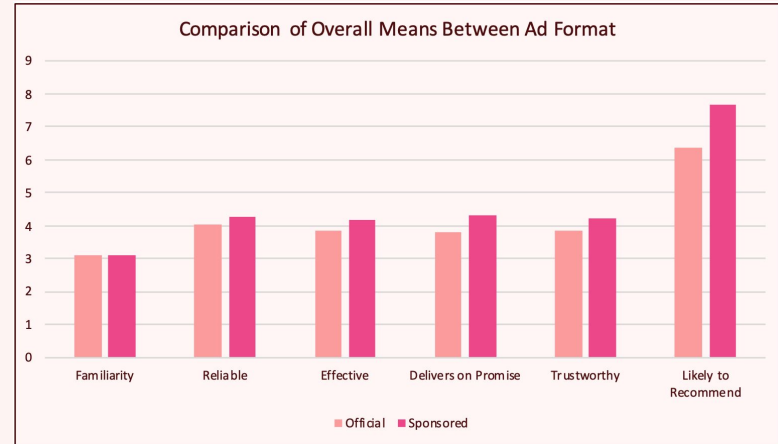




# Sponsored Ads Deliver Better Results



- Perceived reliability
- Perceived effectiveness
- Ability to deliver on promise
- Perceived trustworthiness
- Intent to recommend



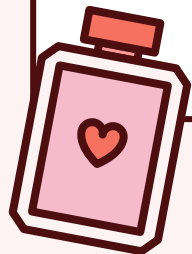
Note: Descriptive statistics; The only significant relationship between means is “likely to recommend” ( $p=0.037$ )

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# Different Reasons for Recommendation

- Sponsored Ad
  - Significant relationship between perceived **Trustworthiness** and **Likely to Recommend** ( $p=.046$ )
- Official Ad
  - Significant relationship between perceived **ability to Deliver on Promises** and **Likely to Recommend** ( $p=.027$ )



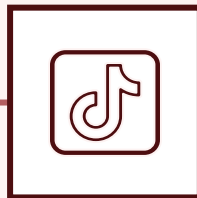


# Key Insights



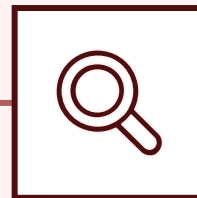
Use Sponsored Ads to  
create brand ambassadors

**Word of Mouth**



Official Ads =  
**Functionality**

Sponsored Ads =  
**Emotions & Loyalty**



**Future Research**

How do these findings  
translate to study  
**purchase behaviors?**



# THANKS!

Any Questions?

