

Why personalisation is the key to unlocking brand trust across the generations

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Ricoh Europe, London, November 8 2024 – How do brands build trust in today's highly distracting world? How can they be heard above the noise generated by so many communications channels?

While there may be some differences in how brands communicate with Gen Z, millennials, or baby boomers, there are two vital elements in building brand trust - meeting consumer expectations and adapting to their evolving behaviours.

But how can they be achieved?

Personalisation is one way. That is according to 62% of respondents in Marigold's [Relationship Marketing Trends: Brand Rankings Report](#) who said their favourite brands treat them like individuals. Nearly one in eight (79%) are likely to interact with emails that are directly personalised to them.

One in five respondents in a study by [Forbes Advisor](#) and OnePoll, reported that personalised communication positively impacts their relationship with a brand. It fosters a more profound, personal connection, which is crucial for establishing trust. Gen Z and millennials were also found to prefer personalised product recommendations more than other generations.

In fact, [four out of five millennials](#) choose to buy products and services from brands they trust. For baby boomers, the figure drops to three out of five. For Gen Z consumers the [Endelman Trust Barometer](#) highlights that brands need to define their permission space, commit to it, and communicate actions within it clearly to continue to build trust.

Personalisation works most effectively when brands collect and analyse customer data to create relevant and timely interactions. By utilising behavioural data, brands can anticipate needs, preferences, and buying patterns, creating a seamless experience. Timely

recommendations or exclusive offers based on past purchases demonstrate an understanding of the consumer's unique preferences.

Another way brands can build trust is with consistency - whether online, offline, or across various digital platforms. Marigold's report highlights omnichannel experiences that deliver seamless interactions across platforms play a significant role in consumer loyalty. When brands maintain consistent messaging and deliver a unified experience, consumers gain greater confidence in the brand.

To effectively build trust across generations, brands should consider tailored strategies. Gen Z consumers, for example, are more likely to trust brands that are vocal about their values and transparent about their intentions. For millennials, who prioritise personalised experiences and ethical transparency, brands should focus on consistent and tailored interactions. Meanwhile, baby boomers, while more sceptical of digital-first interactions, still show trust in brands that emphasise authenticity and consistency.

Understanding these nuanced expectations can help create the right approach for the target audience.

Brands that successfully integrate these factors can foster deeper consumer loyalty and stand out in a crowded market.

Digital print supports that approach by enabling the creation of carefully tailored and highly relevant messaging that can be produced in response to defined interactions such as new promotions, online shopping or key dates.

Through strategic personalisation, as well as consistent and transparent communication, brands can develop the kind of trust that transforms occasional customers into loyal advocates. Talk to us to explore ways digital production capabilities can help brands build that trust.

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