
PERSUASIVE MARKETING IN THE AGE OF AI

Let's begin...

2025 Edelman Trust Barometer

Trust and the Crisis of Grievance
With Insights for the Technology Sector

Edelman
Trust Institute

25
YEARS
Edelman
Trust
Barometer

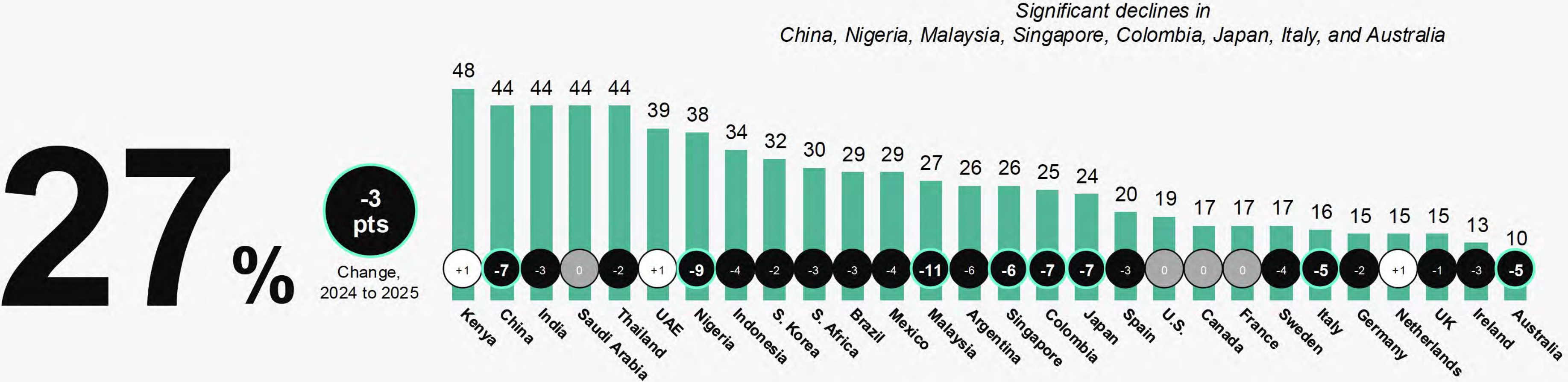


Enthusiasm for Use of Artificial Intelligence Declines

Percent who say

GLOBAL 28

I embrace the growing use of AI

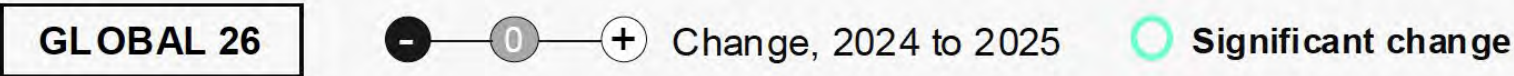


2025 Edelman Trust Barometer. CHG_TEC_COM. How would you characterize your feelings about each of the following? 5-point scale; bottom 2 box, resistant or hesitant = reject; top 2 box, enthusiastic or passionate = embrace. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

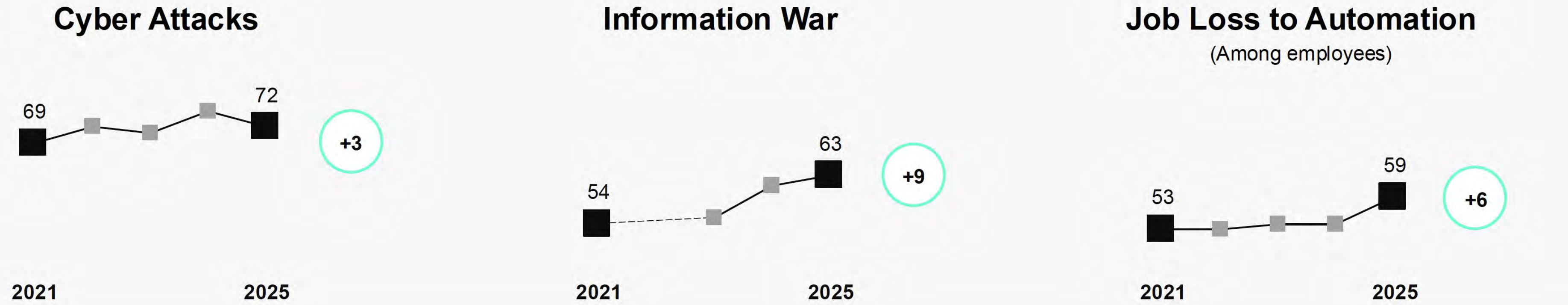


Tech-Related Societal Fears Have Increased Since 2021

Percent who say



I worry about...

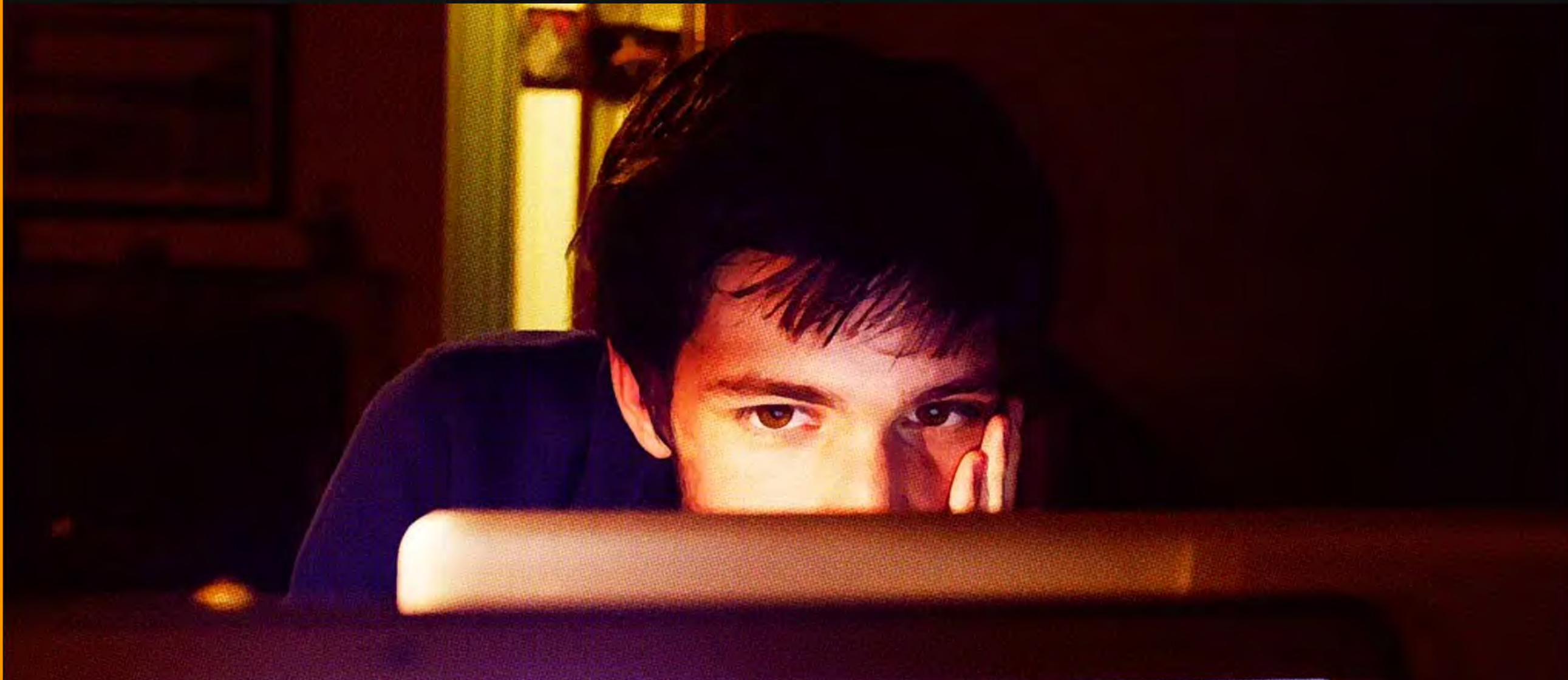


2025 Edelman Trust Barometer. POP_EMO. Some people say they worry about many things while others say they have few concerns. We are interested in what you worry about. Specifically, how much do you worry about each of the following? 9-point scale; top 4 box, worry. "Job loss due to automation" only asked of those who are an employee of an organization (Q43/1). Some attributes only asked to half the sample. General population, 26-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

MAY 24, 9:45 AM EDT / BY FRANK LANDYMORE

NEARLY HALF OF YOUNG PEOPLE WISH THE INTERNET HAD NEVER BEEN INVENTED

"A WAKE-UP CALL FOR ALL OF US."



FALTERING CUSTOMER LOYALTY

36%

consumers no longer
consider brands when
making purchasing
decisions

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consumers no longer
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55%

consumers globally
very concerned with
rising costs of living

FALTERING CUSTOMER LOYALTY

36%

consumers no longer
consider brands when
making purchasing
decisions

55%

consumers globally
very concerned with
rising costs of living

88%

believe brand
messaging does not
resonate with their
needs and values

1

Consumer Behaviour

CONSUMER TRENDS

- Making more deliberate choices

CONSUMER TRENDS

- Making more deliberate choices
- Scrutinizing their purchases

CONSUMER TRENDS

- Making more deliberate choices
- Scrutinizing their purchases
- Exercising more financial caution

CONSUMER TRENDS

- Making more deliberate choices
- Scrutinizing their purchases
- Exercising more financial caution
- Postponing major expenses (vacations, luxury goods, dining out)

MARKETING TACTICS

Traditional
aspirational
messaging

MARKETING TACTICS



Traditional
aspirational
messaging

Emphasize
trust, value &
resilience

How do we build trust when customers are increasingly hesitant to spend?

During economic downturns, companies that maintain a strong **brand position** tend to emerge stronger than companies that rely solely on discounts.

JOHN QUELCH & KATHERINE E. JOCZ
Harvard Business Review

Consumers across generations have different expectations

The qualities consumers look for in influencers

53% They align with my personal values

47% Authenticity, even when posting sponsored content

Consumers across generations have different expectations

35%

Gen Z care about authenticity

The qualities consumers look for in influencers

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Consumers across generations have different expectations

The qualities consumers look for in influencers

53% They align with my personal values

47% Authenticity, even when posting sponsored content

35%

Gen Z care about authenticity

47%

Gen Z care about follower count

2

Trust & Values

Single **most important** ingredient for the development & maintenance of happy, well-functioning relationships.

PROF. JEFFRY A. SIMPSON
Professor of Psychology

When it comes to business...

CONSUMER TRUST

25%

increase in
consumer spending

CONSUMER TRUST

25%

increase in
consumer spending

53%

will recommend
trusted brand to
other people

CONSUMER TRUST

25%

increase in
consumer spending

53%

will recommend
trusted brand to
other people

63%

buy new products
even if it's more
expensive

55% will stay loyal & won't shop around, even if that brand makes mistakes or is accused by others of wrongdoing.

AI is changing the game...

EDITORS' PICK | INNOVATION > AI

AI Homogenization Is Shaping The World

By [Hamilton Mann](#), Contributor. ⓘ Sharing about AI, where the 'I' stands for i...

Follow Author

Mar 05, 2024, 01:39am EST

Share Save Comment 0



Abstract painting of human and machine progressive formatting
GETTY

[Home](#) > [News](#)

AI-generated slop is quietly conquering the internet. Is it a threat to journalism or a problem that will fix itself?

Three experts discuss the rise of low-quality content and its implications for the profession, the news industry and the public sphere



AI AUTHORSHIP EFFECT

Using Gen AI (vs. a human) to author emotional messages elicits **moral disgust**, reducing perceived authenticity, positive word of mouth & loyalty

Leaders | Pics and it didn't happen

AI-generated content is raising the value of trust

Who did the posting will soon matter more than what was posted

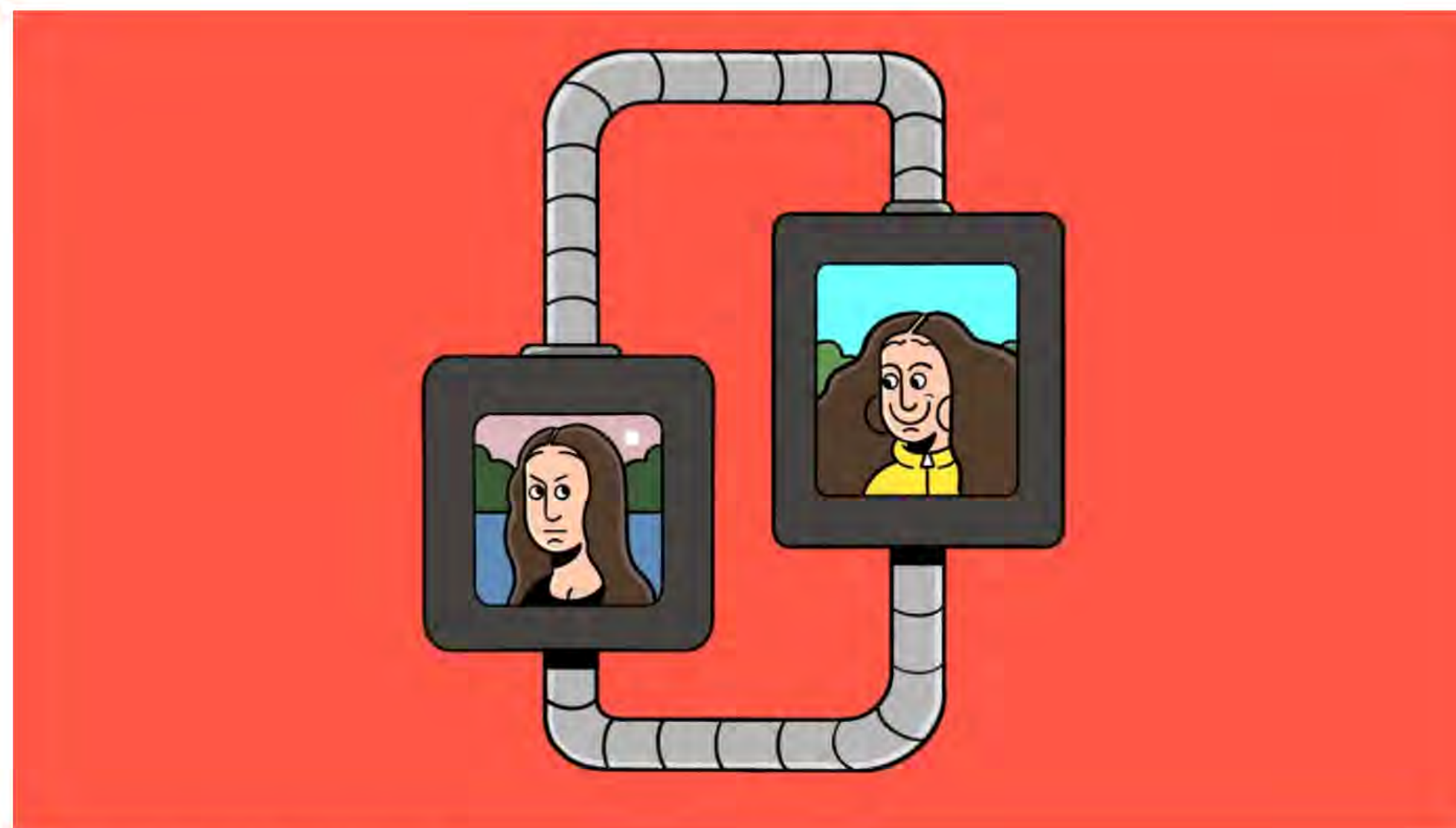


ILLUSTRATION: TRAVIS CONSTANTINE

Trust is earned through *authenticity*

AUTHENTICITY

- Improves message receptivity

AUTHENTICITY

- Improves message receptivity
- Enhances perceived quality

AUTHENTICITY

- Improves message receptivity
- Enhances perceived quality
- Increases purchase intention

So how can we leverage this?

Brands must demonstrate their values
through their actions & words

SIMILARITYATTRACTION

- We prefer people / brands similar to us

SIMILARITY ATTRACTION

- We prefer people / brands similar to us
- Demographic characteristics

SIMILARITY ATTRACTION

- We prefer people / brands similar to us
- Demographic characteristics
- Values, beliefs, lifestyle, shared experiences

The diagram consists of two white circles on a dark teal background. The left circle is labeled 'Personal values' and the right circle is labeled 'Stated values'. Below the left circle is the word 'CUSTOMER' and below the right circle is the phrase 'BRAND / INFLUENCER'.

Personal
values

CUSTOMER

Stated
values

BRAND /
INFLUENCER

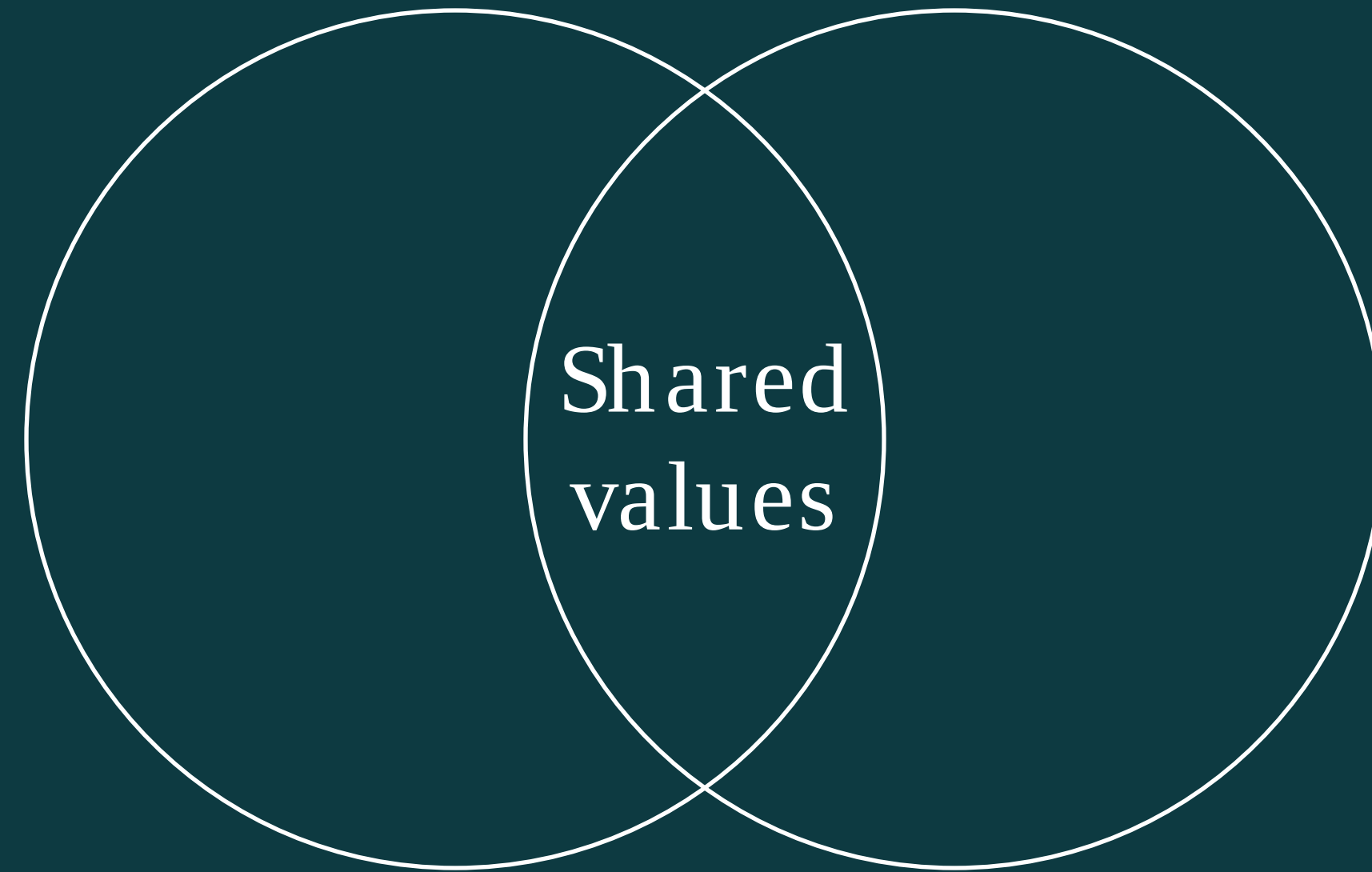
A diagram on a dark teal background with rounded corners. It features two large white circles. The left circle contains the text 'Personal values' and is positioned above the word 'CUSTOMER'. The right circle contains the text 'Stated values' and is positioned above the text 'BRAND / INFLUENCER'. A white arrow points from the right side of the left circle to the left side of the right circle.

Personal
values

CUSTOMER

Stated
values

BRAND /
INFLUENCER



CUSTOMER

BRAND /
INFLUENCER

This is why values-led marketing
can be so persuasive



Heineken®

presents



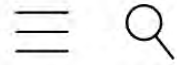
© 2025 HEINEKEN® Lager Beer. Brewed in Holland. Imported by HEINEKEN USA Inc., White Plains, N.Y

VT 1

It can also backfire if you get it wrong



VT 2



Home > Digital > News

May 8, 2024 12:10pm PT

Apple's New iPad Pro Ad Sparks Outrage as Hugh Grant and More Slam Tech Giant: 'The Destruction of the Human Experience'

By Todd Spangler ▾



Apple



Order now. Available starting 5/15.

VT 3

We've evolved to share other people's feelings by imagining what it's like to be in their situation

3

Empathy

Did you know there are 3 kinds?

EMPATHY

1

Cognitive

Perspective taking &
fantasy, transposing
into fictional people /
places




TikTok
@_bgmarian

VT

4

EMPATHY

1

Cognitive

Perspective taking &
fantasy, transposing
into fictional people /
places

2

Emotional

Identify & respond
to someone's state
with appropriate
emotion

FAILS BOX



VT5

EMPATHY

1

Cognitive

Perspective taking & fantasy, transposing into fictional people / places

2

Emotional

Identify & respond to someone's state with appropriate emotion

3

Somatic

Physical response from mirror neurons in somatic nervous systems

HUMANS

Empathy = cognitive + emotional + somatic

AI

Empathy ~~cognitive~~ + ~~emotional~~ + ~~somatic~~

Instagram



[Home](#)



Search



Explore



Reels



Messages



Notifications



Create



Dashboard



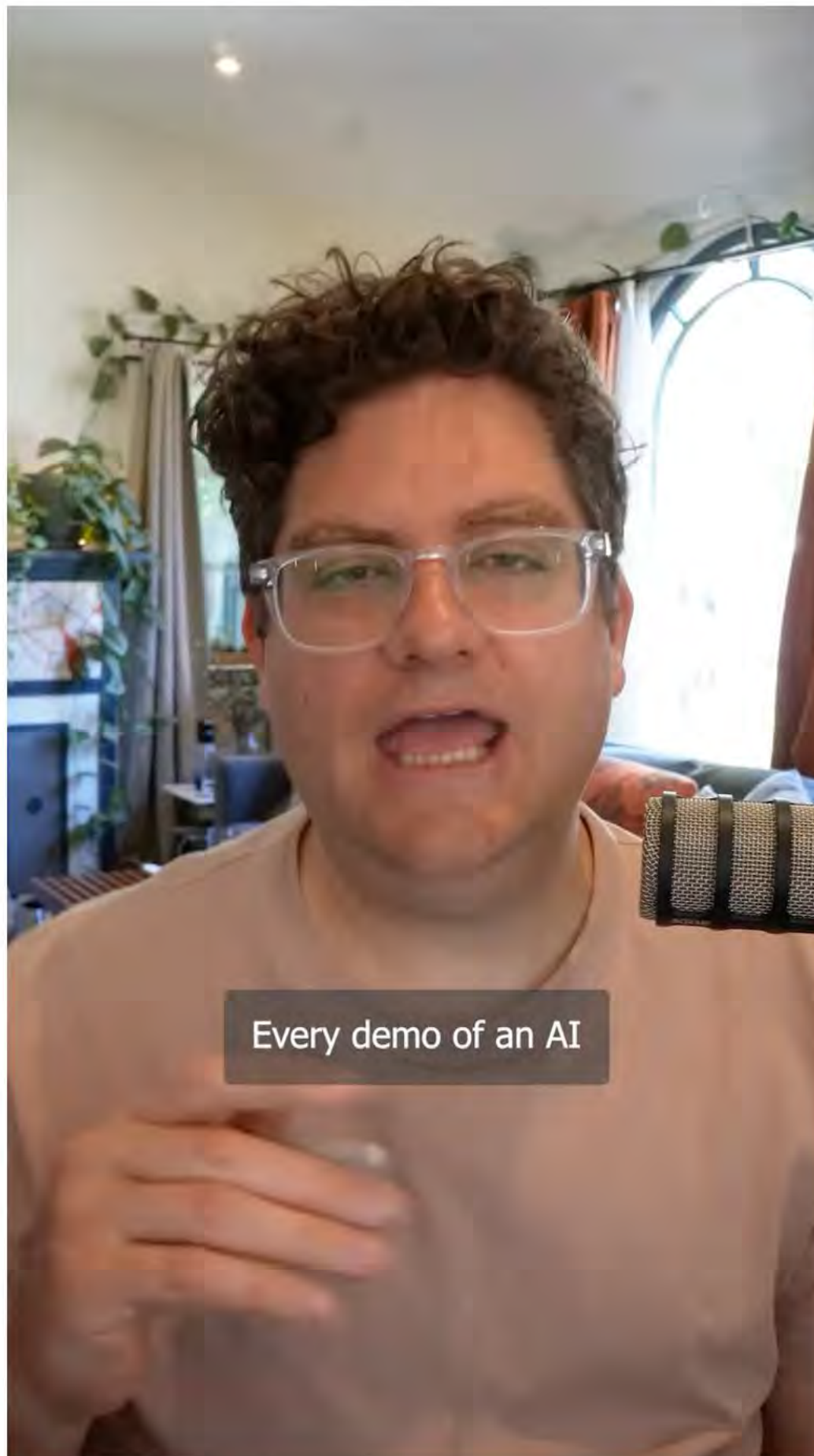
Profile



Meta AI



AI Studio



alexfalcone  • Following
Original audio



alexfalcone  27 w

Why are ai demos so dumb?

#tech #news #alexa #google

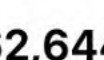
For you ▾



gheetasmith 27 w
AI: is it a scam? Yep!

11,807 likes Reply

[View all 13 replies](#)

garrett watts 5 w

262,644 likes
4 March



Add a comment...



VT6

Real human connection is at a premium

4

Psychological Storytelling

STORYTELLING

Homogenous	

STORYTELLING

Homogenous	
• Familiar & comforting	

STORYTELLING

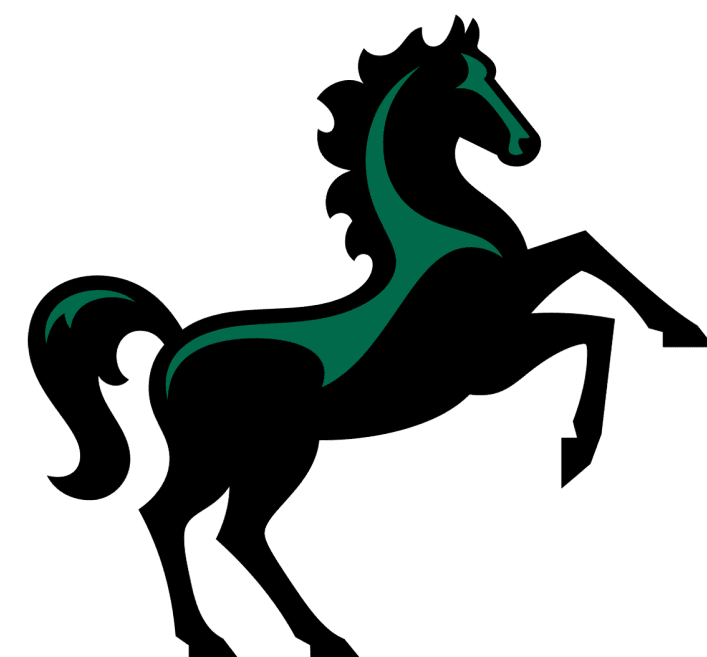
Homogenous	
• Familiar & comforting • Confirms existing views	

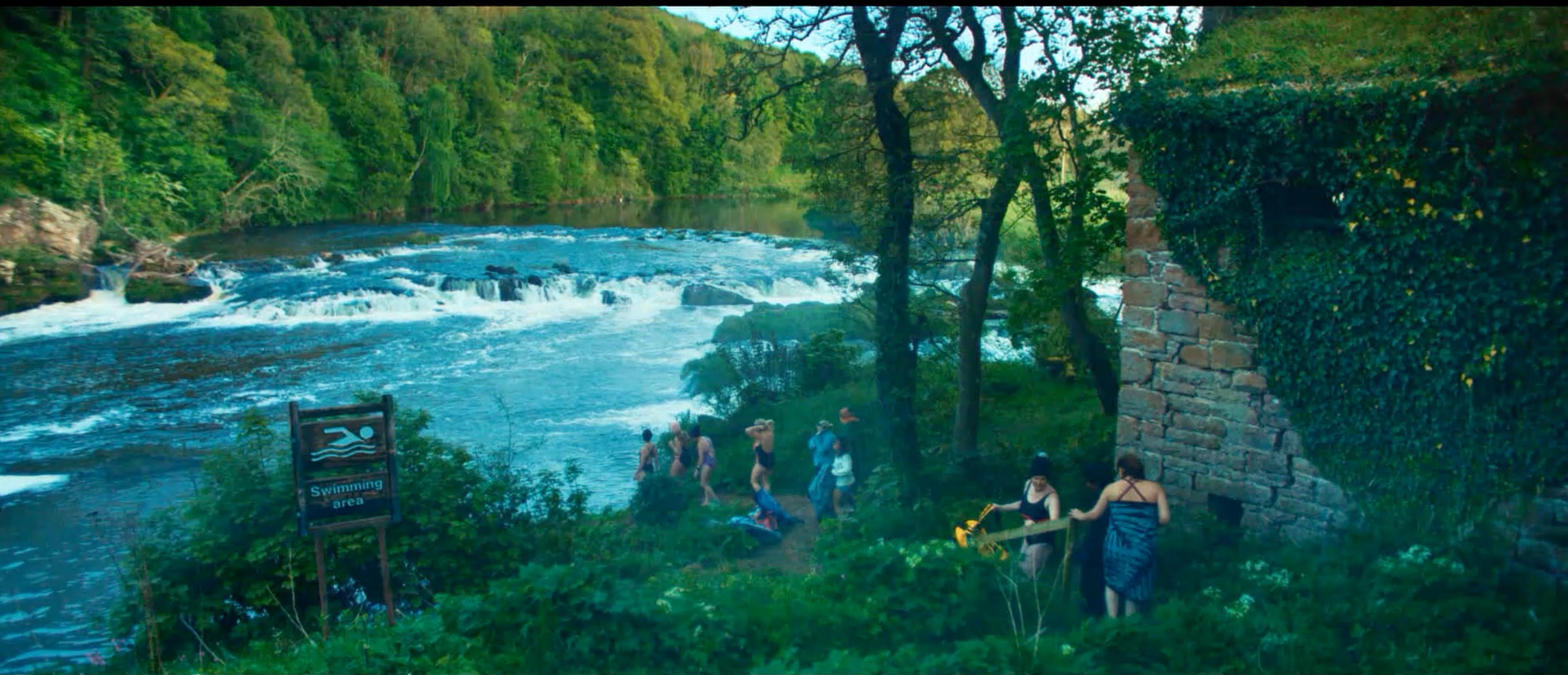
STORYTELLING

Homogenous	
• Familiar & comforting • Confirms existing views • Reinforces our perspectives	

STORYTELLING

Homogenous	
• Familiar & comforting • Confirms existing views • Reinforces our perspectives • Encourages stasis	





VT 7

But brands that take risks
can also reap rewards

STORYTELLING

Homogenous	Heterogenous
• Familiar & comforting • Confirms existing views • Reinforces our perspectives • Encourages stasis	

STORYTELLING

Homogenous

- Familiar & comforting
- Confirms existing views
- Reinforces our perspectives
- Encourages stasis

Heterogenous

- Challenges our views

STORYTELLING

Homogenous

- Familiar & comforting
- Confirms existing views
- Reinforces our perspectives
- Encourages stasis

Heterogenous

- Challenges our views
- Uncomfortable

STORYTELLING

Homogenous

- Familiar & comforting
- Confirms existing views
- Reinforces our perspectives
- Encourages stasis

Heterogenous

- Challenges our views
- Uncomfortable
- Alternative perspectives

STORYTELLING

Homogenous

- Familiar & comforting
- Confirms existing views
- Reinforces our perspectives
- Encourages stasis

Heterogenous

- Challenges our views
- Uncomfortable
- Alternative perspectives
- Encourages growth



Ladder

Not your average life insurance

Get my price

100% digital

when you apply for \$3M in coverage or less

\$100K – \$3M

in term coverage

Affordable

prices start at \$5/mo



Rating **4.7** | 148 reviews

**Great experience! Great rate! Very
happy to find Ladder.**



VT

8

Real influence depends on true
understanding, connection & empathy

SUMMARY

1. Consumer behaviour: cautious, deliberate

SUMMARY

1. Consumer behaviour: cautious, deliberate
2. Trust & values: loyalty, authenticity

SUMMARY

1. Consumer behaviour: cautious, deliberate
2. Trust & values: loyalty, authenticity
3. Empathy: cognitive, emotional, somatic

SUMMARY

1. Consumer behaviour: cautious, deliberate
2. Trust & values: loyalty, authenticity
3. Empathy: cognitive, emotional, somatic
4. Storytelling: homogenous / heterogeneous



Nathalie Nahai

KEYNOTE SPEAKER, AUTHOR & ARTIST // INTERSECTION OF PSYCHOLOGY, AI, PERSUASIVE TECHNOLOGY, SOCIETY & THE ARTS



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Podcast



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Art



Music



Flourishing Futures Salon

