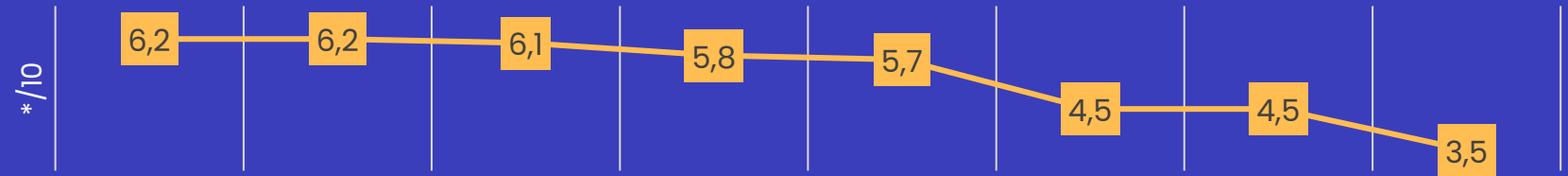


# Confidence in media benefits to brands advertising there



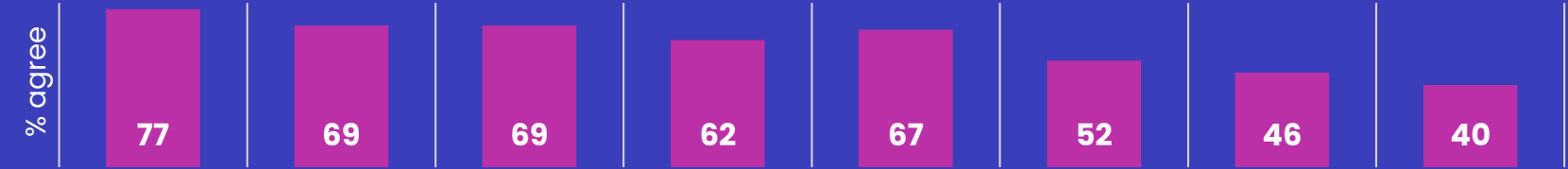
## Average confidence in media category

Q On a scale of 0 to 10, indicate your level of trust in the following media



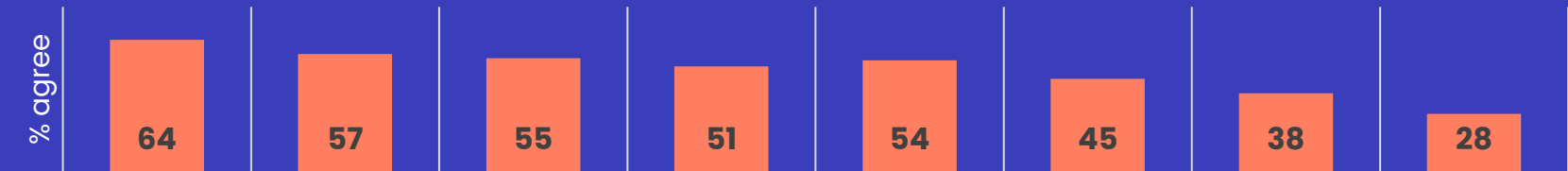
## Positive brand impact

Q When you see an advertisement for a brand in this medium, would you say that it gives you a positive image of that brand?



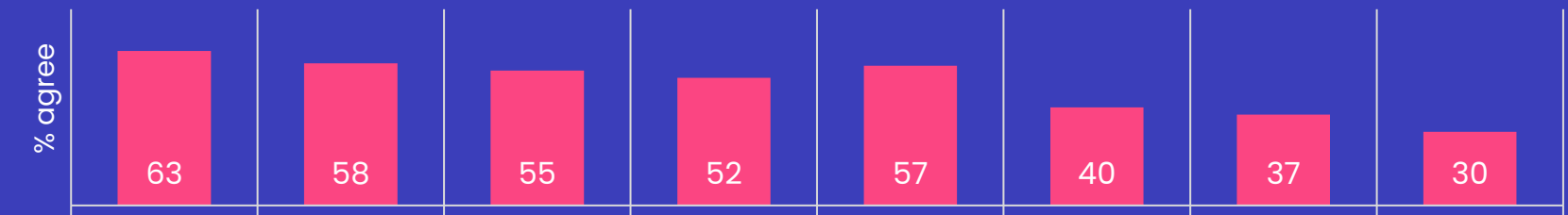
## Gives confidence in brand

Q And would you say that a brand that communicates in this medium gives you confidence?



## Perception of a quality brand

Q And would you say that a brand that communicates in this media offers quality products ?



Physical print press   Radio   TV live   TV replay   Online press   Video platforms   Podcasts   Social media