

FT x IPA | Bridging the Trust Gap

In an era of growing uncertainty, trust has become a cornerstone of business success. Our upcoming collaborative report with the IPA explores how trust shapes decision-making, drives brand loyalty, and influences the bottom line.

Our report covers:

- The State of Trust: Where is trust thriving, and where are the gaps in critical B2B sectors?
- Pillars of Trust: Discover what truly matters to decision-makers, from reliability to ethics.
- Trust's Impact on Growth: Learn how trust influences advertising success and brand performance.
- The Tech Factor: Unpack the complex relationship between technology, AI, and trust.
- Trusted Channels: Find out which media platforms and business news outlets lead in creating a trusted environment.

The full report will be unlocked Tuesday 10 July, 2025. Pre-save your copy of the report [here](#).

Want to hear about the insights in person? Join us at VivaTech's Exec Arena **Wednesday 11th June, 12:30 - 1:00pm** to see a preview of our findings.

Gain actionable insights and key recommendations to help B2B brands measure, build, and sustain trust as a competitive advantage.