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Trustpilot

A Vision for Trust

Unleashing the full potential of the UK's online economy



Trustpilot report based on UK consumer and business data February 2024

Foreword from our CEO

Building trust and boosting the economy

After a turbulent period marked by a pandemic, a cost-of-living crisis and ongoing geopolitical instability, the UK's slow economic growth has followed. It's a challenging, uncertain time for many individuals and businesses.

To bring change and boost the economy, we need a change of attitude at work and in living to boost the potential which can be found across the country.

One of these economic levers is trust. Trust gives a pivotal role in the economy, helping consumers decide both who to buy from and what to buy, and helps businesses to attract and retain more customers.

Without trust, businesses lose. Without making things happen and working things out, reducing performance, increasing costs, and losing the loyalty of customers, the right conditions for success. Trust businesses become more competitive and ultimately help improve decision-making and growth.

At Trustpilot, we see that trust has the most visible impact on a brand's success. Trustless brands experience lower conversion rates, higher returns, and lower customer loyalty. Trustless brands are also more likely to be targeted by competitors and to lose market share. Trustless brands are also more likely to be targeted by regulators and to face higher costs of doing business.

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Adrian Blair, CEO

Trust online is fragile, with great potential for improvement

89% of UK consumers are relatively unconfident or have weak trust in the online world

Trust online is fragile, with great potential for improvement. 89% of UK consumers are relatively unconfident or have weak trust in the online world. This is a significant finding for businesses and policymakers alike, as it highlights the need for greater trust in the digital marketplace.

E-commerce: widely used, but not always strongly trusted

Businesses need to focus on building trust

1. The experience
2. Communication
3. Trust marks or verification tools
4. Third-party reviews
5. Verified reviews
6. Verified reviews

Small/new online companies and brands must close the confidence gap

38% of consumers lack confidence in shopping online with smaller or newer brands

5% lack confidence when shopping online generally

4 The current state of trust online



Younger shoppers have had the most instances of online shopping experiences that have broken their trust

Experiences that have broken trust

Younger shoppers: 38% (18-24), 24% (25-34), 20% (35-44), 15% (45-54), 10% (55-64)

Older shoppers: 15% (18-24), 10% (25-34), 8% (35-44), 5% (45-54), 3% (55-64)

What causes trust to be broken?

The top three causes of loss of consumer trust vs an online shopping experience:

1. Delivery is delayed or lost (46%)
2. Low quality products or unprofessional services (39%)
3. Frustrating post-visit, failing to address problems (24%)

Influencer and celebrity endorsements garner little enthusiasm

Only 7% of consumers reported an influencer or celebrity endorsement of the brand or product as a reason for purchasing. This is a significant finding, as it suggests that consumers are becoming more discerning about the influence of social media endorsements.

Trustpilot mobile app

Trustpilot mobile app interface showing a business profile and review options.

Trustpilot mobile app

Trustpilot mobile app interface showing a business profile and review options.

Pillar 3: Professionalism

Overall sentiment: Positive (85%), Negative (15%), Neutral (0%)

How professionalism features in reviews

85% of reviews mention professionalism

The snapshot

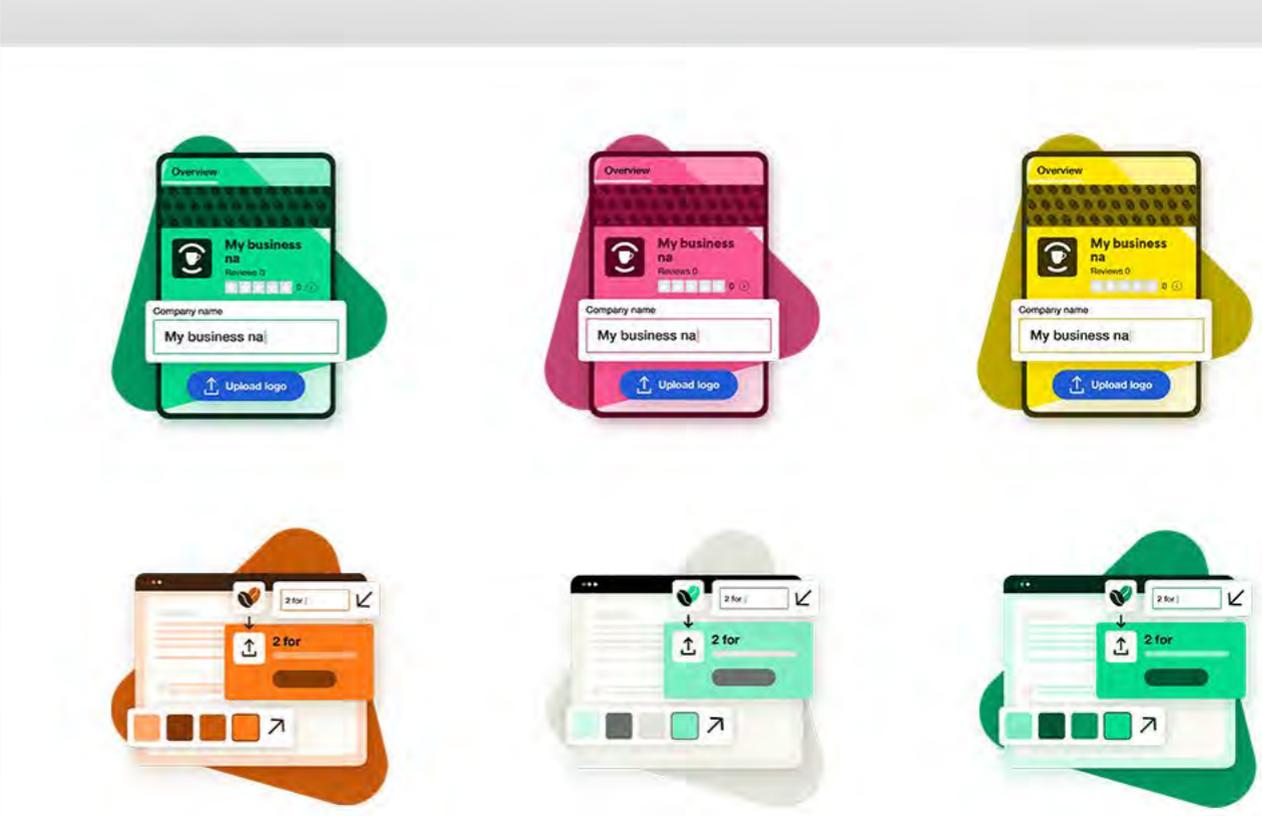
85% of reviews mention professionalism

Since the explosion of generative AI

85% of reviews mention professionalism

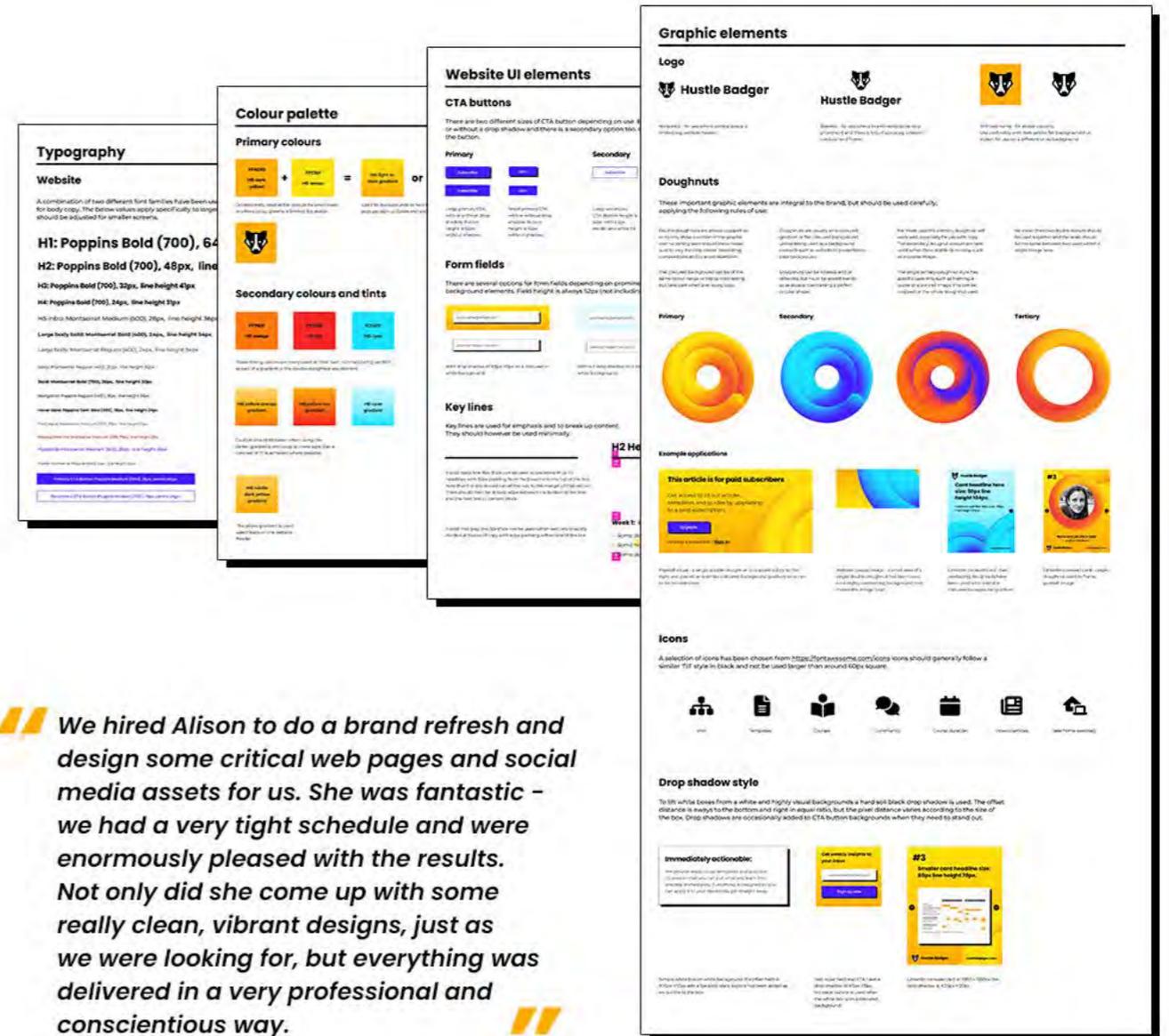
Generative AI and trust

85% of reviews mention professionalism



Client: Trustpilot
Project: Various brand projects including the design of a report template and *Vision for Trust* report, pullup banners and product illustrations. The work involved working with global teams and designing with translated documents in several European languages.

Hustle Badger branding



Great Western Railway (GWR) Black Friday offer concepts

'Colours' - 3D type



'Off' - Photographic



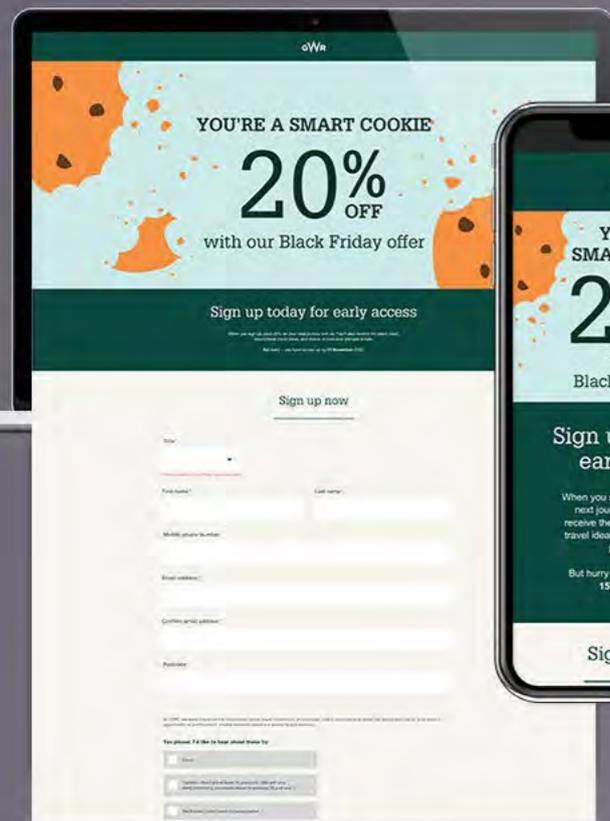
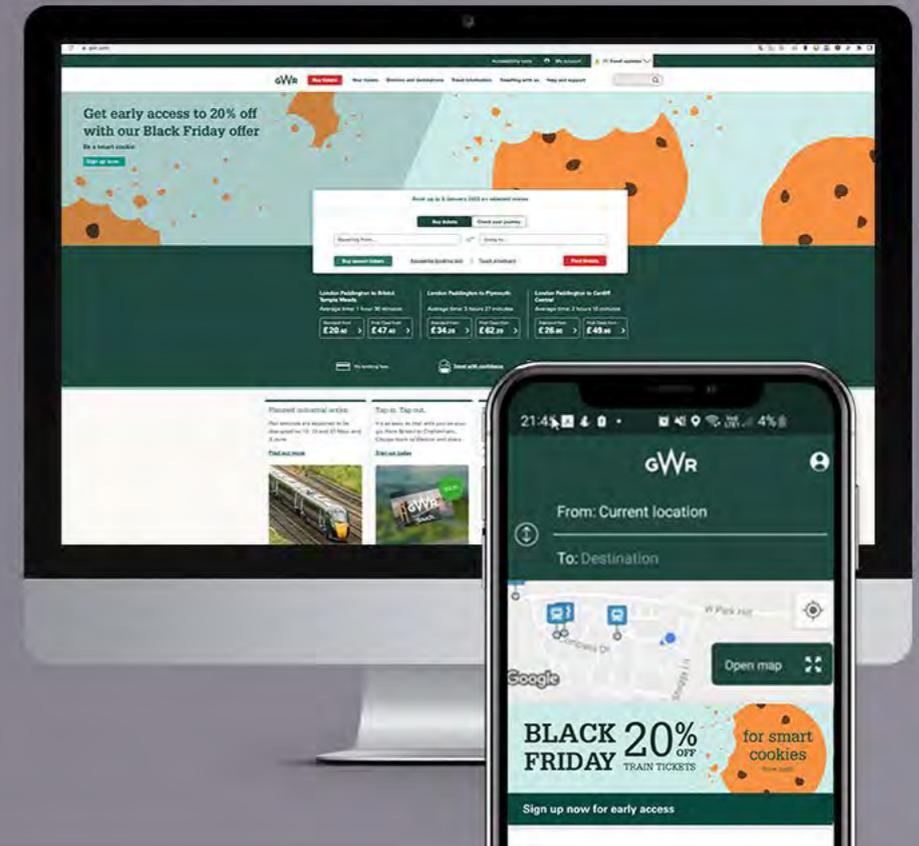
'Smart Cookie' - Illustrative



Chosen route - refined



GWR Black Friday offer

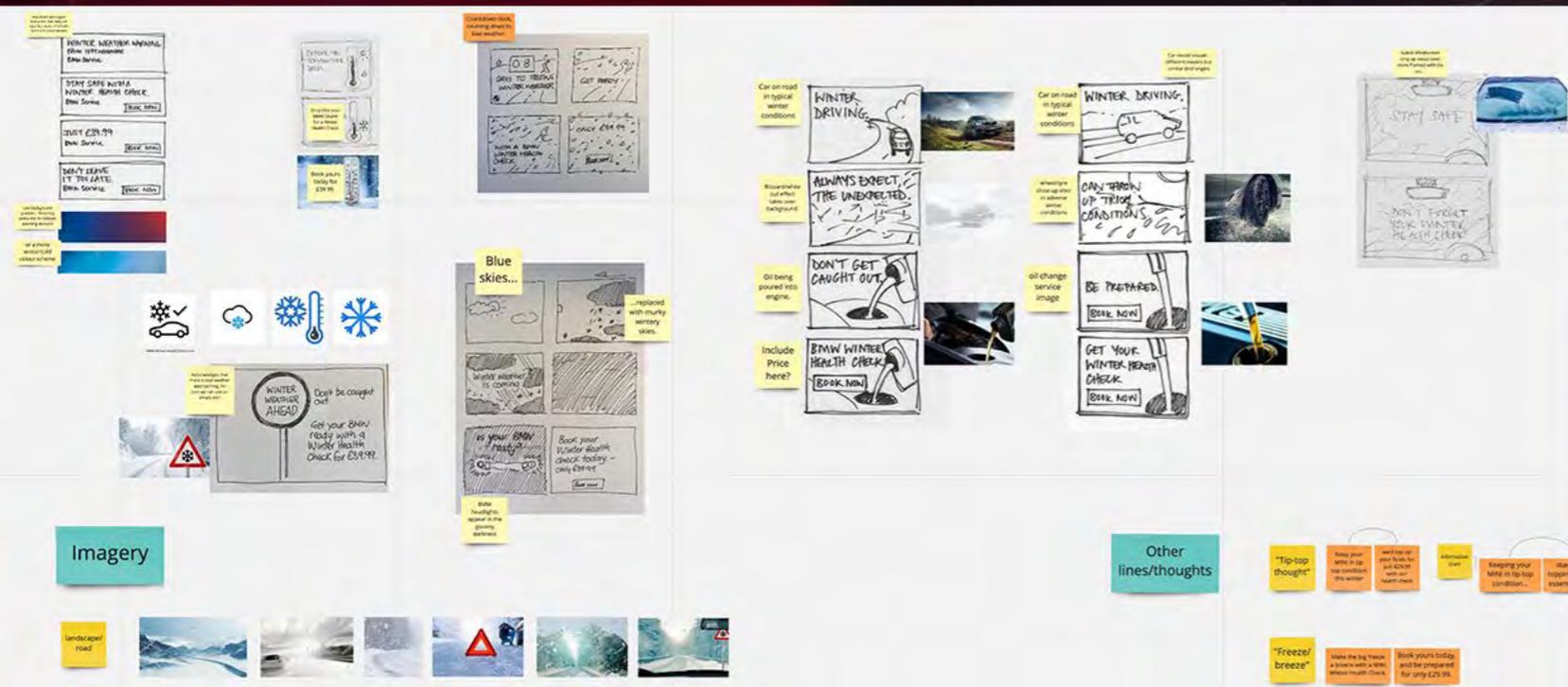


Client: GWR on behalf of Havas Helia
 Project: Black Friday campaign assets for phased delivery: 1. Customer sign-up for early access via social, web and app; 2. Registration via web form 3. Emails to new and existing customers. Included storyboarding and art direction for animation.

MINI Winter Health Check

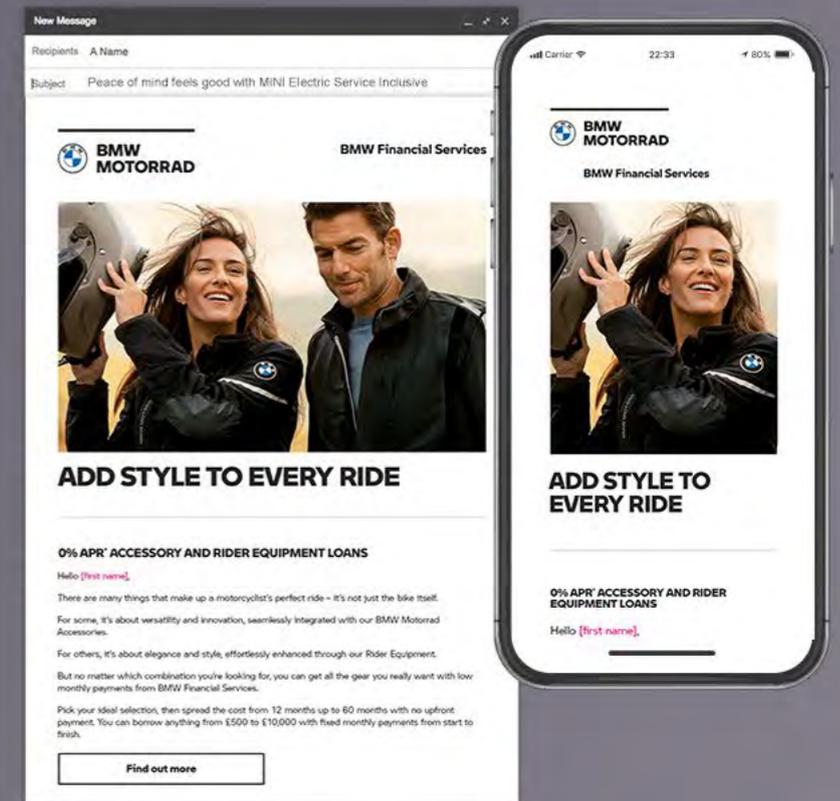
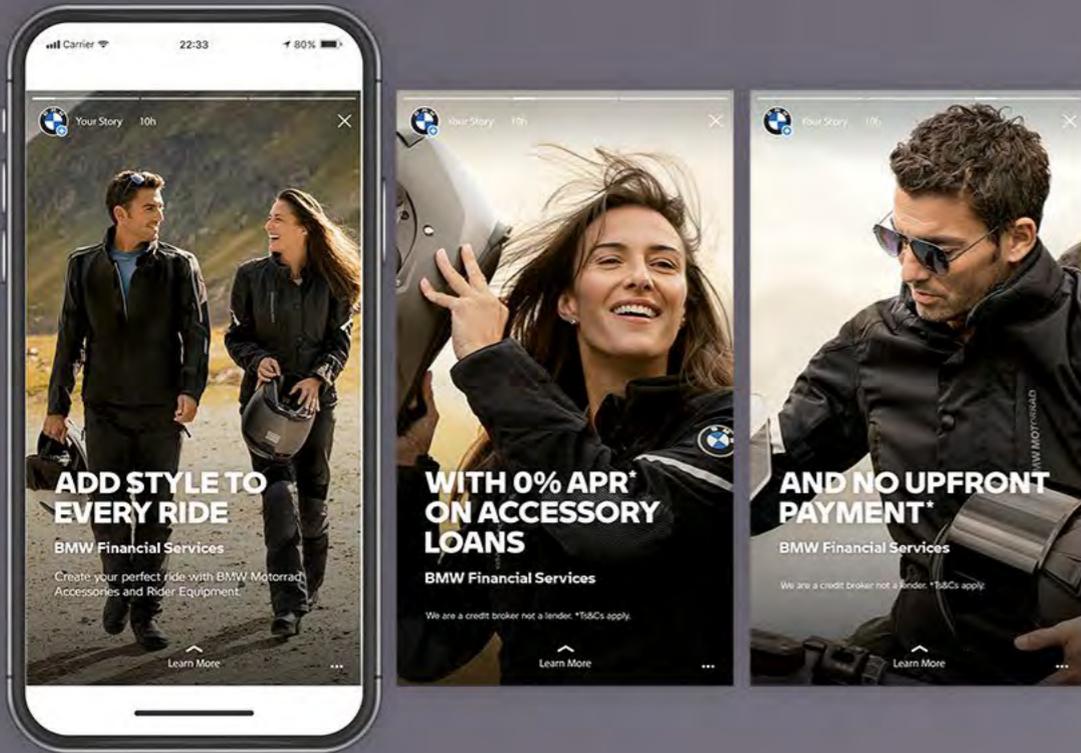


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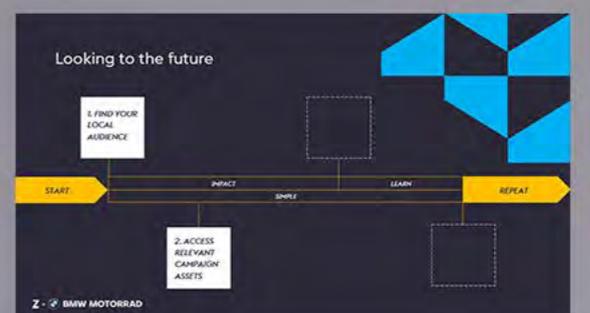
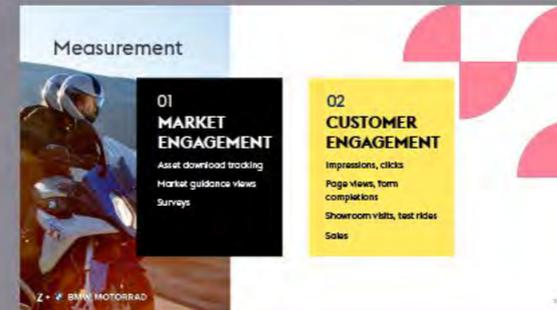
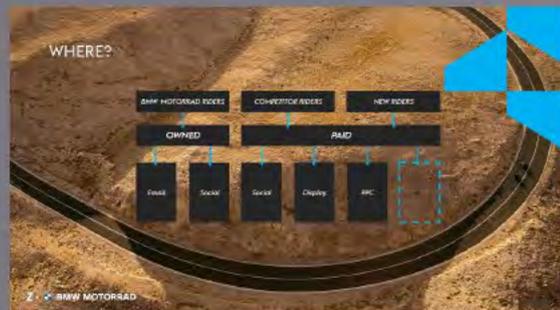


Client: BMW Group on behalf of Zone Digital
 Project: MINI Service Winter Health Check. Initial concepts and creation of billboard adverts, including retouching work.

Motorrad Accessory Loans



Motorrad pitch presentation



Royal British Legion self mailer

There is still time for you to remember them

Send your cross back to us by 11th October 2022 so we can plant it in our Field of Remembrance in time for Remembrance Sunday on 13th November.



Patron Her Majesty The Queen
September 2022

Do you have a Remembrance message that you would like to share?

Dear #SALUTATION#,

Recently, I sent you a wooden cross so you can make your own personal contribution to Remembrance this year. I asked if you would like to write a message on it to remember someone you may have lost or to say thank you to the men and women who may have lost or to say thank you to the men and women who have served and continue to serve our country.

It may be one small act, but it will mean so much to our Armed Forces community to know you have not forgotten them.

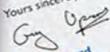
If you have already sent your Tribute back and our letters have crossed in the post, please forgive me asking you again. But just in case you have not yet had a chance to send your tribute back, I wanted you to know that there is still time.

Return your cross to us by 11th October 2022 and we will plant it in your chosen Field of Remembrance in time for Remembrance.

If you no longer have your cross or cannot send it back, you can still plant it in our virtual Field of Remembrance instead. Simply go to rbl.org.uk/virtualfield or scan the QR code.

If you can, please include a donation. We understand that there may be many calls upon you right now, but whatever you can spare really will make a very big difference to vulnerable members of our Armed Forces community who are struggling right now.

Thank you for supporting the Royal British Legion. We really do appreciate it.

Yours sincerely,

 Guy Upward
 Assistant Director of Fundraising
 Royal British Legion

britishlegion.org.uk
 supportercare@britishlegion.org.uk
 Supporter Care Line: 0345 845 1945
 Registered Charity Number: 21929



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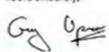
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britishlegion.org.uk
 supportercare@britishlegion.org.uk
 Supporter Care Line: 0345 845 1945 Registered Charity Number: 21929

P.S. Please send us your cross by 11th October 2022 so we can plant it in time for Remembrance Sunday. Alternatively, you can add your message to our virtual Field of Remembrance. Simply go to rbl.org.uk/virtualfield or scan the QR code. Please include a donation too if you can. Thank you.



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FR Registered with FUNDRAISING REGULATOR

Recycling symbol: Please recycle

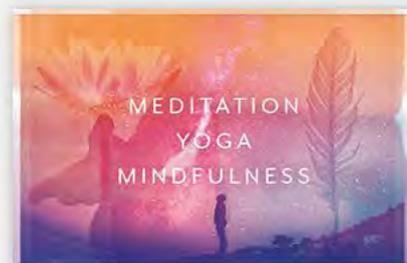
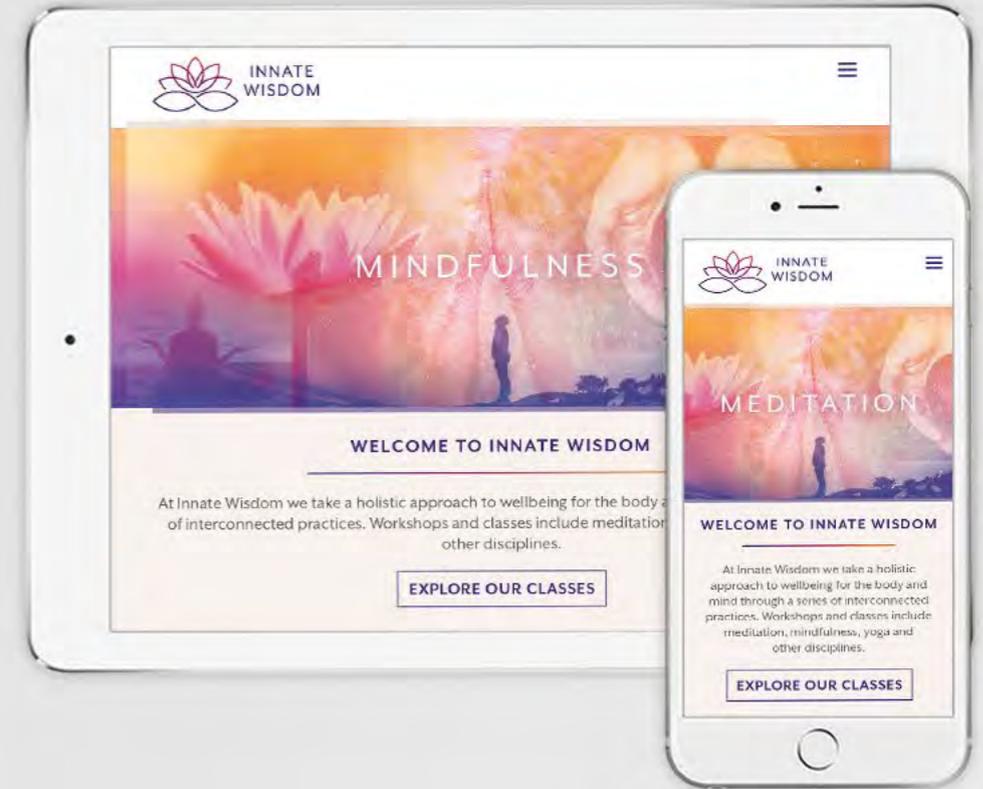
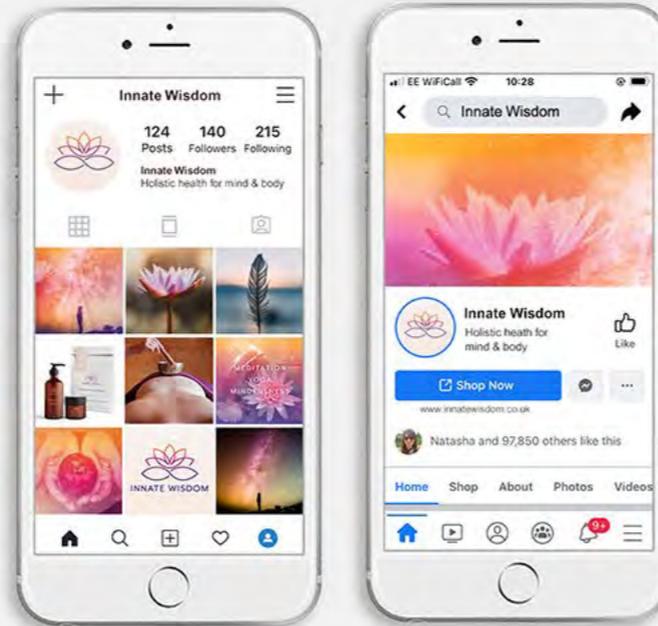
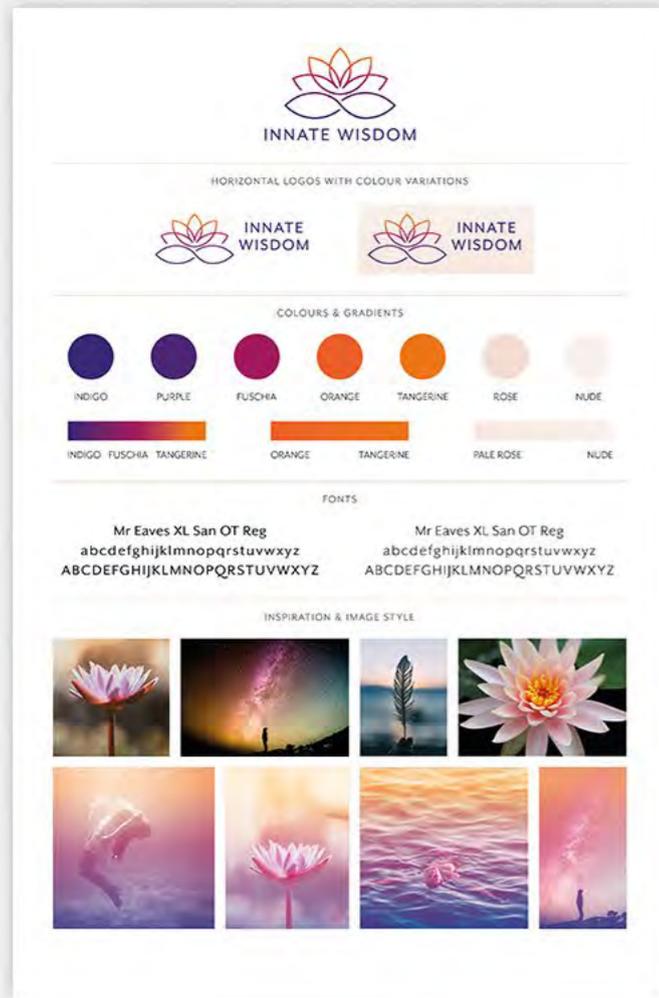
CA 10002

#RBL: A-B Sample
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 #RBL: Line 4
 #RBL: Line 5

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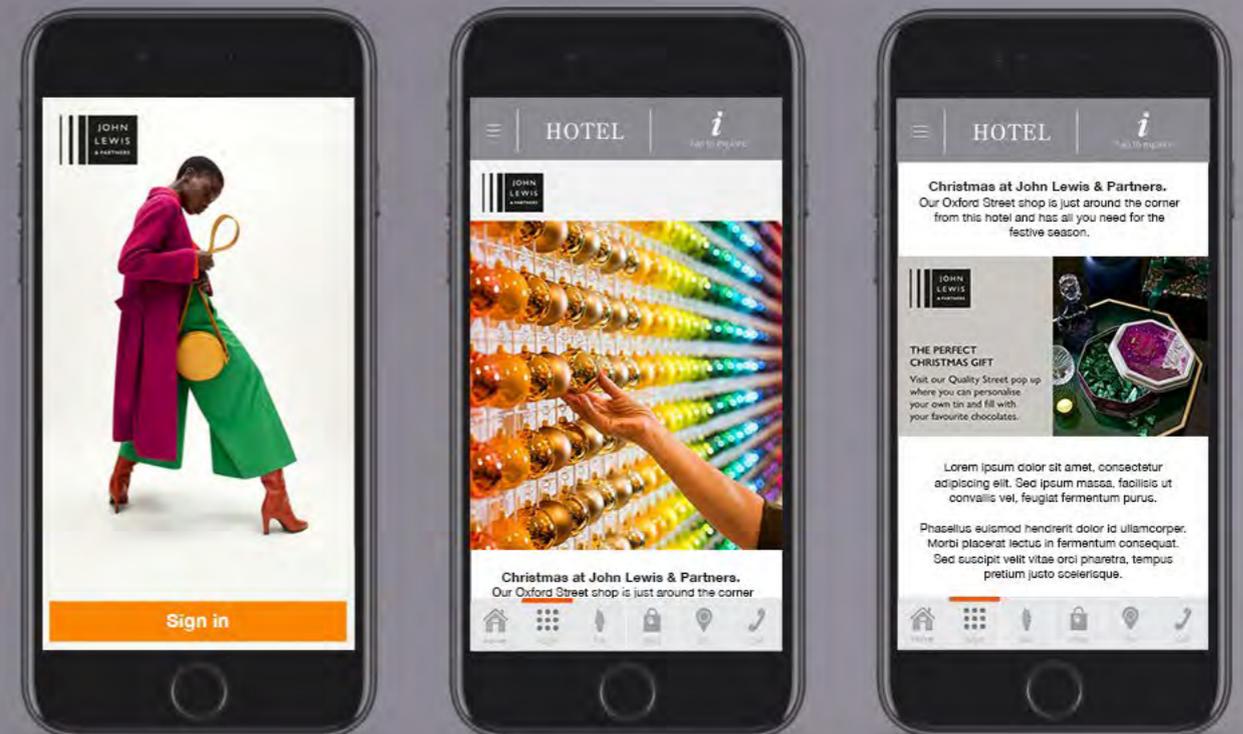
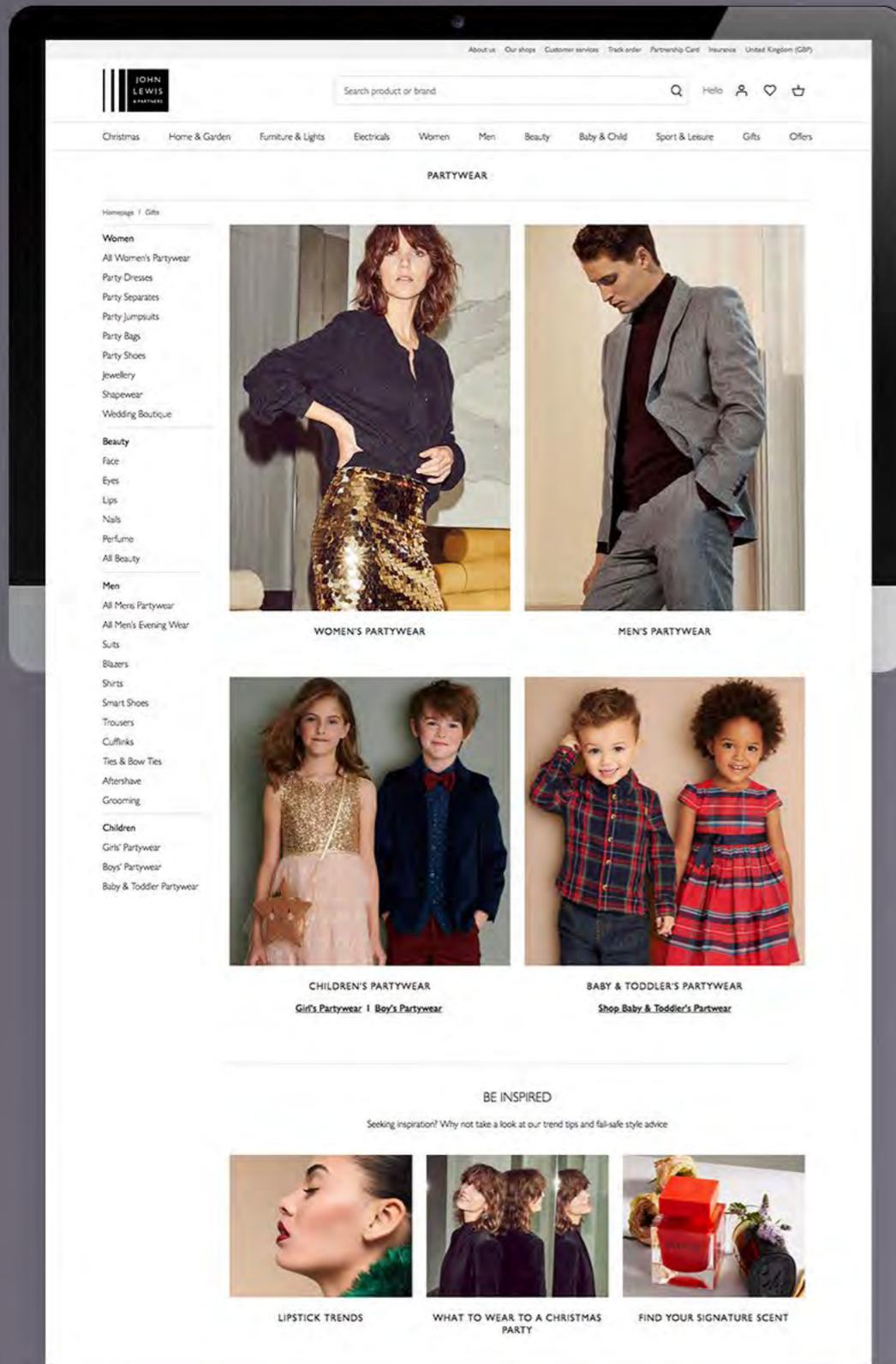
Client: Royal British Legion on behalf of Havas Helia
 Project: Remembrance self mailer inner and outer designs. Alternative inner layout and outer front options with potential for segmentation by age group.

Innate Wisdom branding



Client: Innate Wisdom
Project: Brand identity and development for holistic therapies and services. Designs included logo development, colour palette and typography along with image sourcing, composition and colourisation. Assets produced included web layout, stationery, packaging, and social imagery.

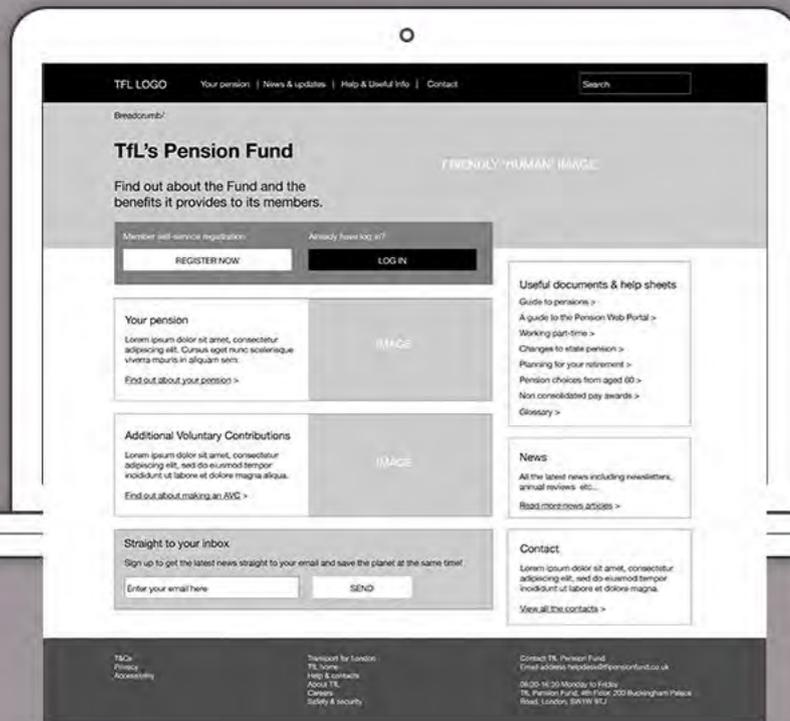
John Lewis Partnership



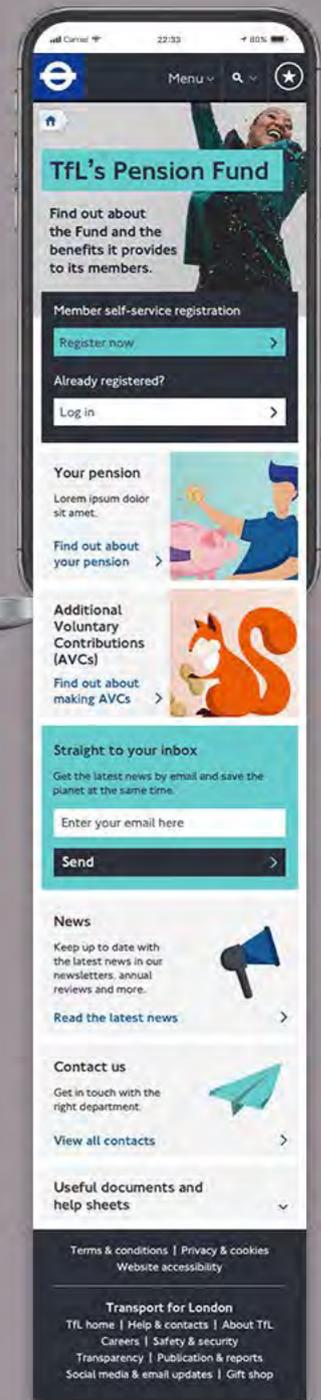
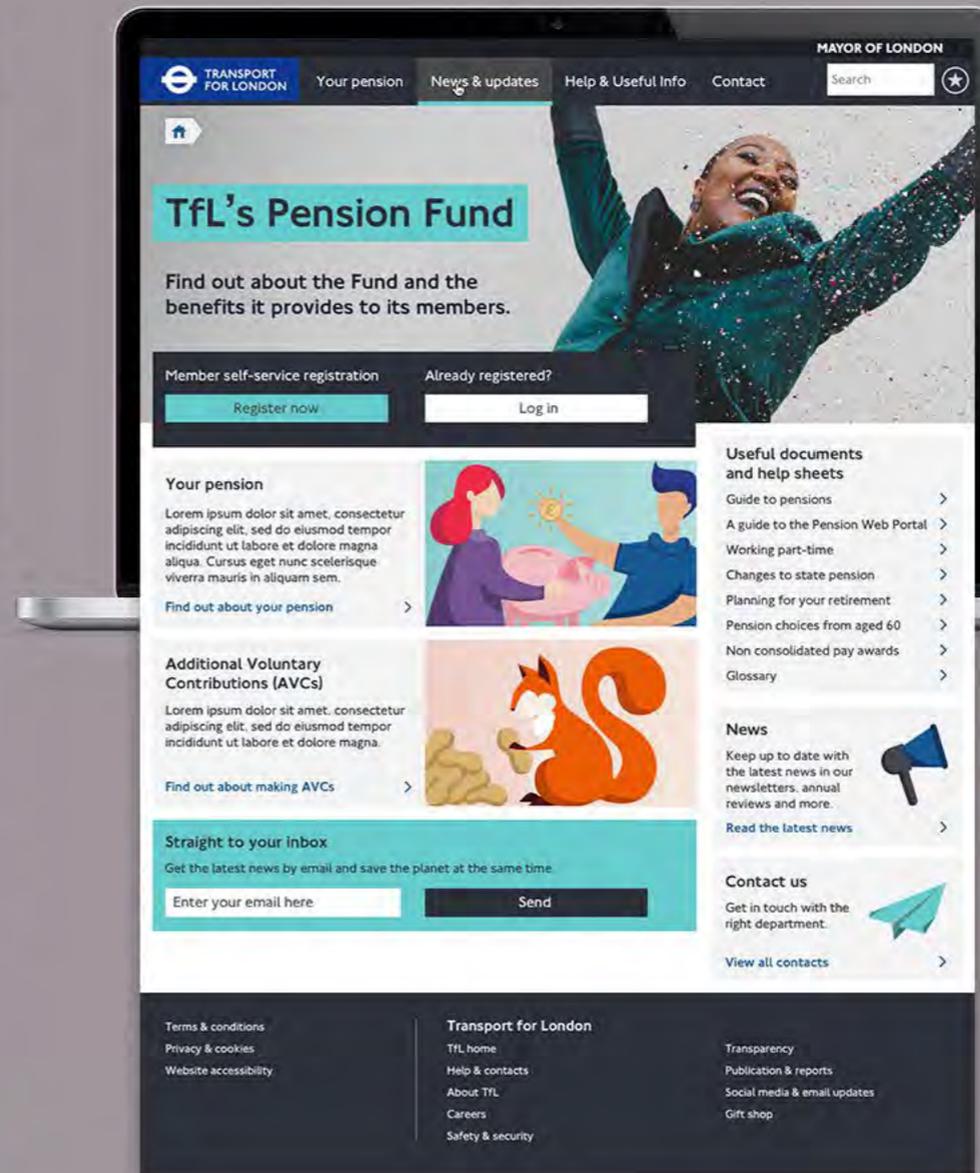
Client: John Lewis Partnership

Project: Various design projects for John Lewis, including web layout design and build of party wear hub page on johnlewis.com using AEM, digital press ad for Quality Street and screen graphics for Handy Smart phone hotel concierge app, advertising John Lewis Oxford Street.

Transport for London pensions homepage UI



Wireframes



Alternative layout and hero visual

Client: TfL on behalf of Willis Towers Watson
Project: TfL pensions website UX/UI review and proposed enhancements, which included image sourcing and illustration along with layout design.

Risk Advisory Group infographics



Client: Risk Advisory Group

Project: Infographics visualising trade markets data in Latin America. Manipulating raw data in a highly engaging format.

Lloyds Banking Group - Payday eve emails

Lloyds

<Name>, we can help you stay in control of your household finances. Managing your money with tools and insight.

LLOYDS BANK  By your side



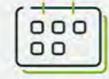
Managing your money, your way

IN THE KNOW | MAY 2023

\$First_Name\$, take a look at your month

With summer on the horizon, we're here with useful tools and tips to help you manage your household finances and plan ahead while you're out and about.

REVIEWING YOUR MONTH



Altogether, your outgoings were **\$XX% higher than/lower than/the same as last month\$.**

That's based on a full month to **\$Month\$** 2023 compared with the previous month on your Lloyds Bank current account(s).

Know where you stand with your money
Your account balance(s) ran low last month.
Whether you're looking for new ways to budget or want some guidance on how to manage your household bills, our Money Management Hub could help.

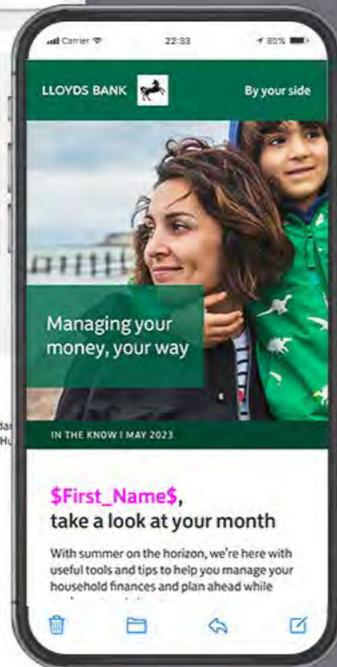
- Budget Calculator**
Get an overview of your income and spending and find ways to save with our Budget Calculator.
- Managing Your Bills**
Read our tips and tools on how to manage your bills with confidence.

[Money Management Hub >](#)

Watch out for summer scams
Watch out for fraudsters trying to trick you this summer. Whether you're booking a holiday, searching for festival or concert tickets, make sure you can spot the scams. Remember, when you're buying online using a debit or credit card is the safest way to pay.

[Ticket scams >](#)

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Bank of Scotland

<Name>, make staying on top of your household's money simpler. Plan ahead with our useful tools and insight.

BANK OF SCOTLAND  By your side

IN THE KNOW | [View more in the know](#)



Your money, your way

<Name>, take a look at your month

Now could be a good time to pay your household finances some attention. Take a look at our tools and tips to help make managing your money simpler while staying safe from ticket scams this summer.

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If you want to learn about budgeting or get guidance on saving money, our Money Management Hub could help.

- Budget Calculator**
Better understand your income and spending with our Budget Calculator.
- Managing your bills**
Manage your bills with ease by using our tips and tools.

[Money Management Hub >](#)

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[Ticket Scams >](#)

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Halifax

<Name>, we're here to help with handy money management tools and tips. Support with managing your money and planning ahead.

HALIFAX  It's a people thing



Your money. Do it your way.

IN THE KNOW | [View more in the know](#)

<Name>, take a look at your month.

Summer is just around the corner. And we know that the warmer weather could also mean a busier spending period for you. So, why not use our handy tools and tips to easily manage your household money and stay safe from fraud.

REVIEWING YOUR MONTH



Altogether, your outgoings were **\$XX% higher/lower than/the same as last month\$.**

That's based on a full month to **\$Month\$** 2023 compared with the previous month on your Halifax current account(s).

Know where you stand with your money
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Have you used our Money Management Hub yet? From getting to grips with your budgeting to staying in control of your bills, it could help you keep on top of your household's money.

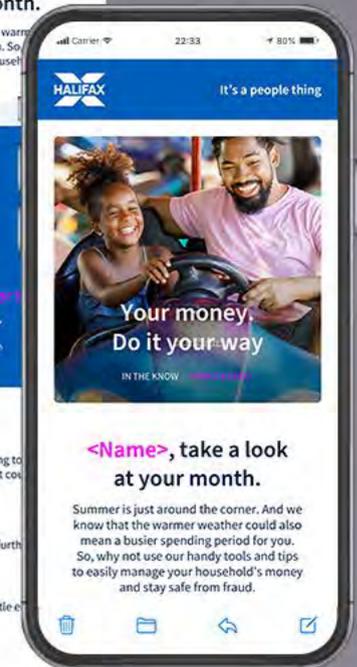
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[Ticket scams](#)

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Client: LBG on behalf of Havas Helia
Project: Payday eve May emails for Lloyds, Bank of Scotland and Halifax brands. Included image sourcing, creating illustrations and storyboarding for animation, as well as producing layouts.

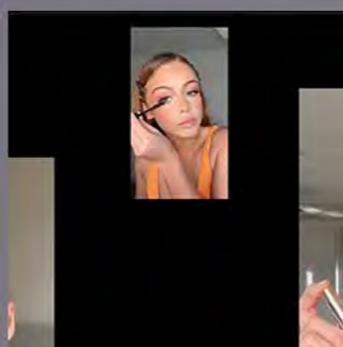
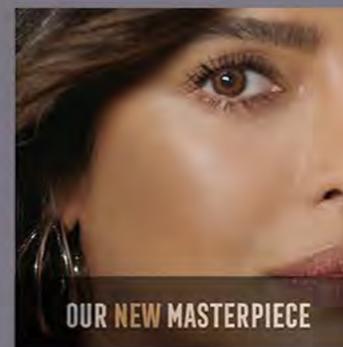
DHL fold out DC investment guide



Client: DHL on behalf of Willis Towers Watson

Project: First draft layout and cover design options for a new pensions investment guide - A2 folded to A5 size

Max Factor 10 second video storyboards



Client: Max Factor on behalf of Haygarth

Project: Storyboard visuals for 10 second teaser videos advertising Max Factor's 2 in 1 Lash Wow Mascara using a range of existing video assets. The client asked for more than one storyboard to select their favourite version.

Five Minute Intervention poster campaign

