

# The GRBN Global Trust & Personal Data Report Advertising Opportunities

## Benefits to the advertiser

1

The opportunity to drive leads to your website

2

A strong global **visibility** for your brand

3

A strong demonstration of your **corporate social responsibility**

## The Survey

24 countries across the globe. Over 23,000 respondent, in co-operation with Research Now

Topics covered:

- Familiarity & concern with the issue
- Trust in different types of organizations
- Perceptions of sensitivity

## A global report in ebook format

Globe, regional and country level analysis with expert commentary

- Downloadable via the GRBN website
- Link emailed to national associations' / regional federations' mailing lists
- Promoted widely through GRBN / regional federation / national association / Greenbook communication channels



## 3 highlighted findings



One-in-four adults is **VERY CONCERNED** about the possible **misuse** of their **personal data**



One-in-three does **NOT TRUST** the **market research** with their **personal data**



Many types of data are considered **SENSITIVE**, not just personal

## The advertising packages

### Gold sponsor

- Highlighted logo exposure
- Full page ad with link
- Logo exposure in dashboard tool
- Recognition in follow-up webinars
- 10 000 USD**

### Silver sponsor

- Logo exposure
- ¼ page ad with link
- 5 000 USD**

### Bronze sponsor

- Logo exposure
- 2 000 USD**

## Securing your place

Deadline for securing your advertising spot is **November 21<sup>st</sup>**. **Limited availability. Contact:**

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## About the GRBN

The Global Research Business Network is a not-for-profit organization founded by the APRC, ARIA and EFAMRO. The GRBN connects 38 national market, social and opinion research associations and over 3500 research businesses on five continents. More than US\$25 billion (€18.8 billion) in annual research revenues (turnover) are generated by these businesses.