



TrustLogic® Starter Pack

As a marketing and brand leader, I have worked with TrustLogic® since 2004 in many of my brand and value proposition developments.

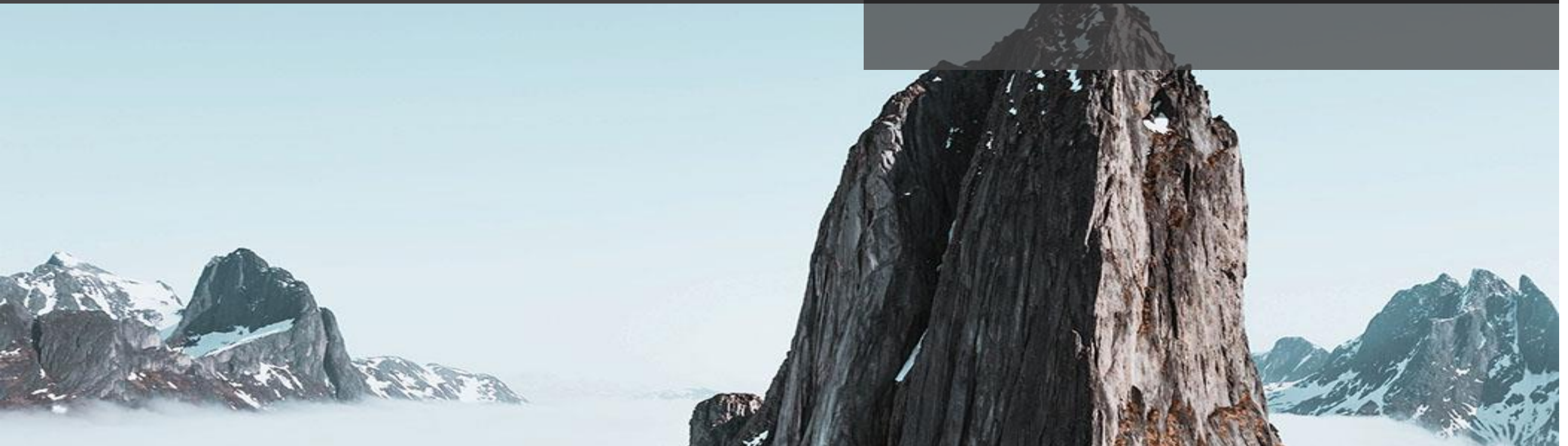
It's a powerful method to understand the audience's trust desires and to deliver better on them.

Ben Holgate

Director of Brand & Marketing

TAC, AWB, Plan International Australia, MS+

How important is trust to
your success?





From small to big purchases, trust is our key sense in making the decision

Whether it be for grocery purchases, airline preference, or on making big investments; those who are more trusted are the ones who get chosen

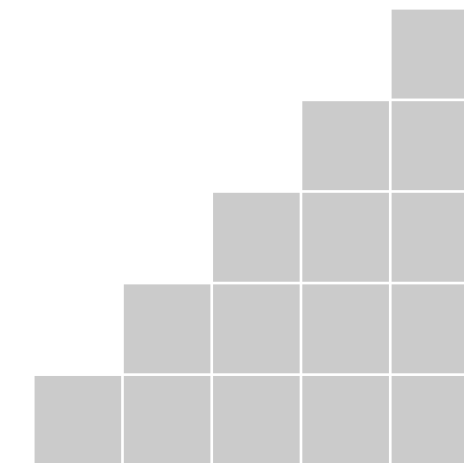




And every little bit more trust makes an impact

For customers and prospects, the more they trust you, the more likely they are to recommend you, buy from you and be loyal to you.

It's logical and a clear causality.

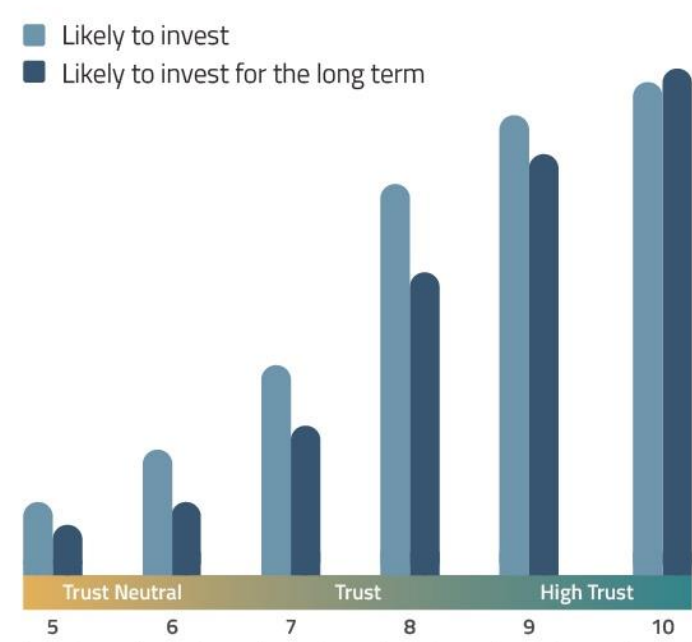
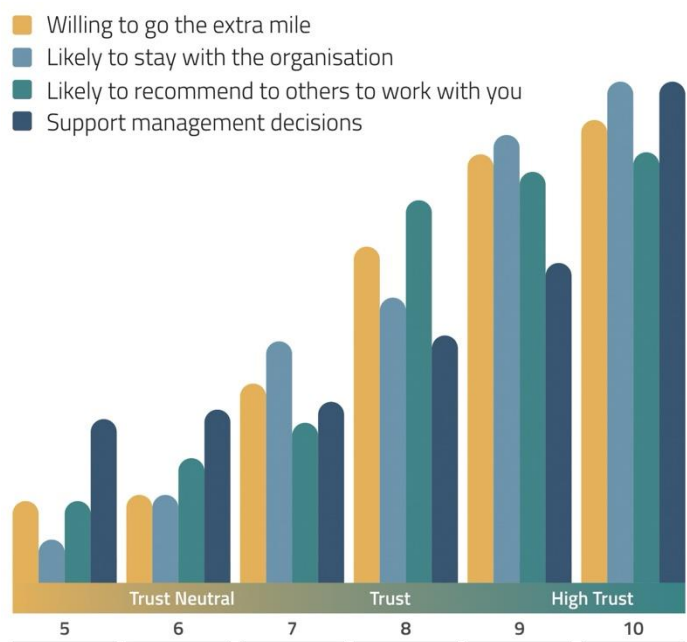
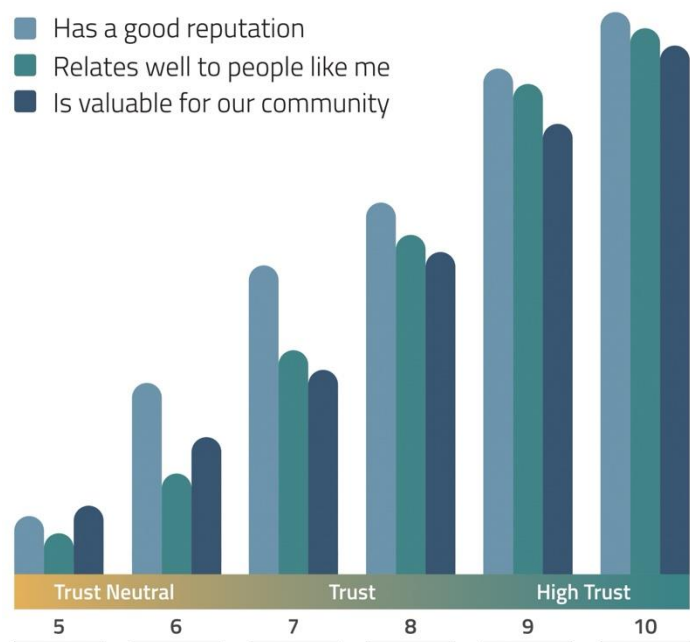


(Stephen Covey, The Speed of Trust)



It's the same in all our business aspects

Building trust then becomes not self-serving but an actual service to your customers. And it would be critical to know what they would love to trust you for.



TrustLogic®:

Our mind's logic of trust



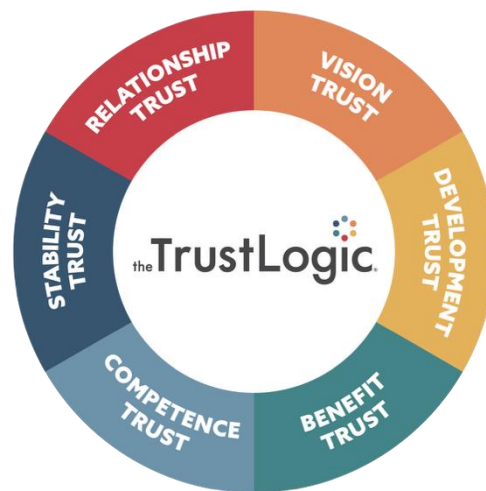


Measure and build your trust the right way

We work with you to seize your trust opportunity – the right way.

TrustLogic® is the correct understanding of how our minds process trust. This understanding enables us to help you to define and maximise your trust equity.

- Scientifically proven (developed together with the late Professor Wilhelm Salber, the former Head of Psychology at the University of Cologne and father of the most modern psychology)
- Practically proven with clients from AXA to World Vision
- Measurable



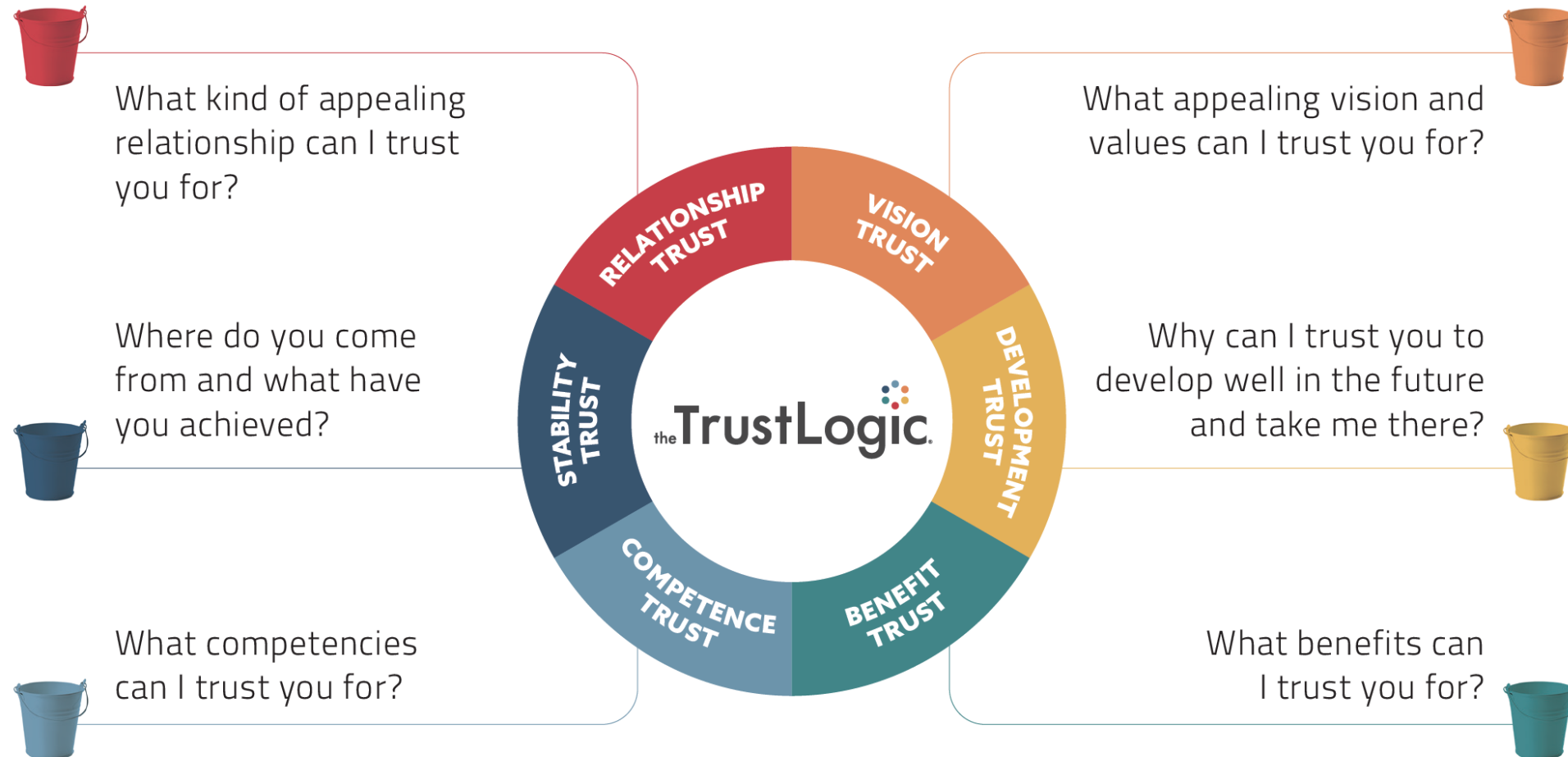
Think of the six dimensions of the TrustLogic® as The Six Buckets of Trust you need to define and fill – like one of our other clients did.

It makes it intuitive to build your trust.



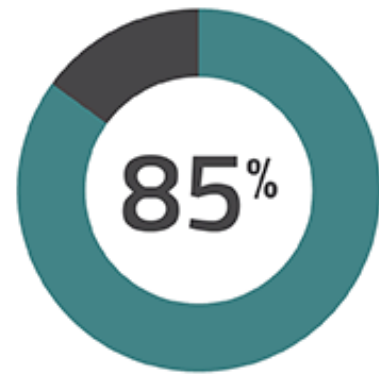


Logical and intuitive

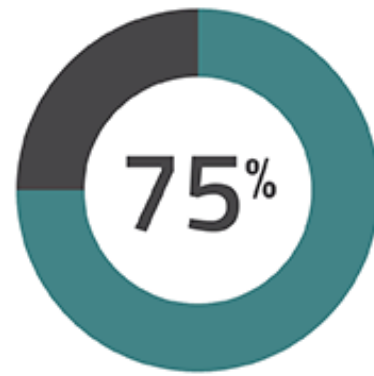




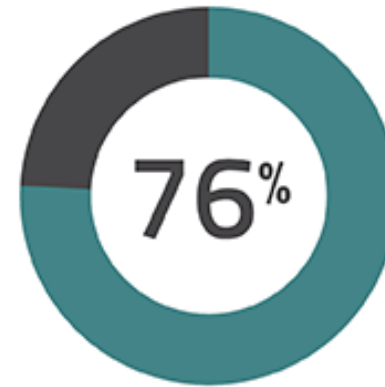
Proven effective in driving increase in your KPIs



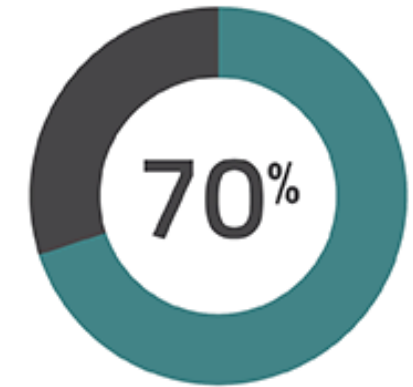
NPS



Customer
satisfaction



Loyalty



Consideration

Discover how effective it is for
your brand





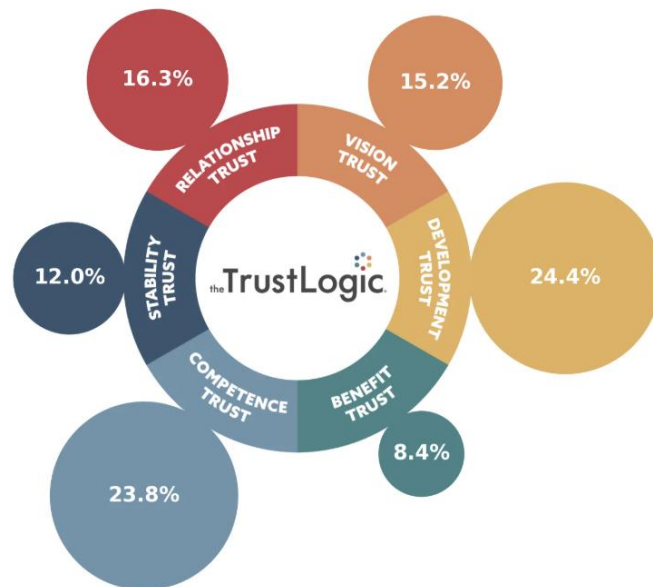
Follow two simple steps to measure trust and identify how effective it is for your brand

Step 1: Include the module in your survey

Include the six calibrated TrustLogic® statements in your survey and the trust and/or NPS questions.

We are also happy to set up the survey for you.

For a robust sample at a top level, we recommend 150-200 responses. If you want to delve deeper at any stage, a larger sample will give you the depth you need..

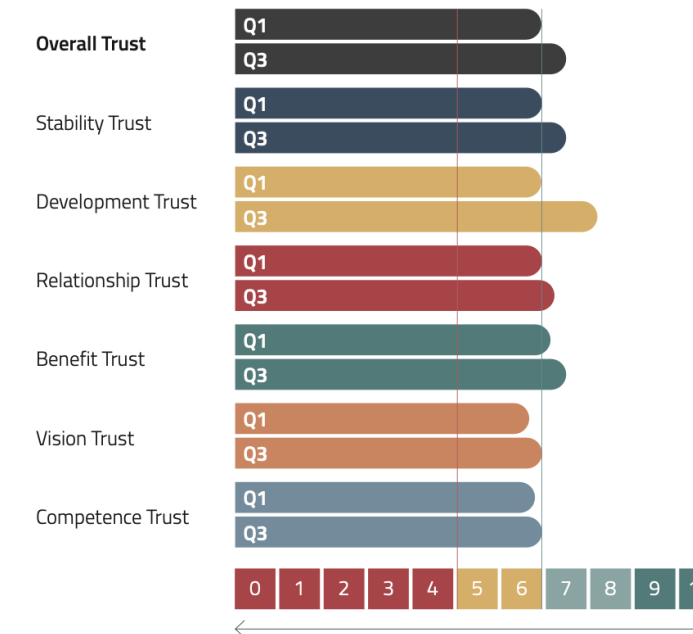


If only the Trust and NPS Drivers are important to you, a 1-5 scale is sufficient.

Step 2: Analyse with us

After completing the survey, set a time with us. In the meeting we will :

- export the data with you
- analyse the data on the spot
- discuss what to do with the results



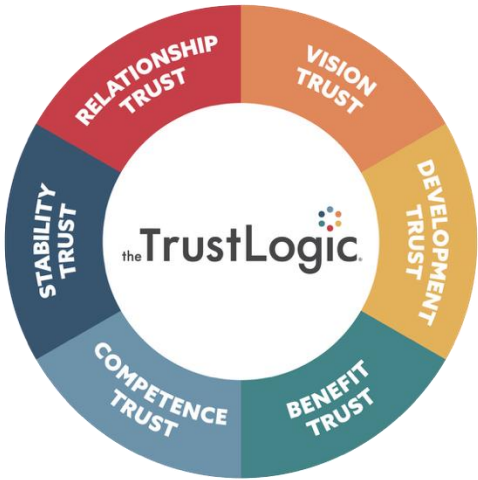
If you want granular data to see how strongly you are trusted in each dimension and track your progress, use the 0-10 scale.



Follow two simple steps to measure trust and identify how effective it is for your brand

Question block. Randomise rows: Please tell us your level of agreement to the following statements – where 0 means ‘Strongly disagree’ and 10 means ‘Strongly agree’. **[BRAND NAME]**

	0	1	2	3	4	5	6	7	8	9	10
is a brand I trust											
(Optional) Is a brand I will recommend to others											
relates well to people like me											
has a vision and values I find appealing											
will develop well into the future											
has built a strong and stable foundation											
is valuable to our lives											
has what it takes to succeed											



We’re with you!

We're here to help you set up the study, get actionable results, and turn insights into action.

It only takes a few minutes to launch the survey (using either your platform or ours) and we'll walk through the driver analysis with you live.

To schedule a one-on-one session, or to discuss additional modules and languages, just reach out to me at denice@trustlogic.info

Calibrated TrustLogic® Modules available:

- Customer/Consumer
- Reputation
- Workforce/People/Leader
- Donors/Supporters

Languages available:

- | | |
|-----------|--------------|
| • English | • Dutch |
| • German | • Mandarin |
| • French | • Korean |
| • Spanish | • Vietnamese |
| • Italian | |



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