



North/South Credibility Study

Candidates for Media Research of the Year

28/03/2024



Why this study?

A shared ambition

- to drive the transition
- to support brands committed to sustainability

A shared conviction that

- the ad industry needs neutral & science-based references
- the consumer's point of view is a key factor

Object of the Research?

Since credibility is a key driver of positive impact

How credible are radio spots
related to sustainability
at a national level?

Do the cultural differences North/South
influence credibility of spots ?



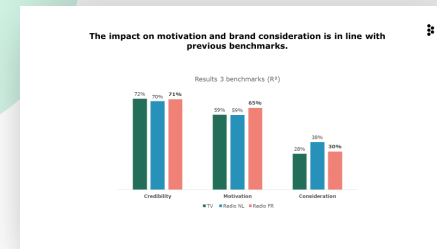
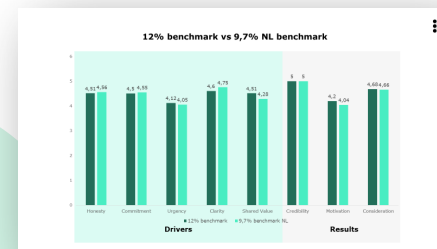
Why is this Research unique?

Because of its content

- A national study
- Analysing differences North/South
- Highlighting local factors of credibility

Because it demonstrates that advertising is a leverage

- for social norming
- for desire to change



Why is this Research unique?

Because of its accessibility

- Results are public and free
- Results can be filtered by Industry
- Results can be filtered by typology (Commercial/Non-Profit)

Because of the collaboration

- 2 sales houses, 1 crea agency, 1 university
- going beyond their unique interest
- to nourish the whole ecosystem
- for a noble purpose

