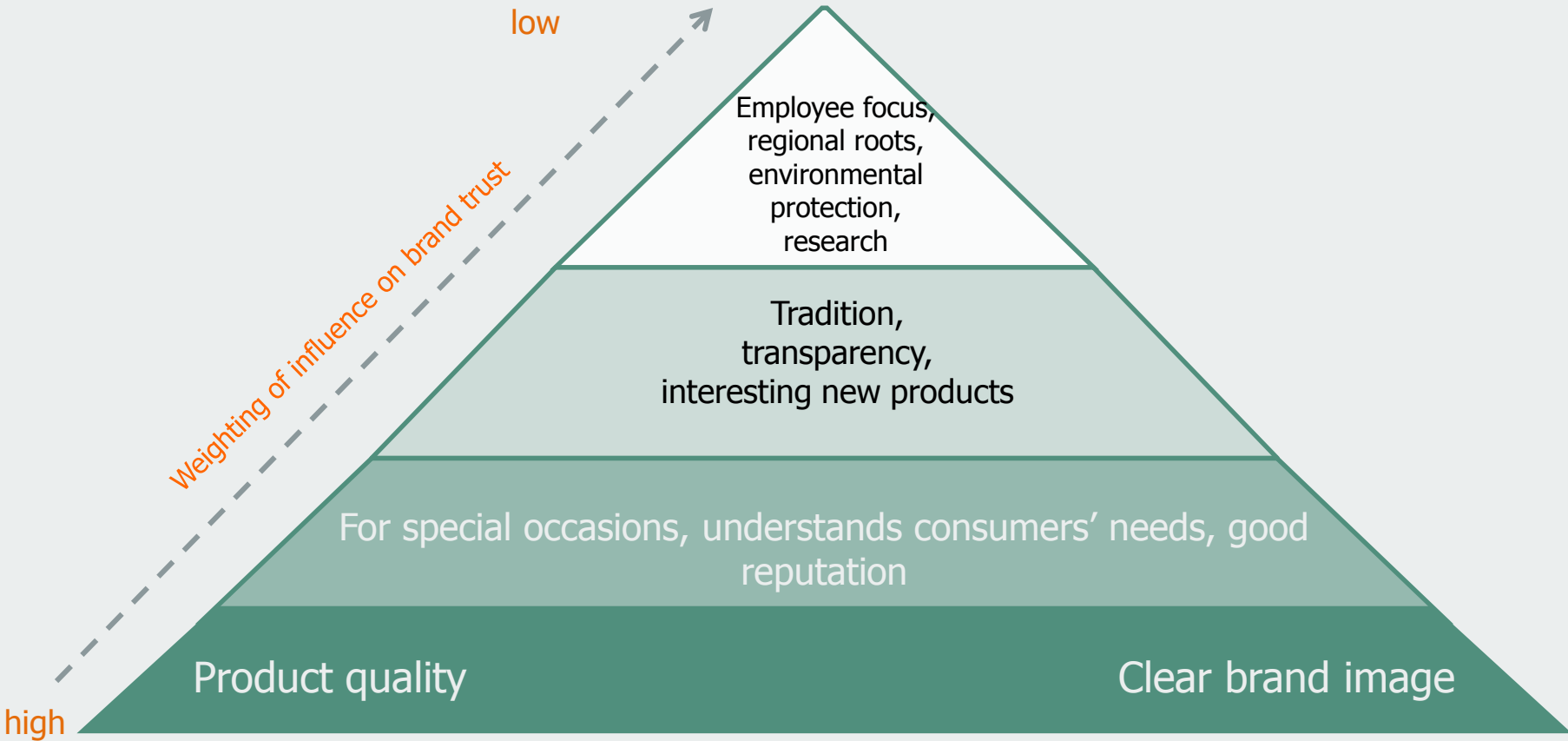


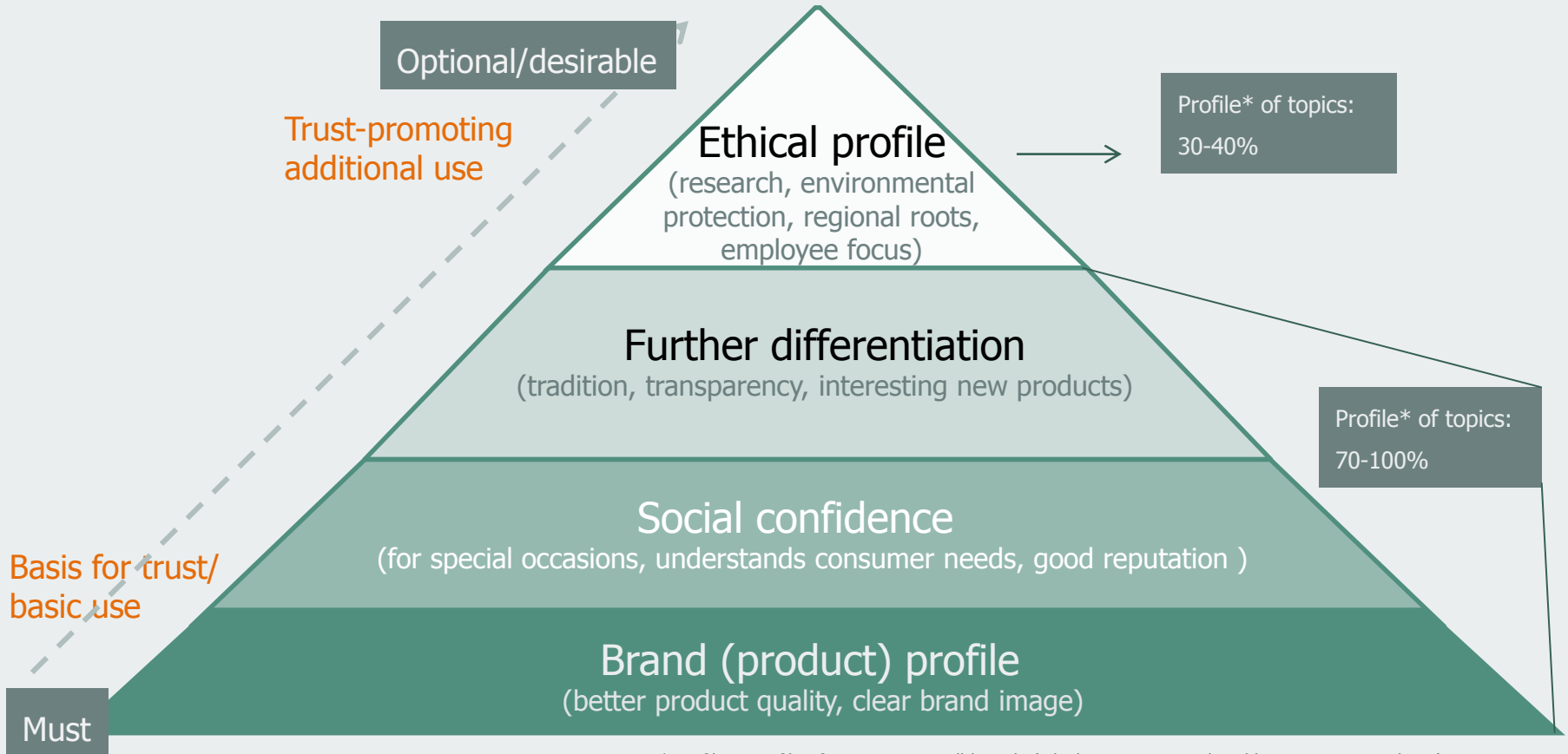
GfK approach to investigating brand trust



Perceived “uniqueness” – GfK brand trust pyramid



Perceived “uniqueness” – GfK brand trust pyramid



* Profile = profile of carrier across all brands (which were surveyed and known to respondents)

The profile of brands in the GfK brand trust pyramid varies considerably

