

New Campaign: «Credibility Works Better»

Two studies by PwC and gfs-zürich show: Journalistic media provide more credible advertising environments and deliver better results

Zurich, August 28, 2025. Two new studies by PwC and gfs-zürich confirm: a credible, fact-checked environment is essential for both advertisers and consumers. Compared to social media, journalistic media score significantly higher, especially in terms of trust and credibility. With its new campaign «Credibility Works Better», the Swiss Media Publishers Association (VSM) highlights the advantages of journalistic media as more effective advertising environments.

«Fake news has a major impact on how advertising environments are perceived—by both consumers and advertisers,» says VSM President Andrea Masüger. «The two studies commissioned by VSM and conducted by PwC and gfs-zürich clearly show the advantages of journalistic media over social media: they perform better across credibility, trust, likability, and professionalism.»

PwC analyzed the Swiss advertising market through expert interviews and an online business survey. The research institute gfs-zürich conducted a representative consumer survey as well as a comparison test between traditional media and social media. The results reveal considerable potential for journalistic media in the Swiss advertising market.

«Brand Safety» Highly Relevant for Advertisers

«The figures from our study reveal a tension: in the short term, performance goals are pushing budgets towards social media,» explains Gustav Baldinger, CEO PwC Switzerland. «At the same time, companies want to strengthen their brands over the long term. To achieve this, they rely on Swiss media, which provide credible journalistic environments.» Advertisers know that the credibility of their advertising depends on the credibility of the environment.

The PwC survey shows that 82 percent of companies consider «brand safety» increasingly important when placing ads – that is, advertising should only appear in safe environments. Many marketing executives also criticize the lack of transparency in social media advertising reports.

Traditional Media Outperform Social Media

The gfs-zürich study validates PwC's findings from a consumer perspective: nearly all respondents (96%) report encountering fake news more often in the past two years than

before—and 95% expect further increases in the future. Eighty-five percent say they mainly encounter fake news on social media, and only 2 percent find information on social media credible.

The results also align with perceptions of advertising quality and effectiveness. Advertising in a fact-checked environment is judged more credible (71%) and more likely to lead to purchase: 70 percent say they are more likely to buy a product if the ad appears in a fact-checked advertising environment.

This mirrors the PwC study: 81 percent of advertisers surveyed said a credible advertising environment is becoming increasingly important, especially for brand image and awareness.

Journalistic Media Win on Credibility

«Journalistic media win on credibility,» says VSM Vice President Ladina Heimgartner, CEO Ringier Medien Schweiz. «It is remarkable how strongly the fake news issue undermines the credibility of social media platforms, while trust in journalistic media remains so high.» With the campaign, VSM highlights journalistic media as advertising environments while also reminding the public of their importance as trustworthy, fact-checked sources of information.

«This is exactly where our campaign, with the claim ‘*Credibility Works Better*’, comes in,» explains VSM Director Pia Guggenbühl. «From August 28, the campaign will target decision-makers as well as the general public. The advertising measures include print and online ads, posters, radio, and TV spots.» These will appear among VSM members and partners in German-speaking Switzerland. Sister association Stampa Svizzera is launching its campaign in Ticino at the same time, with Médias Suisses to follow later in Romandy.

The full PwC and gfs-zürich studies will be available from August 28, 2025, at 11:00 a.m. at: www.schweizermedien.ch

Further Information:

Andrea Masüger, President VSM, andrea.masueger@somedia.ch, 079 353 52 57
Ladina Heimgartner, Director VSM, ladina.heimgartner@ringier.ch, 078 621 42 09
Pia Guggenbühl, Direktorin VSM, pia.guggenbuehl@schweizermedien.ch, 079 566 60 10
Martin Voigt, Head of Advertising Market VSM, martin.voigt@schweizermarkt.ch, 044 318 64 23