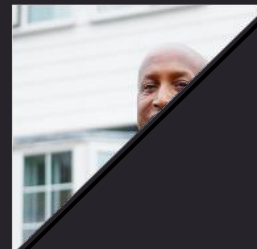
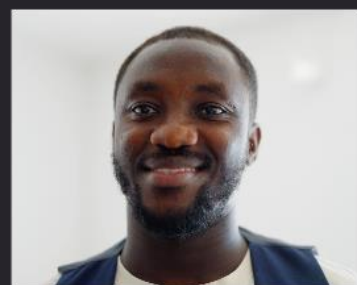
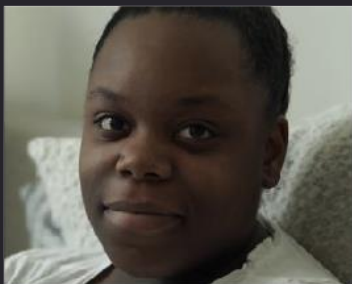
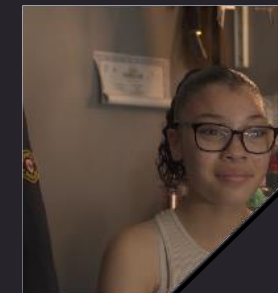


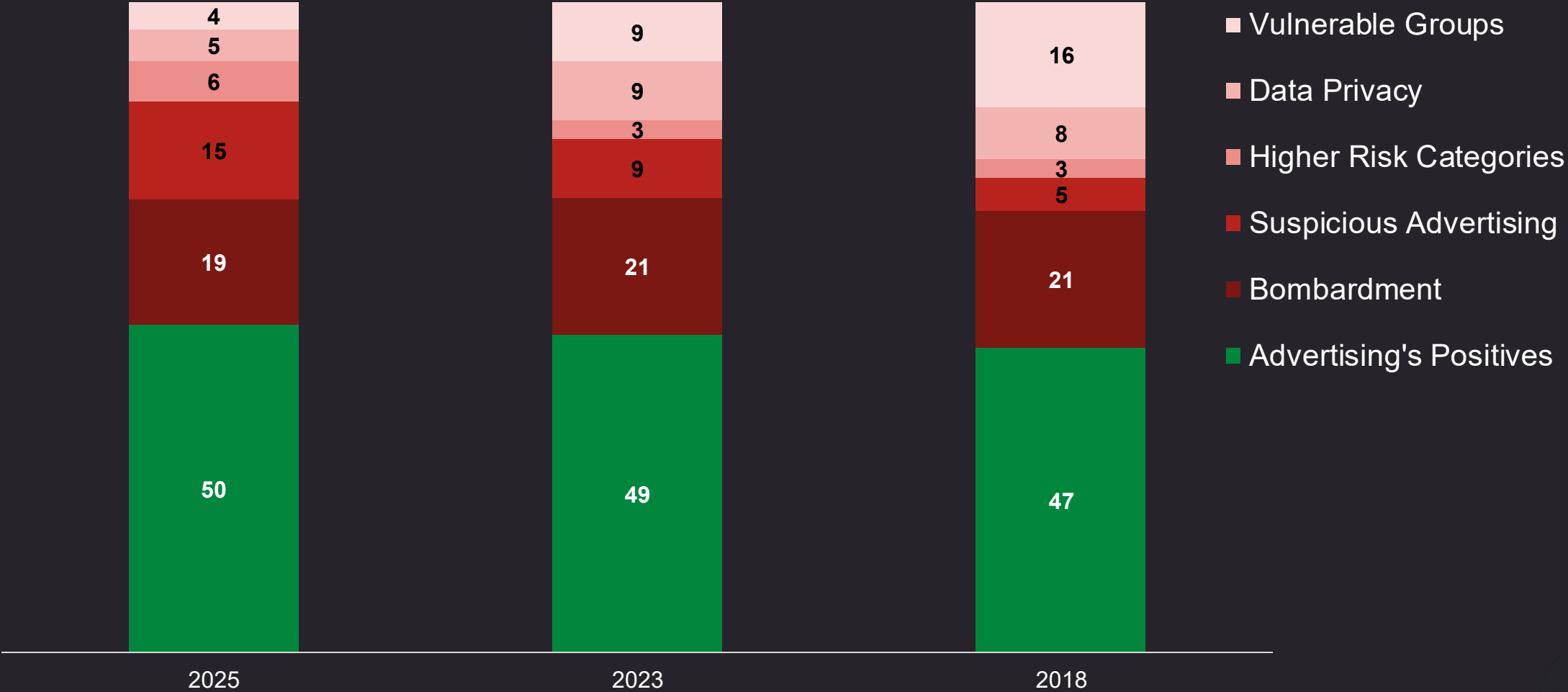
The Drivers of Trust 2025



Dan Wilks
Director, Cremos



The Drivers of Trust



Bombardment: What is it?

1

Obtrusion –

“Watch a 2 mins video, get a 30 sec ad, go onto the next video and another 30 sec ad....I’m just like aargh.” Thomas, 26

2

Repetition –

“Seeing the same things over and over again – it’s boring, tiring and interruptive.” Leroy, 54

3

Volume –

“It’s everywhere now... on the bus, on my phone, on something I’m drinking, it’s really just everywhere these days.” Chantal, 35

4

Irrelevance –

“Why am I watching something that’s not relevant to me. Waste of my time, isn’t it?” Tanysha, 25

17% of people claim to have been scammed by an ad in 2025



“AI, scams and lack of regulation all tie in... these are the biggest problems because they heavily impact trust by leaving consumers unsure of what is real,... **it makes people not trust legitimate ads either**”
- James, 20

The Influencer Paradox



“A lot of influencers are untrustworthy. They just want to make the money.....”

“....but one of the ones I follow, has his own skincare regime. It might not even be an ad but he still tags it just in case”

- **Megan, 26**

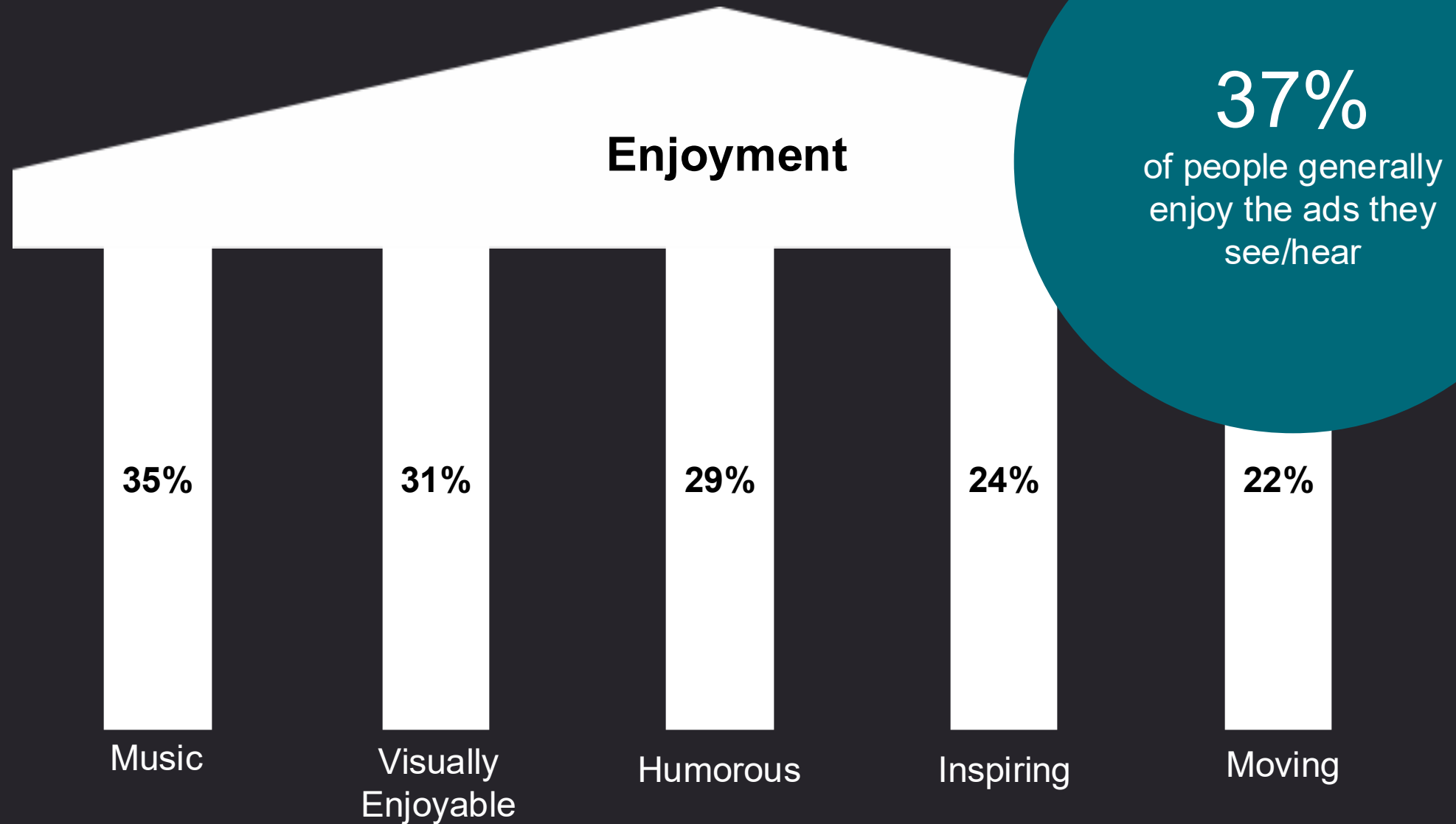
AI and Trust



“Transparency will always be number one [for trust], because we’re now in the age of AI whether we like it or not”

- **Chantel, 35**

Enjoyment >>> The five pillars



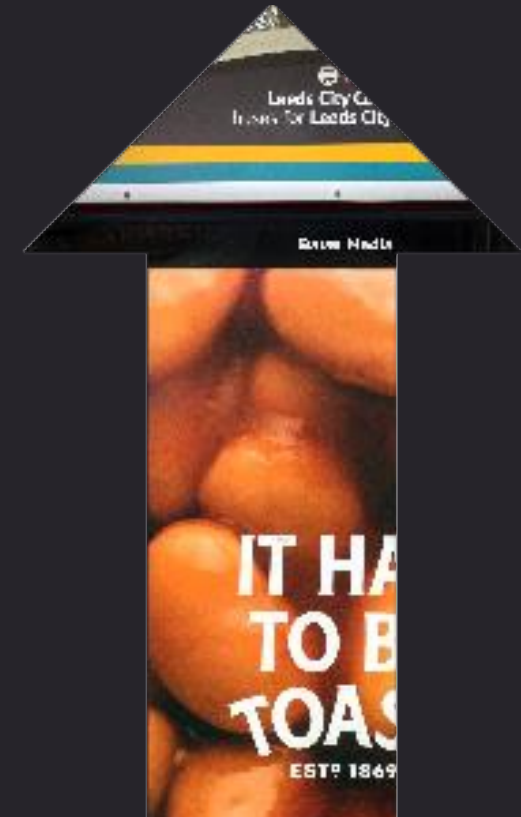
Social Contribution



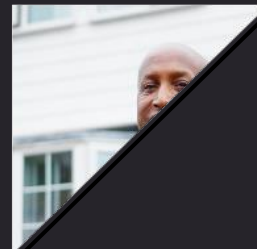
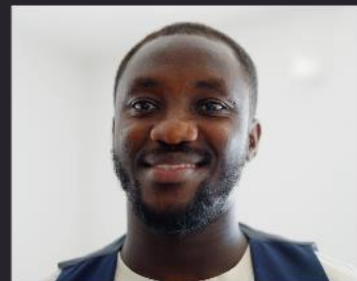
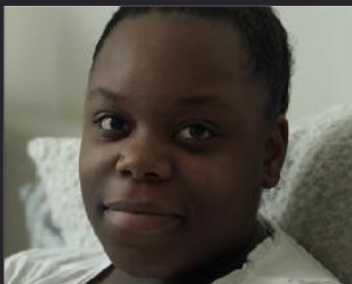
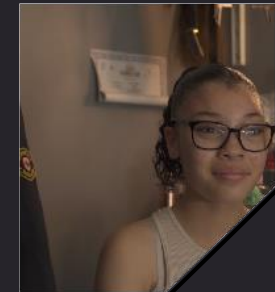
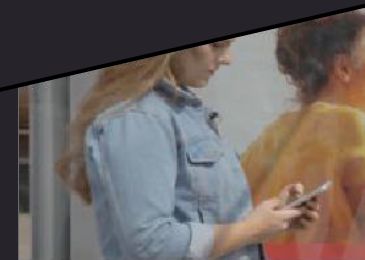
Information



Value Exchange



Thank you!



Dan Wilks
Director, Cremos

