



Establishing Credibility: The 3 C's to Pursue

In a fast-paced, ever-changing global marketplace, brand credibility is perceived by buyers as a brand strength. To customers, credibility represents the promise of transparency, fairness, accountability and long-term access to a supportive and cooperative partnership.

The expectancy of these future benefits motivates buyers to place a higher value on credible brands and to be willing to invest in building a relationship with the brand.

The 3 C's are the core characteristics that earn and maintain your credibility in the marketplace. **Consistency** offers unwavering organizational values that deliver on your brand promise, each and every time. **Continuity** is displayed by your efforts to solidify your brand through ongoing organizational innovation and improvement. **Conscientiousness** provides, to all your stakeholders, local and global alike, public and transparent access to both your policies and your programs of accountability.

One of the most permanent and influential ways to build your credibility is via your online and offline materials. Review your marketing messages and make sure that all your materials live up to the 3 C's of credibility:

- 1. Consistency:** *Does your brand communicate the same values in all the media you use?*



The 3 C's to Avoid

Surveys that monitor and track a brand's attributes continue to find that measures of credibility rank high in consumers' perceptions of brand strength. The surveys reveal that credibility is viewed by customers as a measure of both organizational stability and a commitment to providing future value.

However, several attributes can influence credibility rankings negatively. These also can be grouped as the 3 C's, but are, in this case, characteristics to avoid in your campaign to earn and maintain credibility:

2. Continuity: *Do you pursue and communicate the business changes and improvements that preserve your brand and that lead to consumer confidence?*

3. Conscientiousness: *Do you communicate with the stakeholders in each of your audiences (e.g., colleagues, clients, providers) on matters they consider important?*

Being perceived as credible is one pathway to attract and to maintain loyal customers. Invest the time to ensure your marketing communications maximize your opportunities to establish and to build the trust that makes your brand valuable.



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1. Contradiction occurs when any of your marketing messages deny a previous statement. *Does your brand deliver on its promises? Do your marketing materials imply commitments your organization cannot deliver?*

2. Confusion occurs when marketing statements lack clearness and distinctiveness. *Does your brand clearly communicate benefits and values? Is your organization consistently associated with a specific set of credibility factors?*

3. Contrivance causes your communications or presentations to appear artificial, planned or forced. *Is your brand considered authentic? Does your organization foster creativity and encourage spontaneity?*

Credibility is judged in the marketplace by the messages you communicate via your online and offline marketing materials and by communications generated by media and industry sources. Credibility is also discerned by the actions of individual organizational leaders and by the performance of your brand. Therefore, make time periodically to review your policies, programs and market initiatives to uncover any area that might become a hindrance to the establishment and maintenance of your credibility.

For additional marketing resources, including *Marketing Mindset*, a FREE monthly e-zine covering marketing trends, please visit www.koreaccess.com