

D S SIMON
M E D I A

Brand Authenticity Survey 2018



Brand Authenticity Survey 2018

Fake News



Authenticity



Fake news is on the increase. The result is significantly reduced trust. That's why authenticity for a brand or non-profit has never been more important. But how do you get there? We surveyed nearly 150 journalists from across the country to find out.

Enhanced reputation enhances the bottom line. How do you increase authenticity and trust for your organization and your leadership? What's the role of the CEO in making your brand more authentic? How can you cut through the clutter to create awareness for your campaigns and initiatives?

We hope you'll find the answers you're looking for in our Brand Authenticity survey.

We welcome your feedback,

A handwritten signature in black ink, appearing to read "Douglas Simon".

Douglas Simon President & CEO

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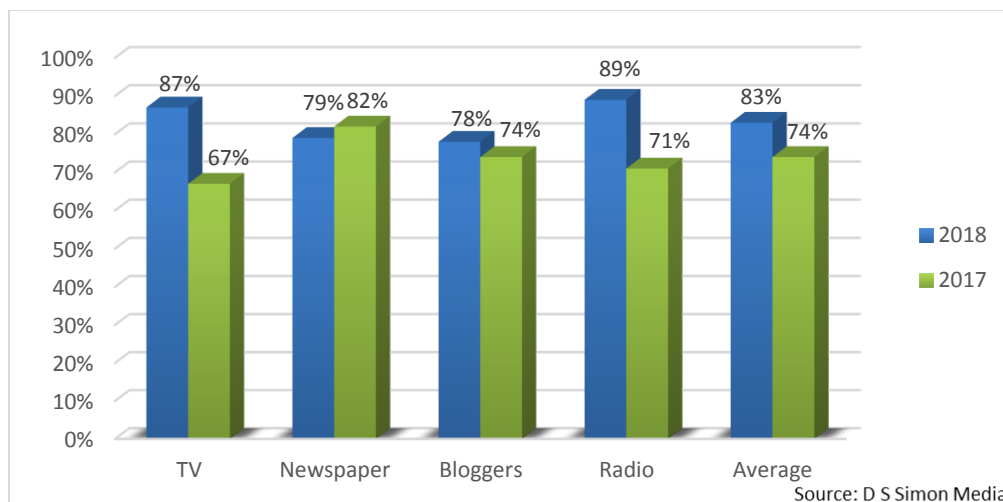
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Key Findings:

- Making your CEO accessible to the media makes your brand more authentic.
- Choosing an in-house spokesperson is more authentic than a third-party expert for both brands and non-profits.
- Journalists prefer to interview your experts than a third-party spokesperson by a wide margin.
- You need to be posting video for journalists to your social channels. Journalists are getting their story ideas from social media and willing to use video you provide them as produced.

Trust & Authenticity

83% of Journalists Say an Accessible CEO Makes an Organization Seem More Authentic

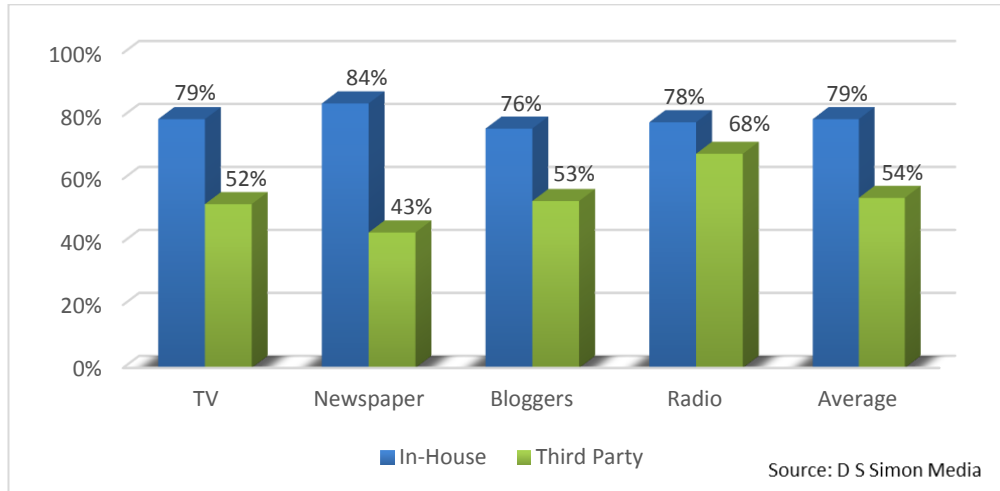


It's no longer a luxury to have an organization's CEO available to the media. It's a necessity. There was a 12% increase in journalists who feel an accessible CEO makes a brand seem more authentic than one year ago.

As trust and authenticity become a more important component of brand value you need to be turning your CEO into an influencer by preparing them for interviews, developing media pitches that resonate and most importantly, getting them out in front of the media to communicate your message. If your CEO isn't ready for prime time, consider safer outlets in local markets that will allow her/him to find the right voice and increase comfort.

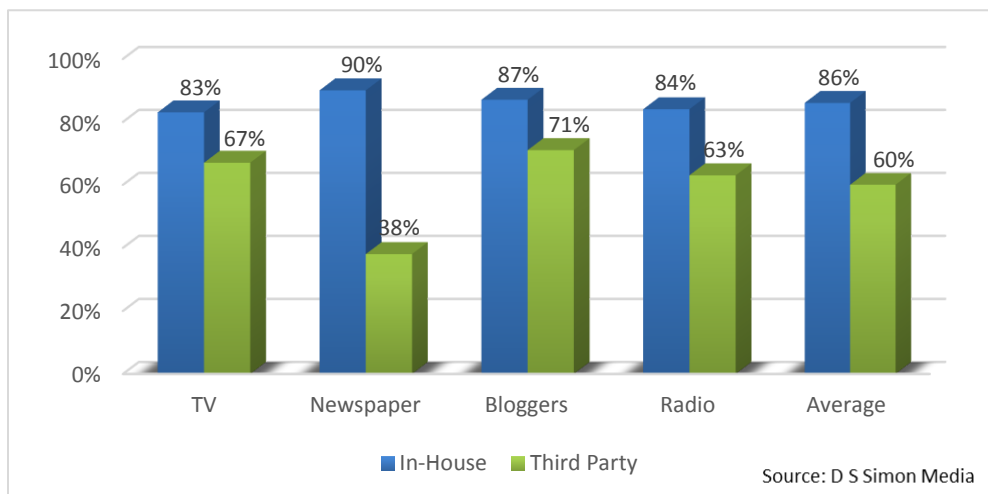
Your Most Authentic Spokespeople

Journalists Perceive In-House Spokespeople as More Authentic to Interview for a Positive Story on a Brand



There is a significant authenticity benefit for a brand in featuring their own experts to the media instead of relying on third-party spokespeople. 79% of journalists think in-house spokespeople are authentic to interview for a positive story on a brand, versus 54% who think third party spokespeople are authentic to interview.

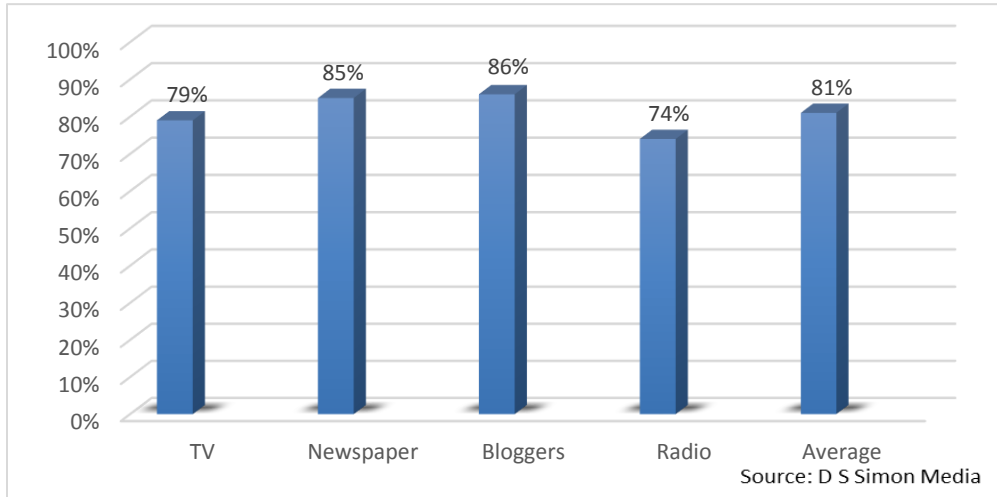
Journalists Perceive In-House Spokespeople As More Authentic to Interview for a Positive Story on a Non-Profit



The authenticity benefit of relying on your own spokespeople instead of third-party experts extends to non-profits. In-House spokespeople provide a 43% increase in authenticity compared with a third-party spokesperson.

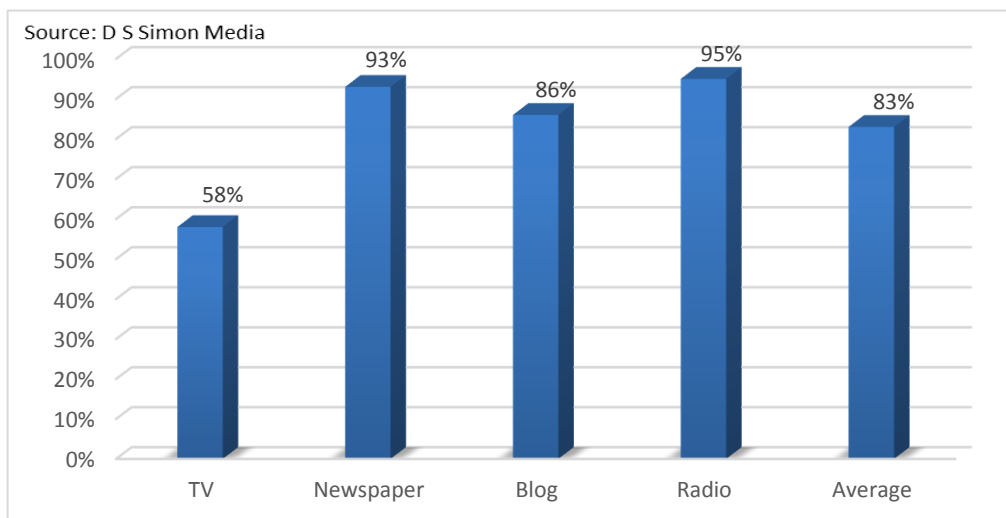
Reaching Journalists Through Social Media and Video

81% of Journalists Get Story Ideas from Social Media



Have you aligned your social media content with your media pitches? It's not surprising that bloggers look to social media for story ideas, but so do traditional print and broadcast outlets. Having a social media presence on issues your leadership is championing increases the opportunity for you to be included on stories about these relevant topics. This trend will only continue to accelerate.

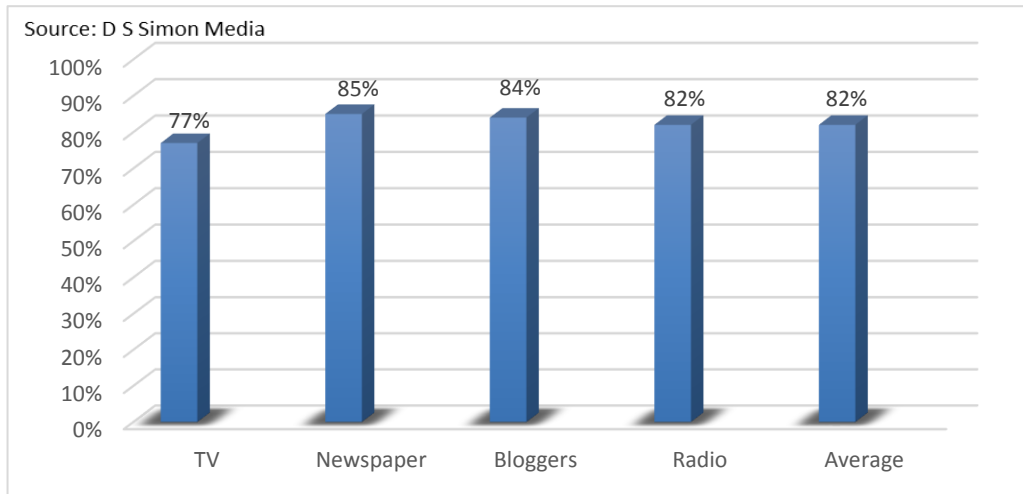
83% of Journalists Use Video as Produced



This result demonstrates the opportunity for message control within video content that you are creating. Journalists are not only using your video, they are using it as produced. It's an opportunity to feature your leaders and experts, including your CEO, in this content to increase their influence on the conversation.

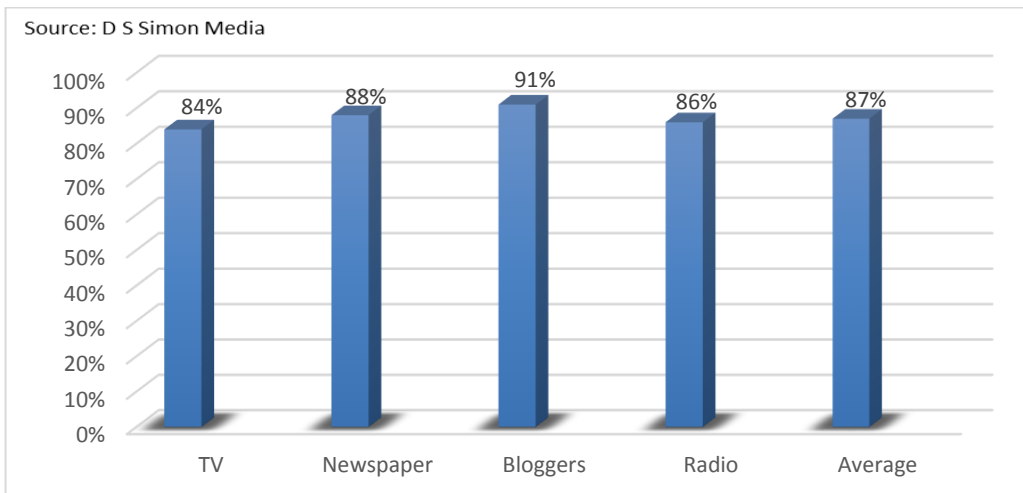
Choosing the Best Spokesperson to Earn Media

82% of Journalists Prefer to Interview an In-House Spokesperson for a Brand



Your own leaders and experts are more effective for earning media than third-party experts. Not only did our report find that your in-house experts brought more authenticity to your brand but journalists, when given the choice, preferred to interview them by a wide margin.

87% of Journalists Prefer to Interview an In-House Spokesperson for a Non-Profit



When it comes to non-profit communications, there is an even larger advantage for your in-house experts and leaders compared to third-party spokespeople. The findings indicate that communications teams may be overlooking their most effective resource for earning media—their own leaders.

Methodology:

The Brand Authenticity Survey 2018 includes results from an online survey conducted by D S Simon Media using Survey Monkey, an online survey development software with over 25 million users. We surveyed journalists, including reporters and producers at television, radio stations, newspapers, as well as bloggers from national, regional and local media in each category. We received nearly 150 responses from journalists during a three-week period. Responses were submitted anonymously.

What's Your Take?

If you have an opinion you want to share, we are happy to interview you for our [video blog](#).

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About D S Simon Media

Do you want to turn your experts and leaders into influencers? Do you want to create awareness for your campaigns and initiatives? Do you want to connect one on one with KOLs, prospects, partners and media? Do you want to win the competition for attention at trade shows?

We provide video for journalists creating awareness for your campaigns and turning your leaders into influencers. Our Social Media LIVE™ service, provides live broadcast to more than 25 social media channels simultaneously.