

Data/ Sources:

- Across Europe, 83% people don't trust political parties, 60% don't trust Parliament, and 42% don't trust public administration, according to a special barometer on trust from the European Commission (2017). This is a study we used for Grosvenor.
- 72% of people in the UK said the Government does not prioritise "the concerns of people like me" according to a Ipsos Global Trends study (2016).
https://www.ipsos.com/sites/default/files/2017-05/global_trends.pdf
- "In our everyday lives, we are moving from a system based around vertical axes of trust, where we trust people who seem to have more authority than we do, to one predicated on horizontal axes of trust: we take advice from our peer group." (2016, Gillian Teltet)
<https://www.irishtimes.com/opinion/gillian-tett-why-we-no-longer-trust-the-experts-1.2706715>
- "Our biggest challenge is info-tribalism and the loss of respect for national media 'experts.' Major media has been dealt a million social media blows, and our biggest challenge (and opportunity) is to establish our own credibility on the long tail." (2017, David Wenger)
<https://www.forbes.com/sites/robertwynne/2017/08/31/the-biggest-and-most-important-media-and-pr-trends-for-2018/#2ac2f9945e44>
- 70% of millennials say they are influenced by recommendations from their peers and 30% say they value their opinion more than a celebrity. This blog post from Shane Barker has a lot of influencers stats we could use – including from a survey from Mars which shows that 30% of pet owners follow and engage with social media celebrity animals (crazy!)
<https://shanebarker.com/blog/influencer-marketing-statistics/>
- "What they lack in reach (typically, a "nano" will have 1,000 to 5,000 followers) they make up for in intimacy – or "real-time personalisation of the brand" as one influencer puts it. You're far more likely to book a holiday on the suggestion of a discerning friend than some random celebrity." (2018, Richard Godwin)
<https://www.theguardian.com/commentisfree/2018/nov/14/rise-nano-influencer-brands-celebrities-youtube-instagram>
- "Unfortunately, I find myself in the position to say "I told you so" quite a bit these days. Back in "Social Media is Bullsh*t", which came out in 2012, I pointed out how influencer (and even micro-influencer) marketing is a terrible way to spend your money without any real strategy beyond paying them to promote your link. A lot of agencies and firms today haven't made the appropriate course correction they needed to here, and so we're still flushing money down the toilet on influencer campaigns that generate little to no results." (2018, B.J. Mendelson) <https://www.forbes.com/sites/robertwynne/2017/08/31/the-biggest-and-most-important-media-and-pr-trends-for-2018/#2ac2f9945e44>
- "A data-driven approach to creativity helps marketers work more productively, create the right content faster, and deliver that content to the right customer, across the right channels, at the right time." (2018, Stacy Martinet)
<https://www.cmo.com/features/articles/2018/12/12/the-5-biggest-marketing-trends-for-2019.html#gs.GmgASwU>
- "Of course data in the service of marketing is a vastly powerful tool that will only become more nuanced and effective with creative guidance, so much so that it can take on an agility and intelligence of its own. Contributor Dan Tynan's feature dives into this morphing relationship between data and creative so storytelling is fast, smart and non-interruptive." (2018, AdWeek Digital Transformation Playbook) We should probably get a subscription if

we want to see this playbook, I have taken this from an open letter from the editor:
<https://www.adweek.com/digital/editors-letter-the-delicate-balance-between-data-and-creativity-the-humanity-of-it-all/> The article to read would be this one, but it's restricted:
<https://www.adweek.com/digital/marketers-are-using-customer-data-to-drive-faster-smarter-creative-storytelling/>

- “Since 2015, when Cannes launched its Creative Data Lions—notably choosing not to award a Grand Prix for the category—the festival powers that be have introduced even more data-related trophies. Last year, the Digital Craft Lions were born, adding subcategories including Curation of Data and Data Visualization to the mix of digital-centric awards. This year, the Creative Effectiveness Lions tack on accolades for “the measurable impact of creativity,” a decidedly numbers-focused arena. All told, there are 11 disciplines in the Creative Data category at Cannes this year, including Data Driven Targeting and Data Storytelling.” (2017, Kate Kaye) <https://adage.com/article/special-report-cannes-lions/connecting-dots-data-creativity/309356/>

- “We’re moving into a direction where consumers won’t always need a screen to interact with their devices,” said Costa Lasiy, senior analyst for ADI. “Our survey shows that not only are people more confident with voice-based technology, but adoption is also on the rise. We expect this trend to only accelerate over the next year, as more voice-activated devices come to the market, and also as companies begin to embed voice functionality into their existing products and services.” (2018, Adobe CMO) <https://www.cmo.com/adobe-digital-insights/articles/2018/1/8/the-future-of-consumer-electronics-is-voice-activated.html#ign>

- “Our use of voice could go way beyond home entertainment. The entire family — from toddlers to octogenarians — can command a voice assistant, and the enormous prospective user base is part of the potential. Voice, quite simply, is technology for everyone.” (2018, Sara Holoubek) The article has a number of examples of good voice applications from healthcare to government and finance - <https://www.luminary-labs.com/insight/voice-technology-paradigm-shift/>

- “If business doesn’t do the right thing, all over the world consumers say government should regulate business more. While there is general public support for free trade across the world – as our 2017 study on the limits of populism¹⁹ shows – there is plenty of appetite for more regulation of big business, with 60% globally saying they want more action by government.” (2017, Global Trends, Ipsos) https://www.ipsos.com/sites/default/files/2017-05/global_trends.pdf

- “According to Makerly, the average Instagram like rate is between 1 and 5% depending on how many followers you have. Therefore, if someone has 1,000 followers, you’d expect between 10-50 likes. To calculate the engagement rate of a profile, divide the number of interactions on recent posts by the number of subscribers in the account, and multiply by 100 to get a percentage. <https://www.meltwater.com/uk/blog/influencer-fraud/>