

Visual Trust Research UK

Executive Summary

2009

Introduction

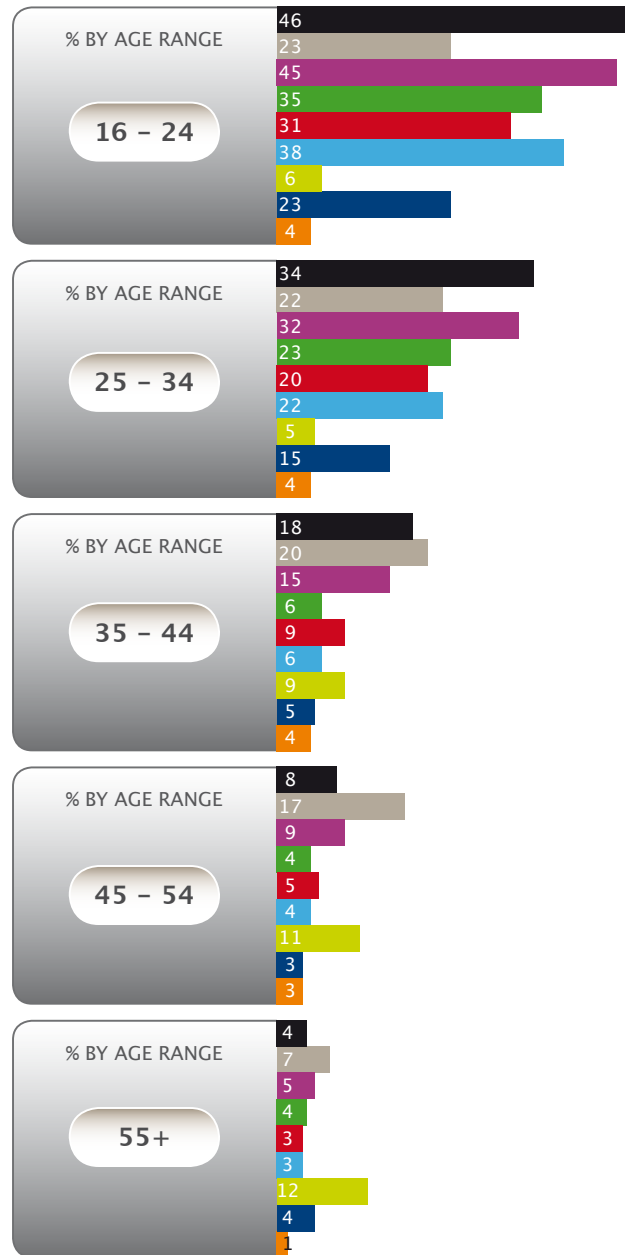
In conjunction with research house Opinion Matters, Monotype Imaging conducted a quantitative research study commencing 19.08.09 until 02.09.09 of 2,117 UK consumers to discover how important effective typography is in relation to consumer trust in products and brands presented on the mobile phone.

Key research findings

The following pages display the results to the questions asked in the survey and include a brief overview of what the results show.

Q.1 Apart from making calls and text messaging, which of the following do you use your mobile phone for?

ANSWER OPTION	BY No.	BY %
Surfing the web	367	17.3
Diary	354	16.7
Checking emails	351	16.6
Train times	219	10.3
Maps /GPS	219	10.3
Cinema times	211	10.0
Don't own a mobile	191	9.0
Book a restaurant	156	7.4
Banking	66	3.1



Half of consumers use the mobile phone for activity aside from just making calls and text messaging. It has become the key proponent for surfing the web, whether that be checking online banking accounts, booking a table at a restaurant or checking train times.

There is also a clear distinction by age since younger users tend to use their phones for more functions than older users but there is little difference in the functions the sample uses by gender.

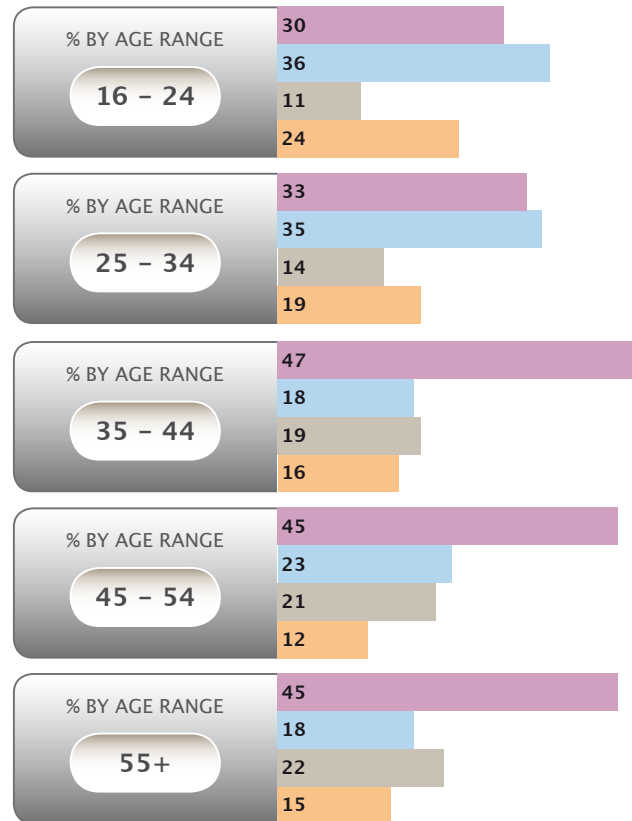
Q.2 Have you ever considered the role a font plays in a company's brand?



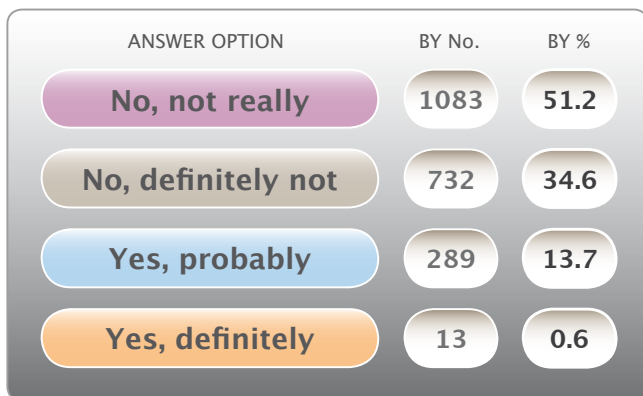
40% of people claim to have considered the role a font plays in a company's brand.

With nearly half of all users now using their phones to gather information from the Internet, presenting content with consistent typography can contribute to the way a user perceives it.

A higher proportion of younger users are more aware of the role fonts play in a company's brand than older users but there is little difference by gender.

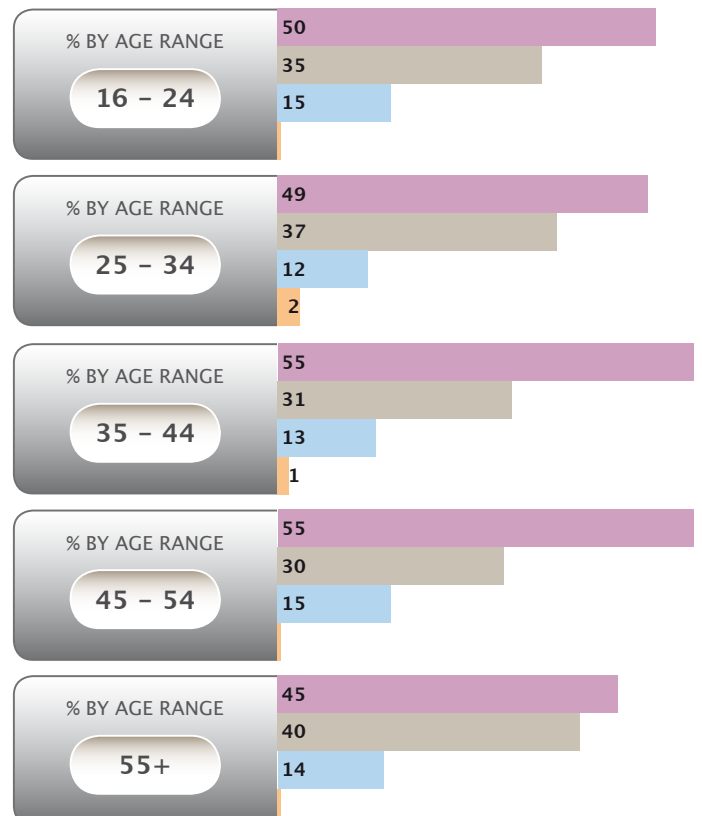


Q.3 If you were sent details from a source that you often use (your bank, for example) but it appeared in a different font, would you trust that it's from a reliable source?

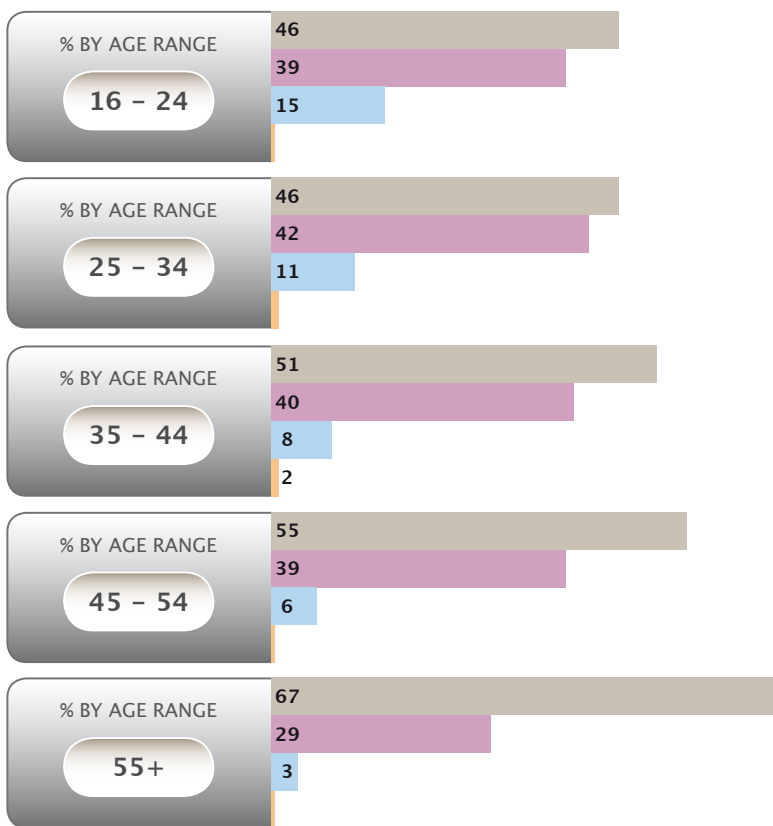
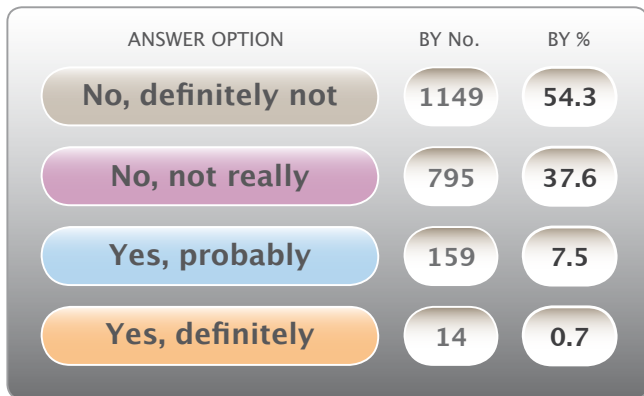


An overwhelming majority (86%) would not trust that a communication from a source they often use (a bank, for example) was from a reliable source if the details were sent in a different font.

With the recent spate of data breaches, spam has come to the forefront of the nation's attention – this is reflected in this question.



Q.4 Would you give your details to a site that had all the regular text in place, but had a logo which contained a different font to the one you are used to?

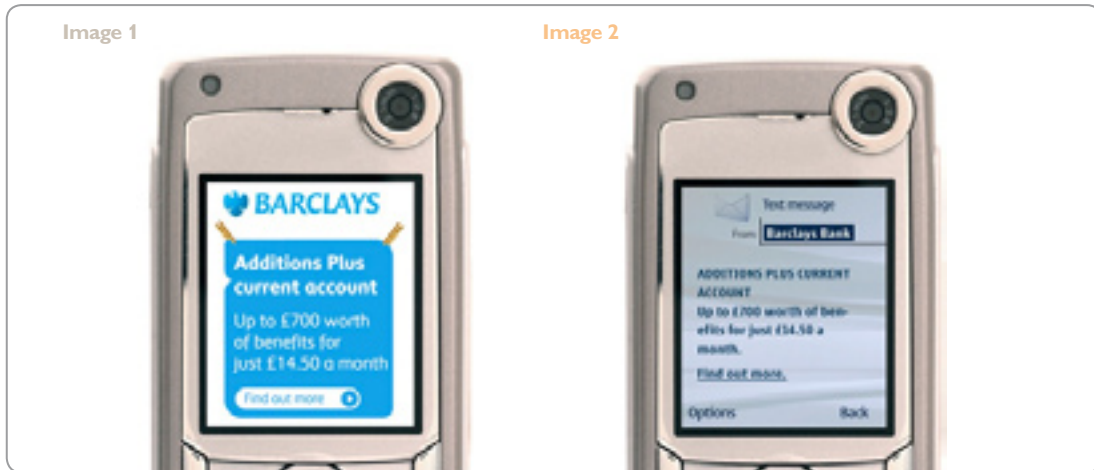


This very specific question underlines just how much faith consumers do actually place in typography. Even if everything else seemed normal, just the font in a logo would be enough to dissuade a potential customer from surrendering their personal information.

This truly highlights that, although the majority of consumers claim not to consider the role of typography, it is an essential part of the mobile marketing mix.

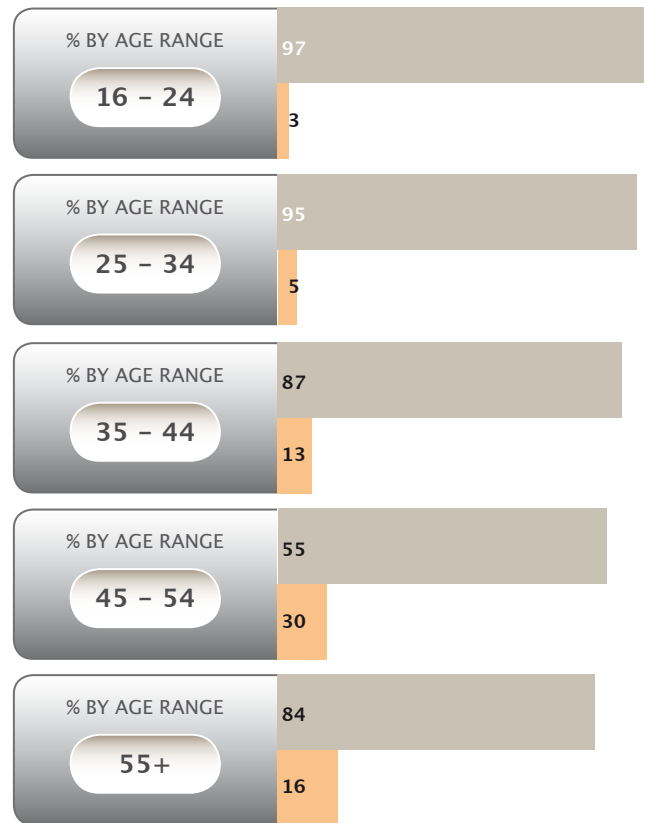
This more specific question, which focuses on the presentation of the logo, reveals that senior users are more sensitive to this.

Q.5 If presented with these images on your mobile phone, which would you trust?



ANSWER OPTION	BY No.	BY %
Image 1	1895	89.5
Image 2	222	10.5

When faced with two images – one using a company’s correct font and the other using a standard mobile font – today’s spam conscious consumer would immediately recognise Barclays’ proper corporate display and would be very hesitant to hand over details to a less “impressive” looking version.



Conclusions

- There is an inherent, sub-conscious trust in typography
- Despite most consumers claiming they do not consciously consider fonts, there are cases where they would not trust a promotion and certainly not give up their personal details if the content was not presented correctly with the right fonts.
- To capitalise on mobile marketing and maximise response brands need to take their identity components, including their fonts, out to mobile authentically.

For a full copy of this research please contact

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About Monotype Imaging

Monotype Imaging is a global provider of text imaging solutions for manufacturers and developers of consumer electronics devices including laser printers, copiers, mobile phones, digital televisions, set-top boxes, navigation devices, digital cameras and software applications and operating systems. The company also provides printer drivers and colour imaging technologies to OEMs (original equipment manufacturers).

Monotype Imaging technologies are combined with access to more than 10,000 typefaces from the Monotype®, Linotype® and ITC® typeface libraries - home to some of the world's most widely used designs, including the Times New Roman®, Helvetica® and ITC Franklin Gothic™ typefaces. Fonts are licensed to creative and business professionals through custom font design services, direct sales or e-commerce portals.

Monotype Imaging offers fonts and industry-standard solutions that support all of the world's major languages. The company is based in Woburn, Massachusetts, U.S. with regional offices in the U.K., Germany (Linotype), Japan, China and Korea, in addition to U.S. regional offices in Mt. Prospect, Illinois, Redwood City, California and Boulder, Colorado. Information about Monotype Imaging and its products can be found at:

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