

March 19, 2009 12:22 PM

---

## Advertising Can Boost Consumer Confidence, Study Reports

By **Vlada Gelman**

---

Consumer confidence in the long-term health of companies is influenced by the amount of advertising and marketing for the companies, a Nielsen IAG study reports.

Fifty-five percent of respondents who said they have seen more advertising for their banks, insurance companies and investment firms indicated that they have “complete confidence” in the health and soundness of their financial company. Only 18% responded that they had “little or no confidence.”

Meanwhile, only 18% of those who had seen less advertising reported having “complete confidence.” Forty-five percent said they had “little or no confidence.”

A minority of all people surveyed had “complete confidence” in the health of their financial institutions.

The study underscores the correlation between reduced spending and lack of confidence.

Respondents said that seeing regular advertising, receiving regular mail and e-mail offers, seeing regular Internet offers/advertising and reading positive stories in the press would help increase confidence in their financial institutions.

“This research shows that ‘out of sight’ can mean ‘out of business,’” Richard Khaleel, executive VP of Nielsen IAG’s financial practice, said in a statement. “The current economic climate makes it more important than ever for financial institutions to bolster confidence among their clients, and this study clearly demonstrates the link between advertising and confidence levels. With constant scrutiny on the industry, it’s clear that taking control of the message in advertising and press can make all the difference for a brand.”

---

**Article:** [http://www.tvweek.com/news/2009/03/advertising\\_can\\_boost\\_consumer.php](http://www.tvweek.com/news/2009/03/advertising_can_boost_consumer.php)

**Study Details:** <http://blog.nielsen.com/nielsenwire/nielsen-news/financial-company-ads-out-of-sight-out-of-business>