Honesty and integrity come top in “what consumers and brands look for” says Bella Vista Promotions

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Bella Vista Promotions pride themselves on representing their clients with complete honesty, professionalism and transparency.It is these high standards that assures their clients of not only excellent customer acquisition results but also just an important, brand protection.Creating an outstanding customer experience is their main objective, a satisfied customer is a long term and often brand loyal one.With recent news suggesting honesty and integrity tops the polls for what consumers and brands look for, Bella Vita Promotions investigates.

About Bella Vista : www.bellavistapromotions.co.uk

A poll of 108 company directors, includingsome of the UK's top industrial and financial board members, was carried out by Ipsos Moris.The results showed that Honesty and integrity are the most important values upon which to judge a company."Honest behaviour counts for even more than the quality of a company's products and services," said Matthew Chatterton, director at Ipsos Mori .

From the top 500 industrial companies, measured by turnover, and the top 100 financial companies, measured by capital employed, eighty percent stated that honesty and integrity took priority over management or financial performance.The reason behind such a view? It's a domino effect, If consumers are happy with the product and brand then the financial performance will be satisfactory as a result.

Twenty-four per cent said financial performance was "extremely" important, this figure had dropped, the figure was previously quoted at 35 per cent, back in 2008 ,at the peak of the financial crisis.

With brand loyalty falling, consumers aren't as trusting as they once were and they are seeking out alternatives if they feel they aren't getting the service they desire.A recent Ipsos Mori study found that a third of people , from a survey of the public, agreed that honesty and integrity were important when judging a company's performance .The similar views from industry leaders and the public show they are on the same page when it comes to what matters .

Haidee Tucker, Managing Director at BellaVista Promotions, said on the matter "Companies need to be switched on to consumers opinions and need to be willing to adapt their business model.At BellaVista Promotions we have our finger on the pulse so we can keep ahead of consumer trends and can deliver the highest quality product for our clients."

Bellavista Promotions, based in the centre of Derby is an events-based direct marketing company, specialising in face to face marketing campaigns generating new customer relationships for their range of clients.Marketing is understanding the needs of people, and essentially finding out what people want. Bellavista Promotions offer a diverse marketing team that understand the ever changing demand for unique marketing ideas to stay at the top and continue to grow as an organisation.Their personal approach allows them to successfully understand first-hand what is it that consumers want and adapt to current market changes by analysing results.

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