



Safeguarding Brand Trust

How USPS has persevered over two centuries of change and still emerges as the nation's most trusted institution

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As choices and channels increase,
brand trustworthiness
is more important to consumers
than ever.¹



1. Excerpted from "The future of brand strategy: It's time to 'go electric,'" May 2020, McKinsey & Company, www.mckinsey.com.
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The United States Postal Service is the
most favored federal agency,
according to a 2020 survey by Pew Research.¹



1. "Public Holds Broadly Favorable Views of Many Federal Agencies, Including CDC and HHS," Pew Research Center, April 9, 2020.



Building trusted
relationships through
analytics

Embracing **new methods**
and **data sources**





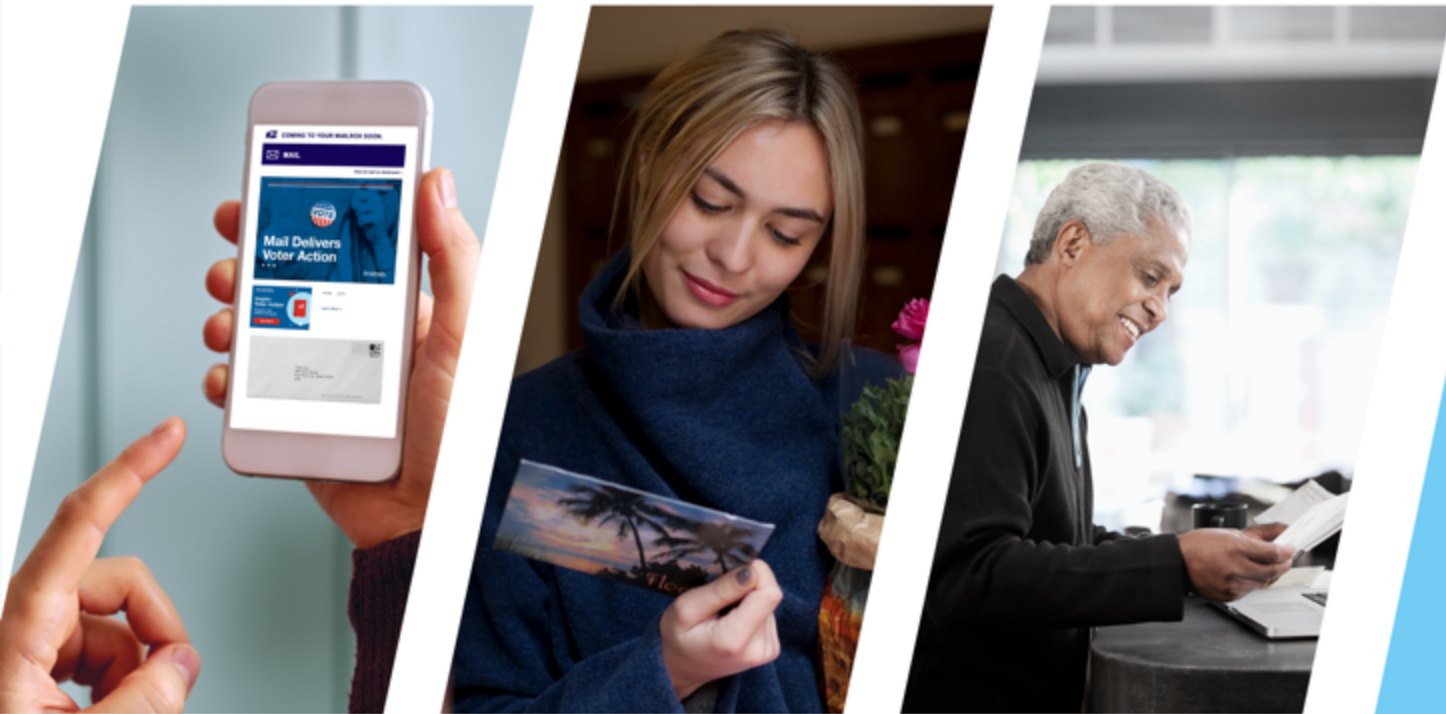
Sentiment

Brand equity built over centuries
can evaporate in a heartbeat.

Responsiveness

Companies that lead with empathy and authentically address customer needs can strengthen relationships.¹





Permanence

A renewal of trust in institutions

Insert David Moore "COVID" video



Who do Americans feel is rising to the crisis?

The United States Postal Service ranked #1

in The Harris Poll.¹



1. John Gerzema and Ray Day, "The Essential 100: Company Reputation Amid COVID-19," The Harris Poll, 2020.



To give our employees meaning,
we start with a mission.



Insert David Moore “Oath” video—More than just a job



Trust, facts, and
believability all
rank high with mail.



58% believe it's more
factual than any other form
of political advertising.¹

60% of Millennial voters
said that mail is impactful when
making a voting decision.¹



And **56%** of Millennial voters
believe that mail is the most
credible form of advertising.²

Reliability is the key to understanding why the Postal Service was named the **#1 trusted brand among Americans** and #2 among Millennials.¹

“They always deliver the mail, no matter the weather.”¹



“I have never had a bad experience with them.”¹



1. "Most Trusted Brands 2020 Special Report: The State of Consumer Trust," Morning Consult, 2020.



Writing a
new future



**Recognized
3 times**

Pew

**Most Trusted
Government Institution¹**

Harris Poll

**Most Responsive
Organization²**

Morning Consult

Most Trusted Brand³

1. "Public Holds Broadly Favorable Views of Many Federal Agencies, Including CDC and HHS," Pew Research Center, April 9, 2020.
2. John Gerzema and Ray Day, "The Essential 100: Company Reputation Amid COVID-19," The Harris Poll, 2020.
3. "Most Trusted Brands 2020 Special Report: The State of Consumer Trust," Morning Consult, 2020.



Forging
**lasting
connections**



Thank you

