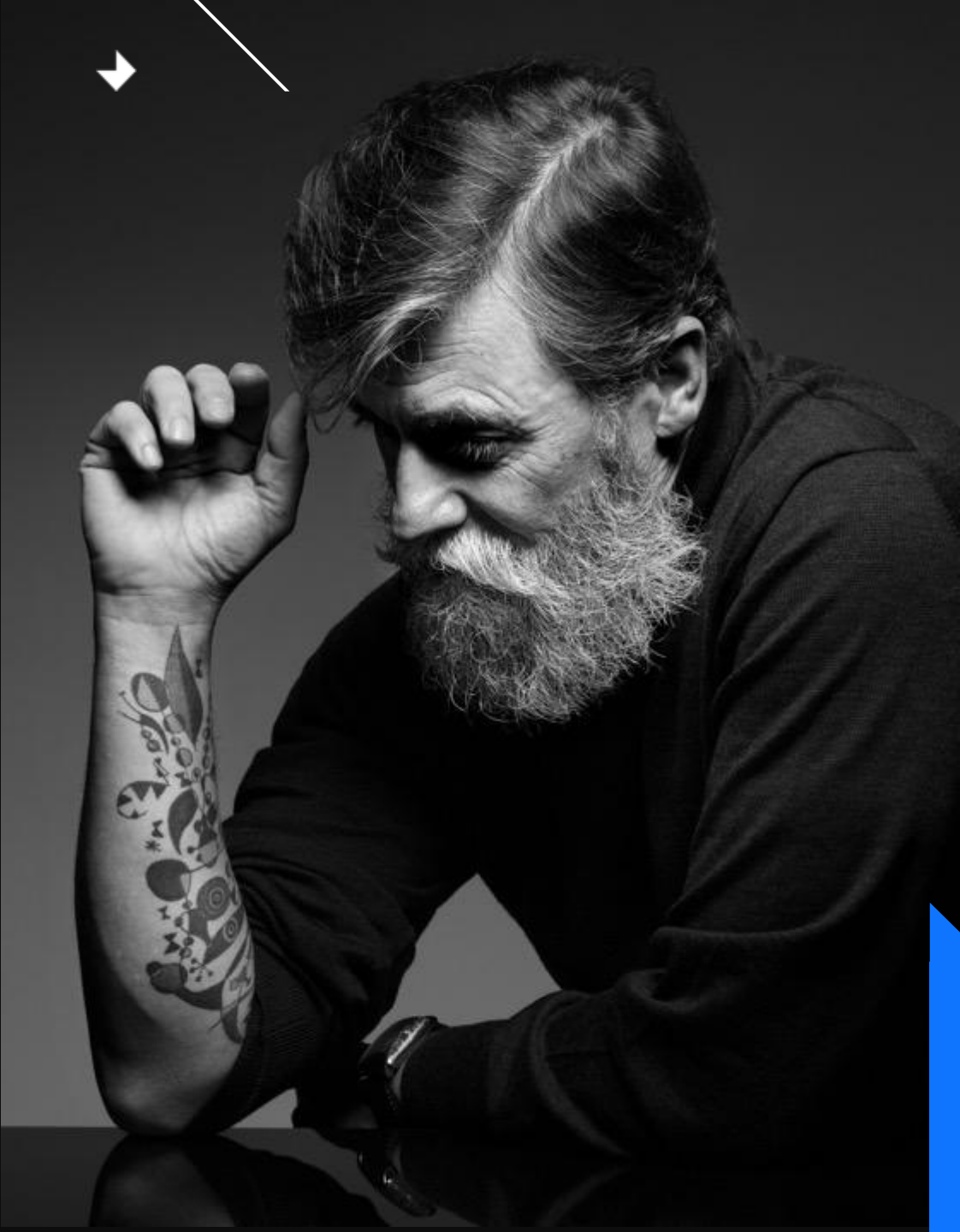




The Silver Shift

Vertrauen als strategischer Hebel
für die BoomX Generation





2025 Edelman Trust Barometer
Special Report:

Brand Trust, From We to Me

7th annual online survey on
trust and brands

Fieldwork conducted: April 24 – May 5, 2025

15

Countries

15,000+

Respondents

1,000+

Respondents per country



**Kaufkraftmotor
Generation 55+**

**Finanzielle Stabilität
in unsicheren Zeiten**

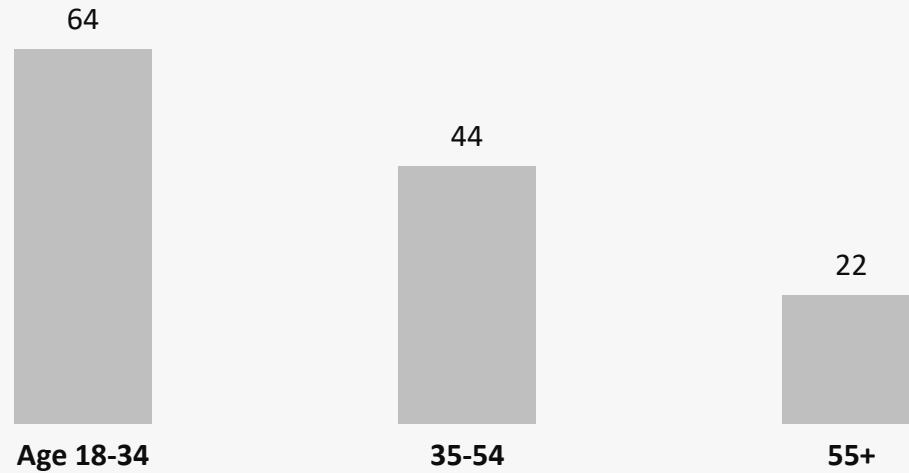
Financial Distress is My Norm

In Germany, percent who say

In the past year, I have experienced financial hardship in one or more of these ways (net):

- Paid bills late
- Accumulated credit card debt
- Skipped meals
- Couldn't afford healthcare
- Lost a job or source of income
- Priced out of home

Majority of young people have endured financial hardship





Vertrauen
wird zum Top-Kriterium für
Kaufentscheidungen

Trust A Top 3 Purchase Consideration

In Germany, percent who say

When it comes to the brands I buy or use, this is **important or a deal breaker**

Top 8 of 13:





Kulturelle Nähe ist entscheidend



To Earn Trust, Be in My World Through Culture

In Germany, percent who say

Which would be more effective in increasing your trust in a brand?

A brand that authentically reflects today's culture

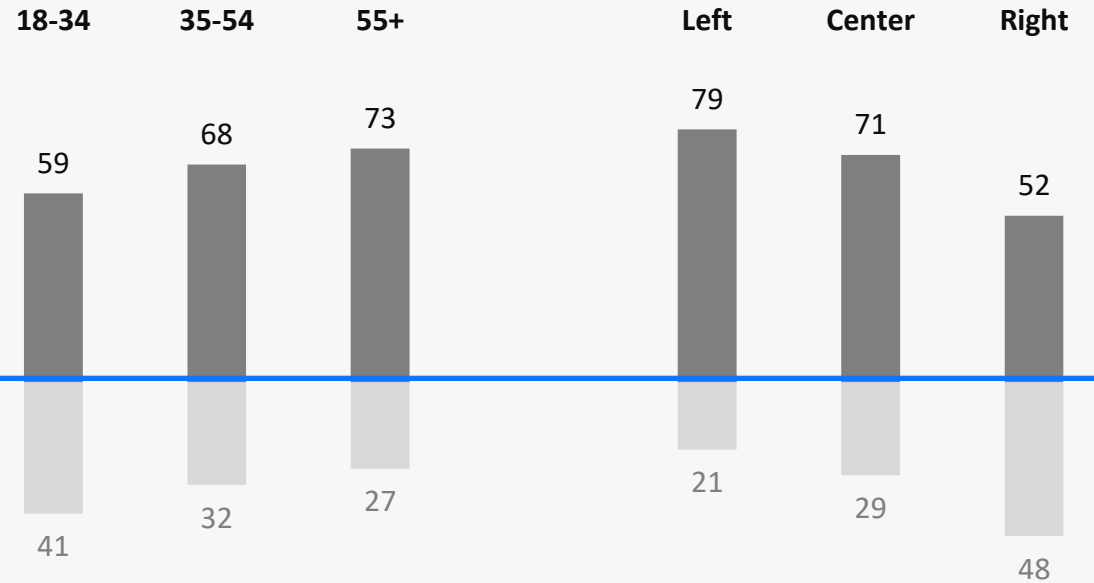
or

A brand that ignores culture and focuses solely on its products

68 %

32 %

Age | Politics





Generation 55+
erwartet von Marken
Haltung und
glaubhaftes Handeln

Brands Face Complicated Landscape for Issues Engagement

In Germany, percent who say

I am more likely to buy a brand that...

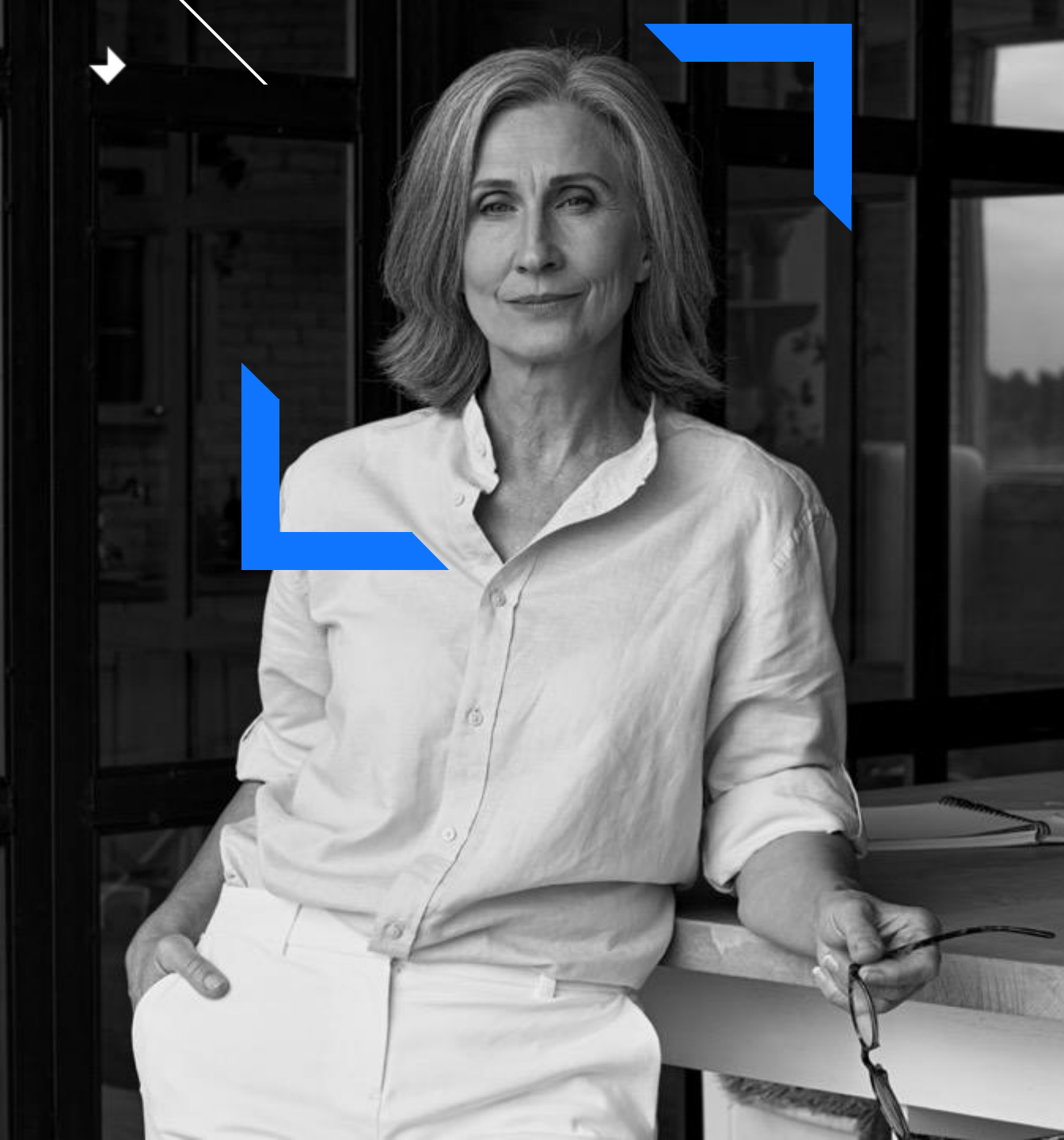
Percent who say they are more likely to buy:

60+
50-59
0-49

Ensures clean air and water in local community
Combats climate change
Fights misinformation
Combats economic inequality
Promotes racial equality
Promotes gender equality

Germany	Gender		Age			Income			Politics		
	Men	Women	18-34	35-54	55+	Low	Middle	High	Left	Center	Right
55	53	56	44	54	62	n/a	51	58	64	54	n/a
48	44	52	41	45	55	n/a	48	48	60	50	n/a
45	45	45	40	47	47	n/a	44	44	51	46	n/a
43	44	42	41	47	41	n/a	44	37	57	40	n/a
43	40	45	42	43	43	n/a	39	46	57	43	n/a
39	35	42	41	36	40	n/a	35	37	54	34	n/a





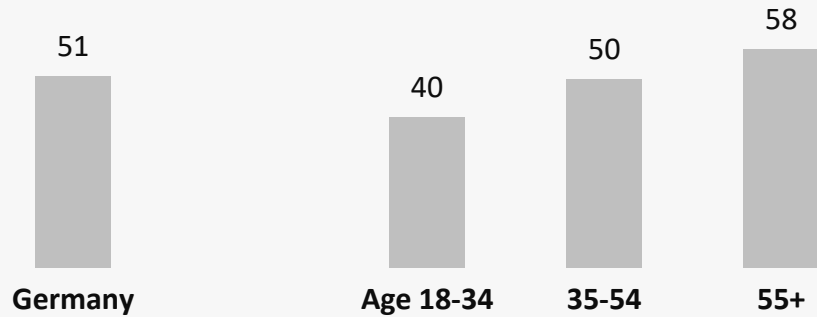
**Schweigen führt zu
Relevanzverlust**

Hard Cost of Silence: Less Purchase, Less Trust

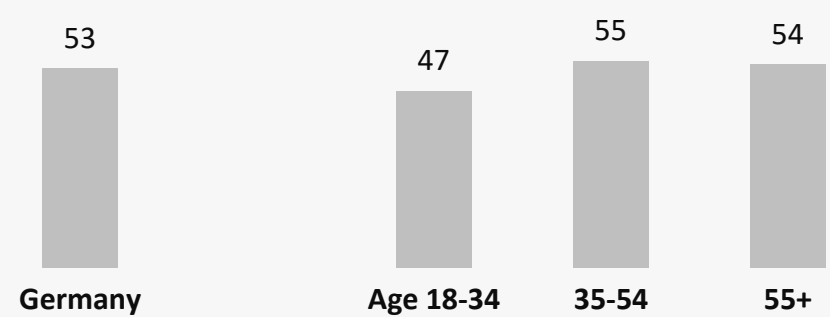
Among those in Germany who said a brand is obligated to address one or more societal issues, percent who say

If a brand ignores its obligation to address a societal issue,

I would be less likely to buy from it



I would lose trust in it



2025 Edelman Trust Barometer Special Report: Brand Trust, From We to Me. SIL_OBL_CST. You indicated that a brand has an obligation to get engaged in addressing a societal challenge in at least one or more of the situations above. What would you do if a brand ignored that obligation and chose instead not to take any action at all? Pick all that apply. Question asked to those who said a brand is obligated to address at least one societal issue (BRD_PER/C3 ANY). General population, Germany, and by age. The number of people who answered this question = n501.





Vertrauen schaffen:
Die Balance ist
entscheidend

Aufbau von Vertrauen bedeutet Aufbau von Beziehungen

Vertrauen basiert auf 5 Dimensionen:

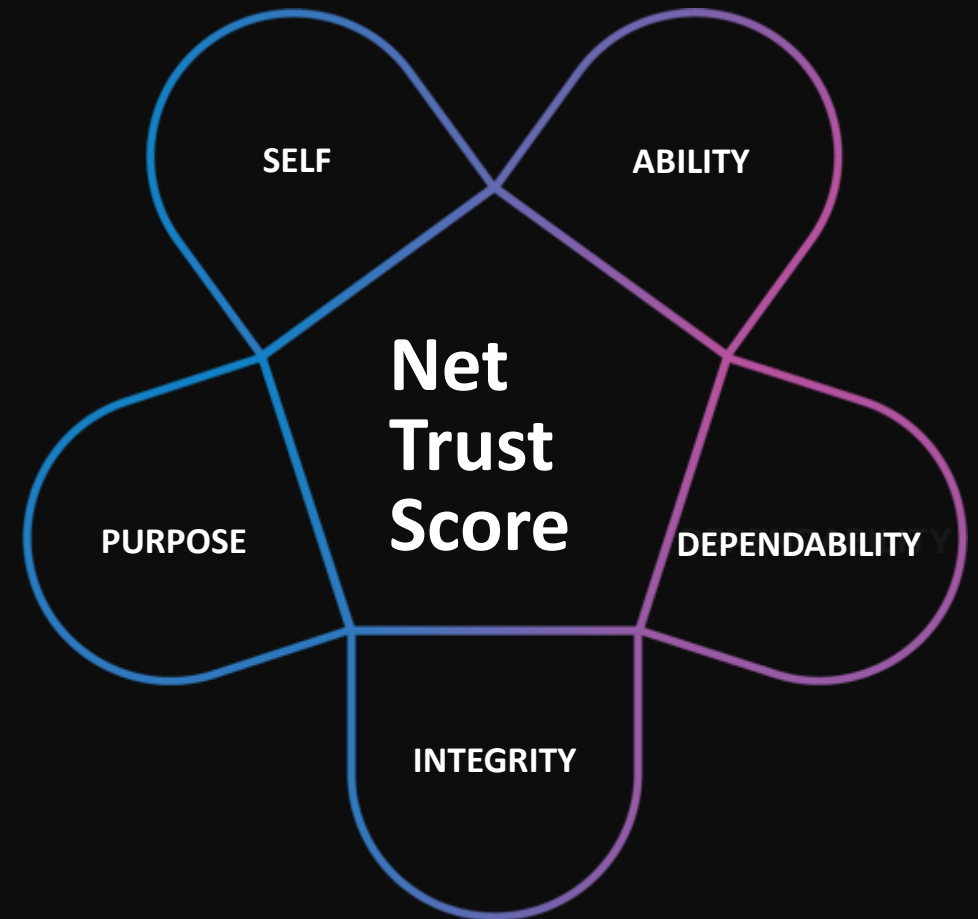
FÄHIGKEIT Funktionales Vertrauen. Kompetent sein.

VERLÄSSLICHKEIT Transaktionsbezogenes Vertrauen. Zuverlässig sein.

INTEGRITÄT Moralisches und ethisches Vertrauen. Ehrlich sein.

PURPOSE Gesellschaftliches und ökologisches Vertrauen. Zielgerichtet sein.

SELBST Persönliches und kulturelles Vertrauen. Relevant sein.



When a beloved Canadian newscaster in the prime of her career was suddenly ousted from her network,

there was a storm of online conversation about workplace ageism and sexism across the nation. Many women spoke out, feeling personally devastated by the news - especially after sources speculated her grey hair played a factor.

As a brand that has stood for real beauty for decades, Dove saw an opportunity - and responsibility - to raise awareness around grey hair discrimination in the workplace.



Dove #KeepTheGrey



Within 48 hours, Dove turned its iconic gold logo grey, supporting women choosing to go grey in the workplace.

Dove donated \$100,000 to Catalyst, a Canadian non-profit that works to build inclusive workplaces for all women. We then invited Canadians to make their profile pictures grey alongside us, turning a cultural moment into a social movement.

In response to the overwhelming social and media support, Dove became the first-ever beauty and CPG brand offered a seat on the Ontario Human Rights Commission board, in order to continue fighting for women's rights and ending ageism in Canada.

A GLOBAL MOVEMENT TO END AGEISM AGAINST WOMEN IN THE WORKPLACE

1

CTV News
Lisa LaFlamme is leaving CTV News. The network announced today that the Chief Anchor and Senior Editor is departing after more than 30 years with the company.

Women should not be penalized professionally for natural hair... We really need to rethink what is healthy aging as humans.

...Institutions must adapt to a world without institutional legacy, sexism, ageism, and any form of clinging to the past.

Lisa LaFlamme
I have some news...

This is the most obviously ridiculous thing ever - her gray is GORGEOUS - she is GORGEOUS!

Ageism and sexism and a lack of understanding of what feminism is all about.

2

Lisa LaFlamme 'going grey' questioned by CTV executive, says senior company official
THE GLOBE AND MAIL*

Was Lisa LaFlamme's silver hair weaponized against her?
TORONTO STAR

'Not My Choice.' A TV Anchor Is Ousted, and Viewers Ask: Was Sexism to Blame?
The New York Times

Firing of Canadian news anchor, reportedly due to gray hair, sparks controversy
TODAY



3

Women with grey hair are being edged out of the workplace

So Dove is going grey

Together we can support women aging beautifully on their own terms

Join us - turn your profile picture greyscale and tag #KeepTheGrey

4

Looks beautiful, Wendy! #KeepTheGrey

Thank you DOVE for supporting women of all ages. It truly shouldn't matter how we choose to age - it is our hair, and part of our identity. It's unfortunate that society needs reminders like this. Keep up the great work!

SWIMMERS ILLUSTRATED 2022

AP, blog TO, Bloomberg, Buzz Feed, CANADIAN PRESS, CBC, CTV NEWS, City News, ON, NEWS, Daily Mail, ELLE CANADA, FAST FASHION, FORTUNE, GLAMOUR, THE NEW YORK TIMES, LA Times, MITCHELL, NATIONAL POST, strategy, The Drum, the age, TWENTY, TORONTO SUN

"A PROACTIVE POSITION AGAINST AGE DISCRIMINATION." - Forbes

"THE TIMING IS IMPECCABLE." - Dailyhive

"A BRILLIANT EXAMPLE OF HOW TO SHOW UP... A REMINDER OF THE POWER OF BRANDS TO SPARK A MOVEMENT!" - ADWEEK



Erste Schritte

VERSTEHEN



Qualitative Surveys

Umfragen im VOICE® Netzwerk der 55+ Zielgruppe – schnell, zielgerichtet, reichweitenstark.



Fokusgruppen

Moderierte Kleingruppen-Gespräche mit 55+ Stimmen aus verschiedenen Regionen und Lebenswelten.



Intergenerational Immersion

Formate, in denen Generationen sich direkt begegnen – um Potenziale, Missverständnisse und Gemeinsamkeiten sichtbar zu machen.

GESTALTEN



Co-Lab Workshops

Moderierte Arbeitsformate mit Vertreter:innen unterschiedlicher Generationen zur Entwicklung konkreter Lösungen.



Narrativ-Entwicklung

Entwicklung inklusiver Marken-, Employer- oder Purpose-Narrative, die Vertrauen, Relevanz und Differenzierung schaffen.



Inspiration Sessions

Interaktive Impulsformate für Führung, Teams oder Events – als Ausgangspunkt für Innovation und Perspektivwechsel.

UMSETZEN



Campaigning

Entwicklung und Rollout altersinklusive Kampagnen – von der Leitidee bis zur crossmedialen Aktivierung.



Thought Leadership

Positionierung von Führungskräften mit relevanten Themen – rund um Longevity, Future Literacy und generationenübergreifender Verantwortung.



Influencer & Creator Engagement

Identifikation und Aktivierung relevanter Stimmen aus unterschiedlichen Altersgruppen – für authentische, glaubwürdige und wirksame Kommunikation.

*Man sollte nicht fragen: Wie alt bist du?
Sondern: Wie viel **Leben** hast du schon
gelebt?*

Diane von Fürstenberg

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**Vielen
Dank!**