

Buy.Try.Share.[®]

White paper

Ad Trust Special Edition

*Influence, Distrust & Proof: how
advertising is shifting towards certified
trust*

EXECUTIVE SUMMARY

The advertising industry is undergoing a profound transformation.

Influence platforms capture attention, but trust is eroding:
only 30% of consumers consider the content they see there reliable,
and less than 20% give credit to sponsored recommendations.

At the same time, certified reviews are becoming the most credible signal in the decision-making process:

- +18% to +28% conversion (BrightLocal)
- +21% when ≥ 5 certified reviews (Northwestern)
- Credibility increases when a moderate negative review is present (+25%)

Premium media — TV, (BVoD, CTV), video, press, cinema — regain a unique value proposition:
a stable environment, highly visible and relatively protected against fraud.

But to reclaim their central role in building trust, they must integrate a new standard:
evidence: verifiable, structured, certified NF522 / ISO 20488.

This White Paper explores:

1. why media must reintroduce proof,
2. how QR codes connect exposure and validation,
3. why the 5-second format is the cognitive tipping point,
4. how proof fits into premium environments,
5. measured results in Europe,
6. BuyTryShare® formats (simple, non-intrusive, monetizable),
7. the creative rules of proof,
8. and the fundamental role of certification.

Proof is no longer a “bonus.”

It is becoming the new standard of advertising performance, in a market where promise alone is no longer enough.

INTRODUCTION: FROM PROMISE TO PROOF

The advertising market is shifting.

For twenty years, brands have invested massively in creativity, storytelling, repetition, and then influence.

But signals now clearly show:

- Attention is increasing.
- Distrust is increasing even faster.
- Narratives are no longer enough.
- What persuades is what can be verified.

In this context, certified reviews — structured, verifiable, compliant with NF522 / ISO 20488 — emerge as a new language: proof.

This White Paper explores how proof changes not only how brands position their products, but also how traditional media in transition (TV, press, cinema) can once again become the trust foundation of the advertising ecosystem

1. WHY MEDIA MUST REINTRODUCE PROOF

Advertising overload and fragmented usage have reduced the effectiveness of traditional messages.

Research from ThinkTV and Magnite shows:

- The first 5 seconds of a spot capture 30% of real attention.
- Beyond 8 seconds, memorization drops sharply.
- 40% of perceived credibility disappears when no proof validates the message (Kantar).

The public wants to understand:

- who is speaking,
- what the argument is based on,
- what other users are saying.

The promise no longer has the same value.

It must now be accompanied by external validation.

Premium media — TV, (BVoD, CTV), video, press, cinema — have a unique opportunity: → to host certified proof in an environment perceived as more legitimate than social networks.

2. THE QR CODE: THE DIRECT BRIDGE BETWEEN EXPOSURE AND PROOF

The QR code is no longer a gadget.

It has become a credibility gateway, perfectly aligned with modern consumer behavior.

GWJ data:

- 82% scan at least one QR code per month,
- 60% are MORE likely to scan when the QR leads to proof.

BuyTryShare® PoCs (Romania & Czech Republic) reveal:

- +18% to +32% scanning intent when proof (rating + review) is shown,
- +27% time spent on the proof page,
- +20% additional conversions for users exposed to spot + proof.

The QR code becomes the materialization of transparency: we no longer ask the viewer to believe — we invite them to verify.

3. THE 5-SECOND FORMAT: PROOF AT A GLANCE

Human cognition favors ultra-visual signals:

- A ★★★★★ rating is understood in 200 ms.
- 70% memorization after a single exposure (Kantar).
- Proof improves total memorization by +14%.

The 5-second BuyTryShare® format is based on three cognitive principles:

1. Immediacy

The eye instantly recognizes the “rating + review” structure.

2. Minimal cognitive load

A short review extract + QR code = maximum impact with minimal effort.

3. Universality

Compatible with linear TV, (BVoD, CTV), press, cinema, video...

→ Without ever touching the original ad creation.

This simplicity is precisely what makes it a media add-on and not a creative intrusion.

4. WHY TRADITIONAL MEDIA ARE BECOMING THE NEW TEMPLES OF PROOF

Unlike social networks, press, TV and cinema still benefit from:

- more stable attention,
- a lower distraction environment,
- a +19% credibility premium (Kantar),
- large-scale exposure,
- reliable independent measurement (Médiamétrie / Nielsen / BARB).

This premium media context gives proof a new role:

→ it becomes a credible social object, because it is carried by a medium perceived as legitimate.

Proof leaves the web and enters media.

It is a cultural shift.

5. THE COMBINED EFFECT OF REACH + PROOF: POC RESULTS

European quantitative analyses show:

- +20% average conversion
- +22% consideration
- +14% memorization
- +18% to +32% scanning intent
- Significant improvement in perceived credibility

Proof acts as a performance multiplier:

the greater the reach, the more proof amplifies impact.

6. FORMATS BUYTRYSHARE®: PROOF WITHOUT TOUCHING THE CREATION

BuyTryShare® addresses exclusively media with a proprietary community — readers, subscribers, viewers, registered users — where trust already exists between the medium and its audience.

In these premium environments, certified proof not only strengthens advertising effectiveness, but also the editorial value of the medium.

This is why BuyTryShare® can be activated on TV (BVoD), press, cinema, premium video, and media platforms with user accounts.

BuyTryShare® guarantees an unbreakable principle: never modify the original spot.

- ✗ Never a proof overlay
- ✗ Never creative integration
- ✗ Never modification of advertiser assets

Video Formats (TV - CTV/BVoD, Cinema)

Premium video environments — linear TV, CTV, BVoD platforms and cinema — share essential characteristics:

- high real attention,
- strong diffusion quality,
- controlled editorial context,
- structured advertising inventory.

In these contexts, the BuyTryShare® format applies uniformly thanks to a central element: the 5-second video extension, independent from the original spot.

1. Proof Tail (5 seconds)

→ Classic spot + 5 additional seconds sold by the media.

2. Proof Snapshot (stand-alone 5 seconds)

→ Independent short format, useful as reminder or TV entry-level.

3. Proof Interstitial (digital only)

→ 5-second insert between two premium contents, never inside the spot.

Media adopt BuyTryShare® easily: 5 additional seconds to sell, simple to schedule, immediately monetizable, and entirely independent from the original ad.

Creative agencies also benefit: BuyTryShare® never touches the copy, the creative idea, or the production.

No overlays | No modification | No “rework” |
No risk of distorting the creation or narrative.

This makes BuyTryShare® a unique device in the advertising ecosystem. :

- it generates additional revenue for advertising agencies,
- it does not impose any constraints on agencies,
- it does not require any adjustments on the part of advertisers,
- and it fully preserves the artistic integrity of the advertising copy.

In other words: with its simple, scalable, premium model, BuyTryShare® creates value... without creating friction..

Press Formats (print & digital)

Press offers three major advantages:

- a loyal audience,
- strong editorial credibility,
- a structured advertising space..

In this context, BuyTryShare® offers two compatible formats :

1. The “Proof Tail Press” (1/8 or 1/6 page)

A short insert, located immediately after an existing advertisement from the same advertiser. It contains:

- a certified rating,
- a review extract,
- a QR code leading to proof.

- The original creation remains intact.
- The media sells an additional space.

2. The “Proof Box Digital” (online press)

Premium block placed at the end of a sponsored article or around an existing display.

Never overlays. Never integration inside the ad visual..

This respects:

- the medium's graphic identity,
- the brand's creation,
- agency guidelines,

while adding a certified proof layer.

7. THE CREATIVE RULES OF EVIDENCE

- ✓ 1. Visual immediacy: Strong contrast, legible stars, clear note.
- ✓ 2. Absolute simplicity: one short quote = maximum impact.
- ✓ 3. Verifiability: QR code → certified reviews page.

✗ Errors to avoid

- Too much information
- Perfect score (5.0/5) perceived as less credible
- QR page without proof → loss of trust (-38%)

8. NF522 / ISO 20488 : STRUCTURING TRUST

The new advertising standard is no longer based solely on promises, but on the ability to demonstrate — in a structured, transparent and verifiable manner — what users actually experience. It is precisely this logic that guides the design of BuyTryShare®.

Although the solution has not yet been formally certified, all of its principles — traceability of reviews, absence of commercial incentives, inability to modify or delete authentic feedback, transparency of the process and auditability of data — are in line with the NF522 and ISO 20488 standards.

The objective is straightforward: to provide advertising sales houses, agencies, and advertisers with a verification system that meets the requirements expected of certified review management systems, even when formal certification has not yet been initiated..

This approach makes it possible to immediately incorporate a level of rigour and integrity consistent with international standards, so that evidence becomes a reliable, enforceable and valuable advertising asset.

Advertising then ceases to ask the public to 'believe' it: it invites them to see for themselves, based on a user experience that complies with best practices established by industry standards.

The standard certifies:

- authenticity of reviews,
- absence of fake / purchased reviews,
- impartial moderation,
- full traceability,
- impossibility to remove a negative review for commercial reasons..

This framework transforms evidence into a reliable advertising asset that can be used by :

- advertising sales houses,
- agencies (media and creative),
- advertisers,
- viewers,
- regulatory bodies

The NF522 and ISO 20488 standards clearly define the roles of those involved in review management: they distinguish between research organisations, review platforms, advertising agencies, brands and customer feedback collectors.

In this context, it is essential to remember that BuyTryShare® is not a research organisation or a producer of analytical data.

The role of BuyTryShare® is strictly defined. :

- 👉 collect authentic reviews from real customers,
- 👉 verify them according to criteria that comply with the spirit of the standards,
- 👉 and make them available to advertisers and media outlets in a certifiable and transparent format.

This clarification is important: an advertising agency that disseminates certified evidence from BuyTryShare® is in no way exposed to the risk of 'false advertising', because:

- the evidence comes from real customers,
- the protocol guarantees the authenticity of the reviews,
- the advertising agency does not produce the reviews,
- it does not interpret them,
- it does not modify them,
- it simply ensures their dissemination, like any other content provided by

the advertiser.

The advertising agency's sole responsibility remains the same as for any element provided by the brand: to disseminate a message whose origin and integrity are guaranteed by an identified third party.

BuyTryShare® therefore acts as a collector of evidence, not an analyst or interpreter. And it is precisely this distinction — in line with the current regulatory framework — that secures the entire chain. :

- the advertiser,
- the advertising sales house,
- the creative agency,
- and, ultimately, the consumer.

9. ARPP VALIDATION: A CLEAR DEONTOLOGICAL FRAMEWORK FOR ALL

Beyond the standards governing the management of notices (NF522 / ISO 20488), the advertising ecosystem must evolve within a clear and shared ethical framework.

This is precisely the role of the ARPP (French Advertising Standards Authority), an independent advertising standards authority — similar to the UK ASA or US NAD/FTC — ensuring ethical and compliant advertising

In its official advice, the ARPP confirmed that the principle of a satisfaction score or certifiable opinion does not raise any ethical issues, subject to compliance with the Recommendation on 'Study and survey results':

- clear indication of the source,
- date of notices,
- volume of notices,
- legibility of notices.

This point is essential for both ad sales houses and agencies: BuyTryShare® can be broadcast on television, connected television, cinema, press or digital video as long as these requirements are met.

The ARPP also specifies that:

- its analysis focuses on the content of the advert,
- the use of authentic opinions does not raise any objections,
- the mechanism does not raise any reservations in principle,
- each campaign must be subject to prior consultation, as is the case for any advertising use of figures or indicators.

This is standard procedure: any campaign using a score, percentage or evidence-based argument must be verified individually, whether it comes from a research institute, a survey, sector statistics or consumer reviews.

In this context, BuyTryShare® is not a research organisation, but a collector of authentic opinions, whose methodology is transparent and compliant with the spirit of the NF522 / ISO 20488 standards.

Consequently, an advertising sales house broadcasting evidence from BuyTryShare® cannot under any circumstances be accused of false advertising, provided that:

- the BuyTryShare® source is clearly indicated,
- the date and number of reviews are displayed,
- ARPP advice has been obtained for the campaign in question.

This procedure secures the entire chain:

- the advertiser,
- the advertising agency,
- the creative agency,
- and the broadcasting media.

BuyTryShare® thus offers an environment that complies with French ethical standards, while remaining easy to integrate into the workflows of advertising agencies and agencies.

10. TOWARDS ADVERTISING THAT NO LONGER ASKS YOU TO BELIEVE IT

The days of “trust us” are over.

The new standard is simple:

“Here is what your peers say — verify it yourself.”

This reversal places transparency at the heart of performance..

Advertising no longer simply conveys a message: it shows a reality that has been experienced, verified, certified, and authenticated.

This evolution is the result of three profound and simultaneous dynamics:

- growing mistrust of sponsored messages,
- the structural limitations of paid influence,
- the rise of certified reviews as a dominant factor in purchasing decisions.

In this context, the media can once again become trusted sources of information—provided they embrace this new requirement for transparency.

BuyTryShare® offers a simple, measurable standard that is compatible with all regulated workflows: additional advertising space—5 seconds in video or a dedicated insert in print media—where certified proof becomes a native component of the media, without ever affecting the original creation.

The next decade will not pit advertising, influence, and proof against each other. It will rank them differently:

- Attention will attract,
- Creation will seduce,
- Certified proof will convince.

Trust is no longer a goal: it is the new **unit of measurement**.

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