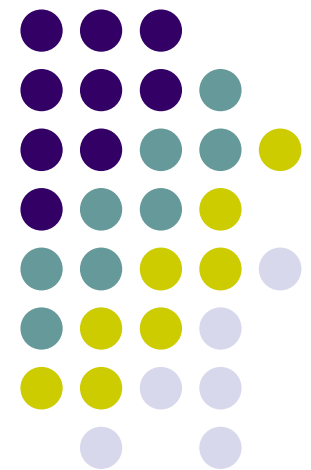
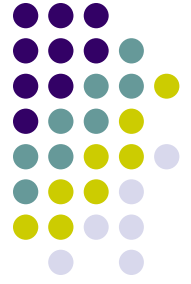


# Australians break all the 'rules' of ageing

Dick Stroud

[www.20plus30.com/Australia](http://www.20plus30.com/Australia)





- ✓ Age as a predictor of consumer behaviour
- ✓ Australians break all the rules of ageing
- ✓ Age neutral marketing
- ✓ What's happening in the UK
- ✓ Don't forget the Web

# Marketing myopia (UK style)



## Agencies

Only **5 - 10%** of advertising campaigns pay attention to the over-50s audience

## Media owners

In the last 10 years...

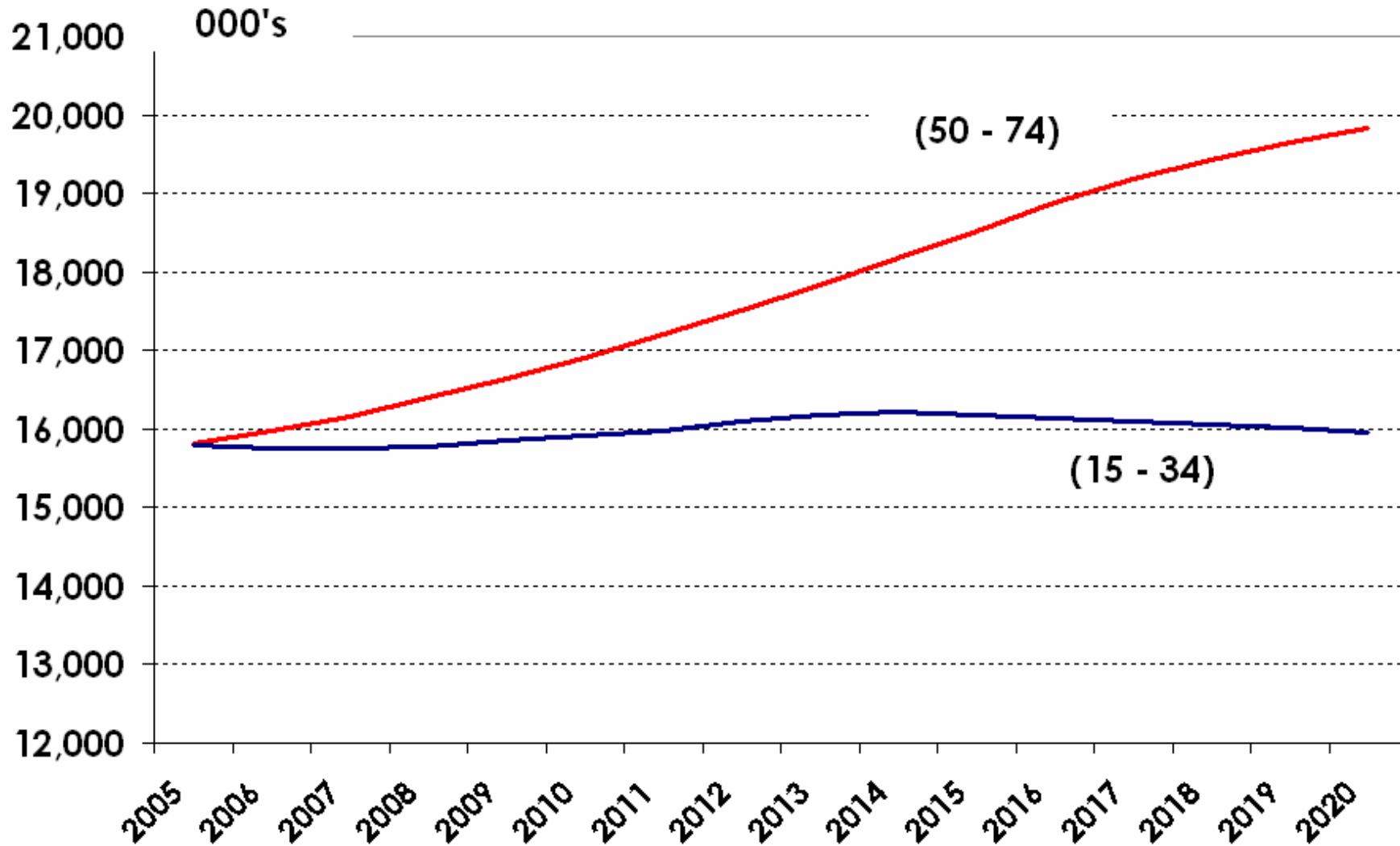
- **2 out of 200** TV stations
- **2 out of 100** magazines
- **5 out of 50** radio stations

...launched have been aimed at an older audience

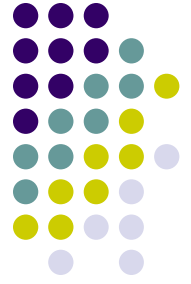
## Clients

Most tracking studies contain less than **20%** of people age 50-plus

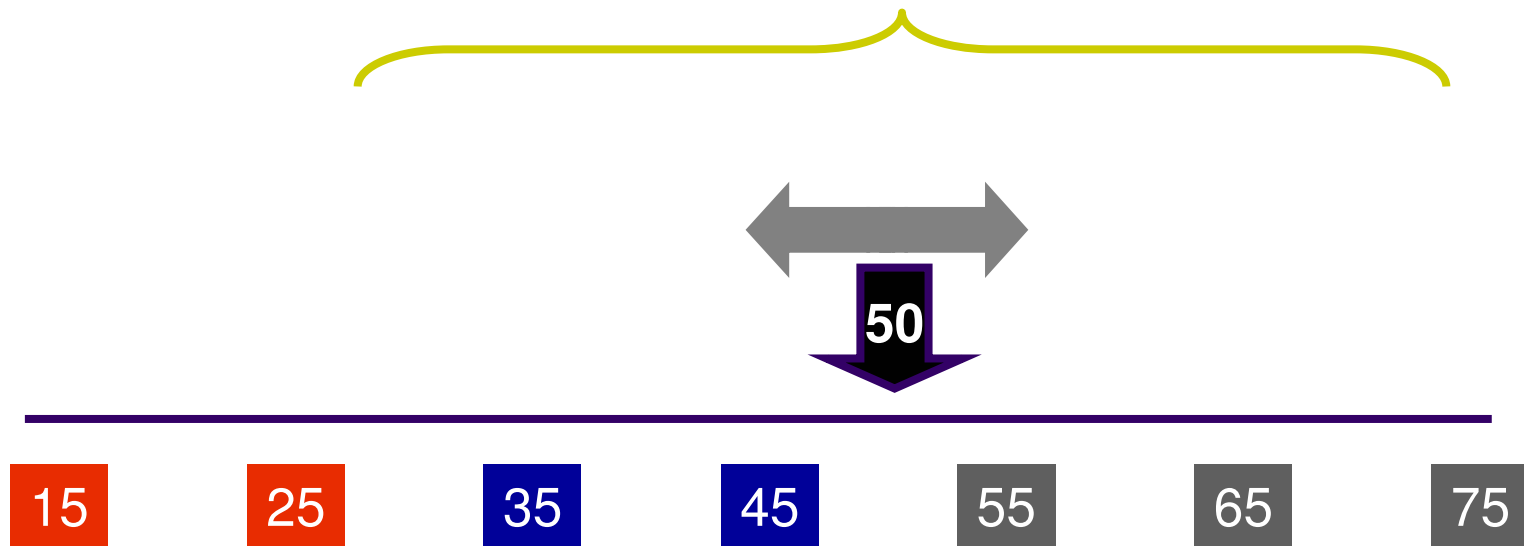
# Marketing myopia (UK style)



# 50 is just a number!



How different?





**Physiological**



**How does (age) aging  
affect consumers?**

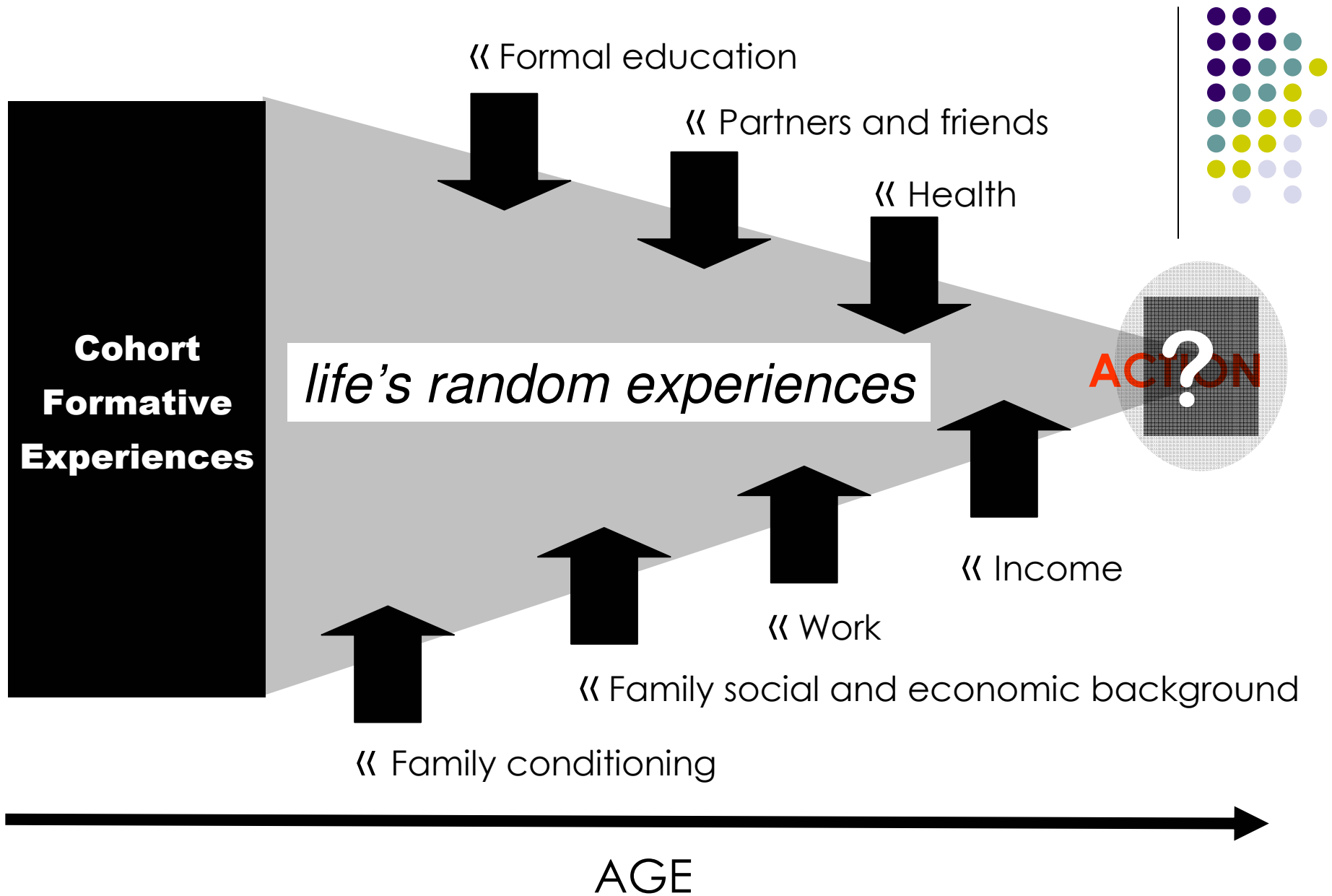
**Attitudinal**





Most heterogeneous generation ever

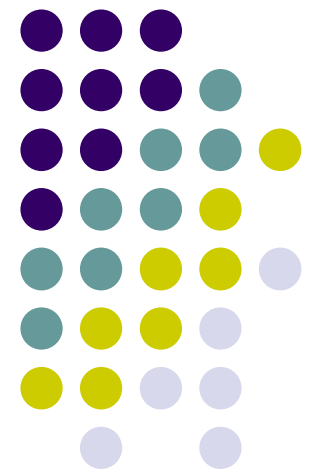




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## Hypothesis 1.

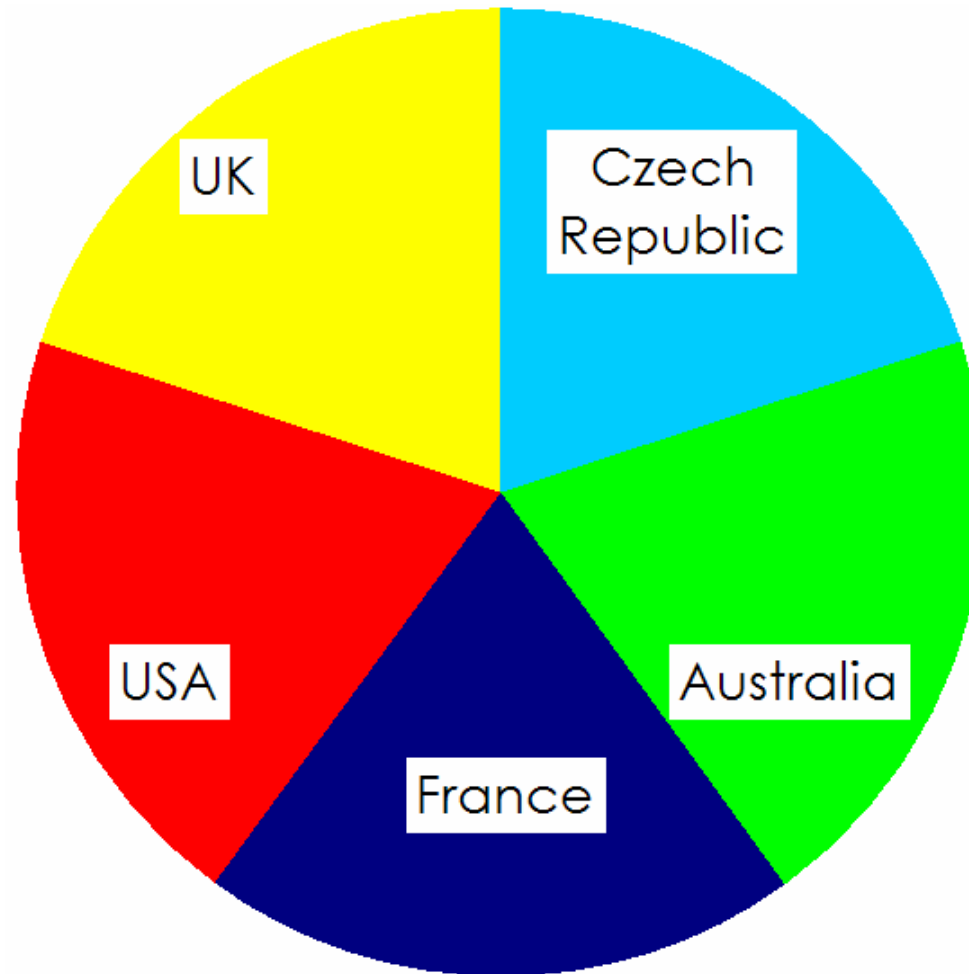
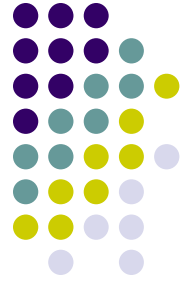
Age, as a predictor of consumer behaviour, is of limited value.



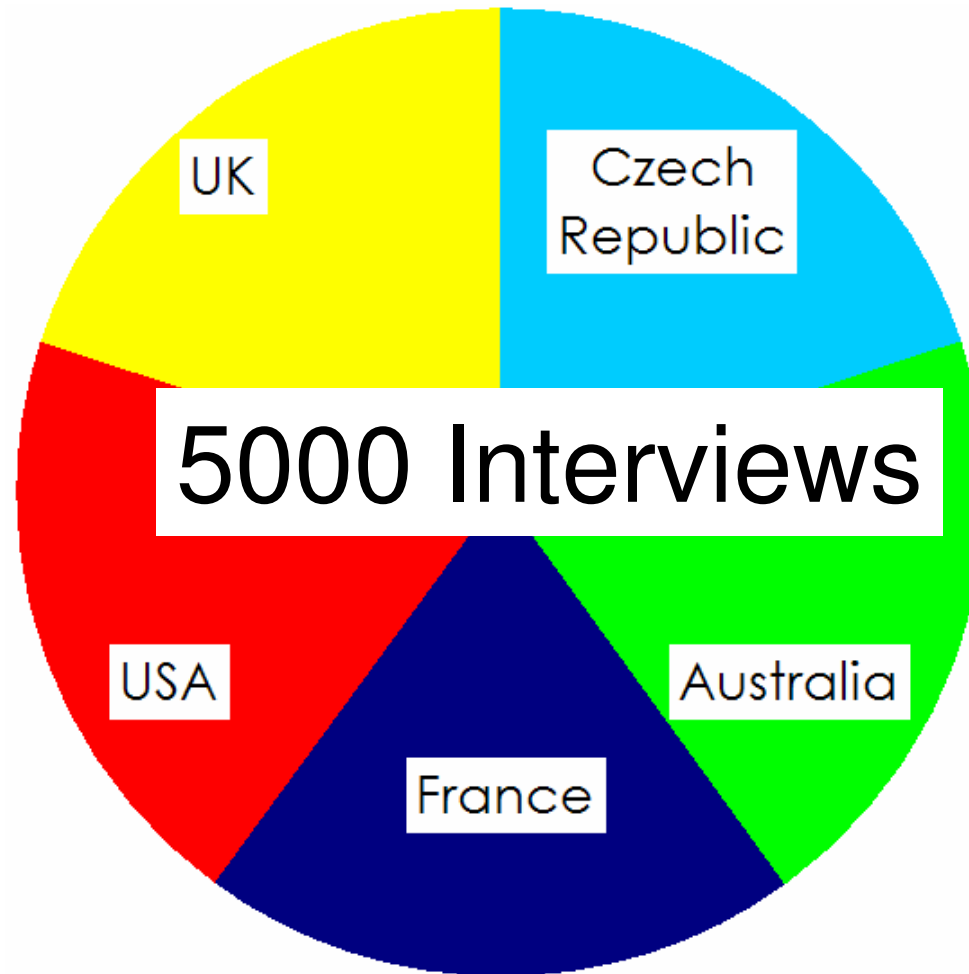
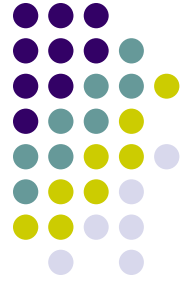
# Need for research



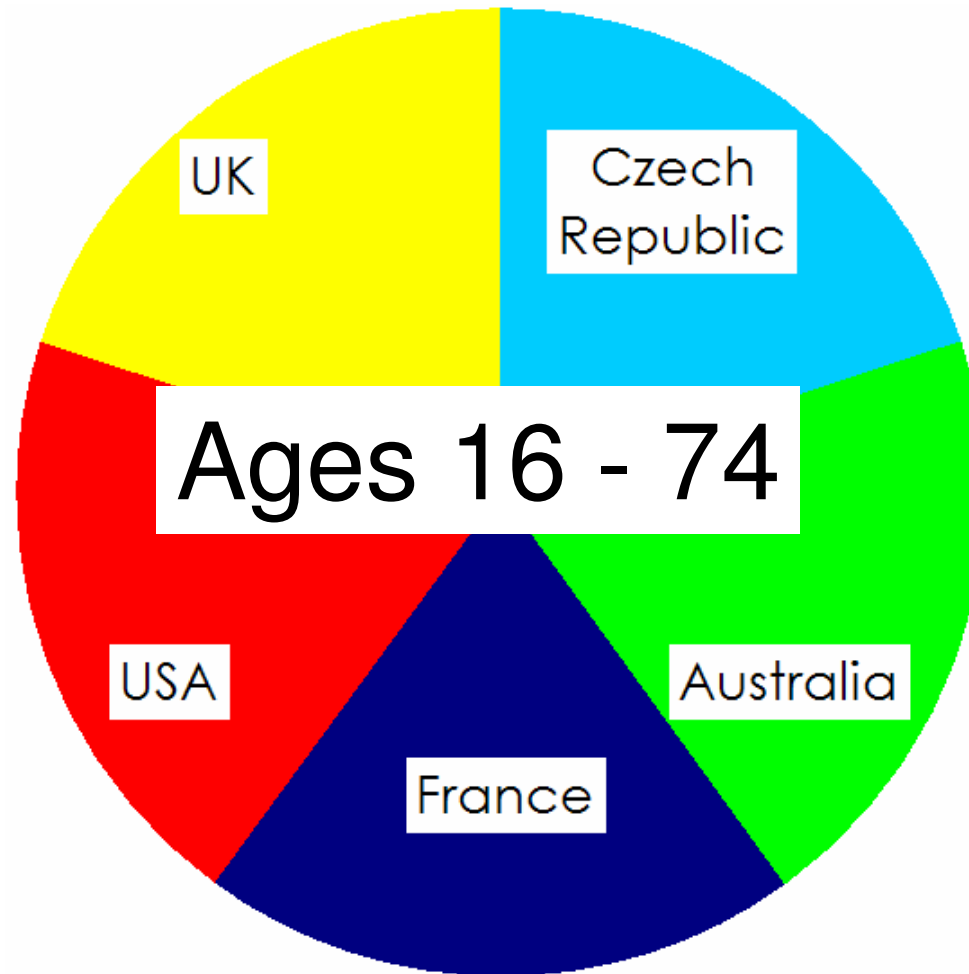
# Sample - geography



# Sample - scale

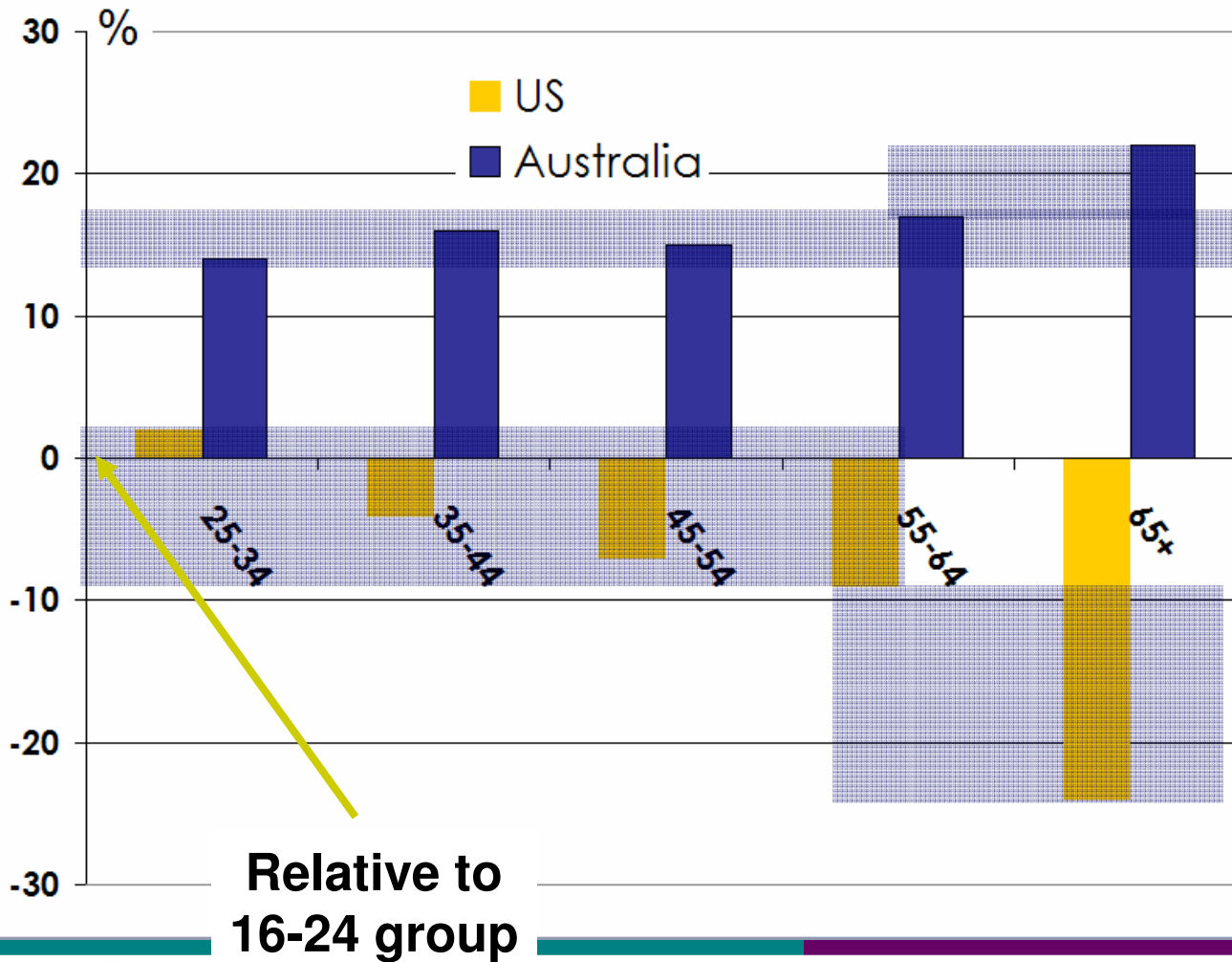


# Sample - reach





*"I really enjoy the challenge of keeping up with technology"*

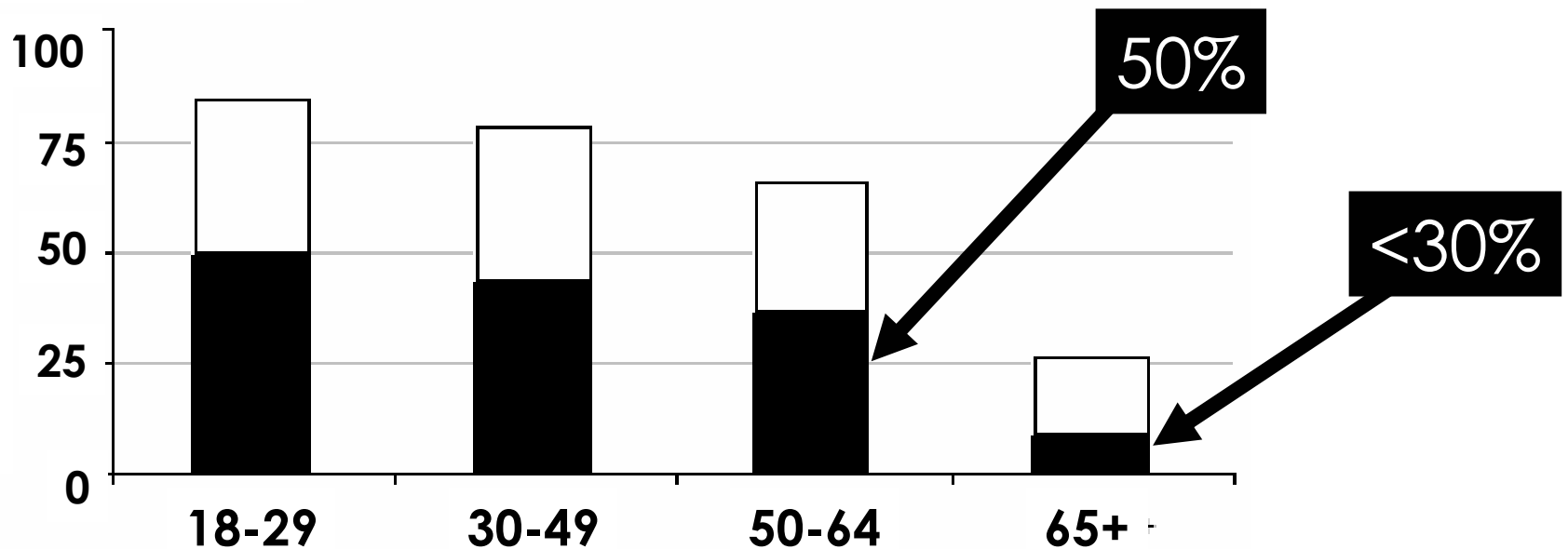


# The 65+ are different

## Using Broadband (US)



% with access

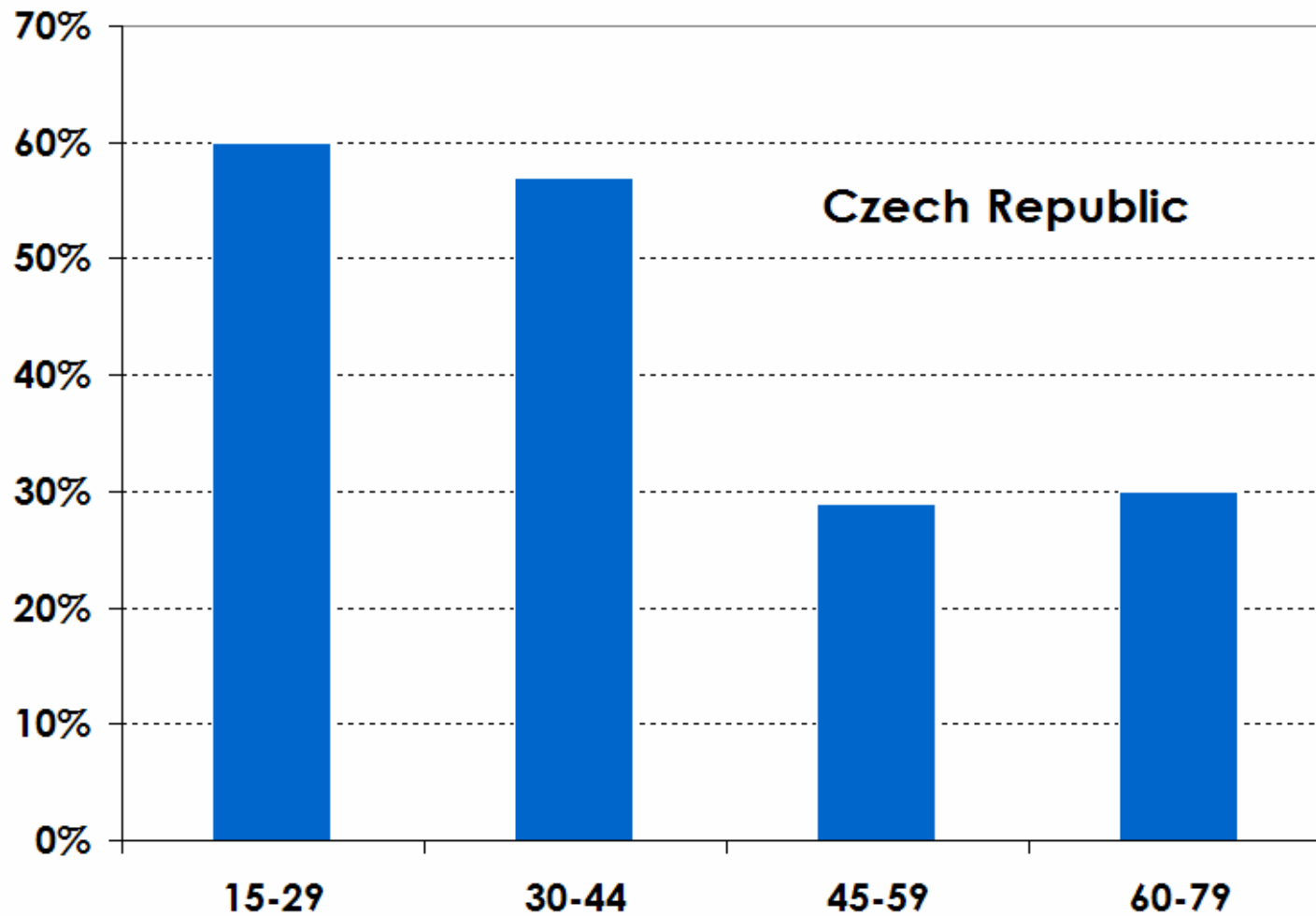
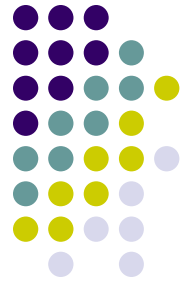


PEW / INTERNET  
PEW INTERNET & AMERICAN LIFE PROJECT

*“I really enjoy the challenge of keeping up with technology”*



*"I really enjoy the challenge of keeping up with technology"*

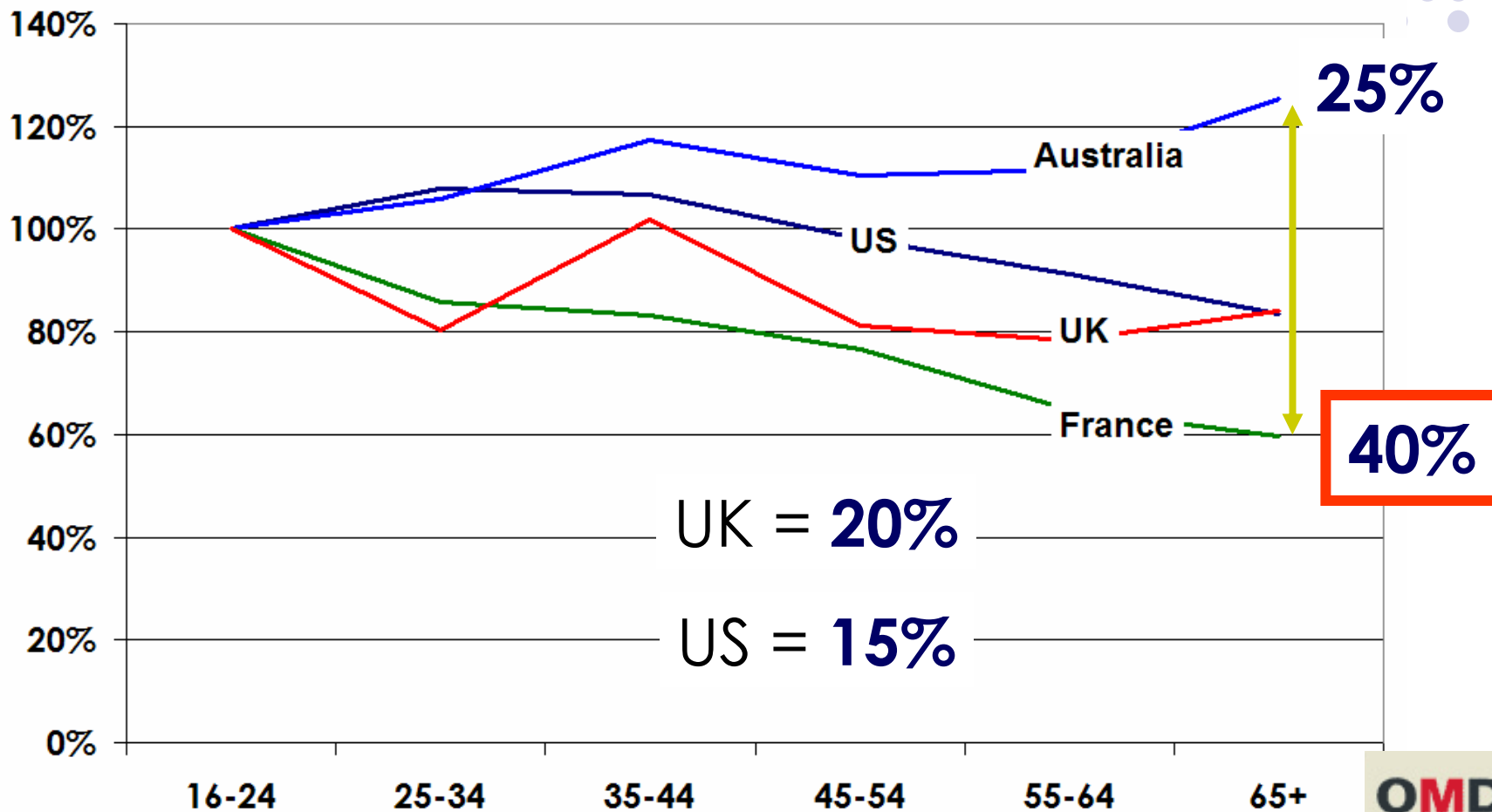




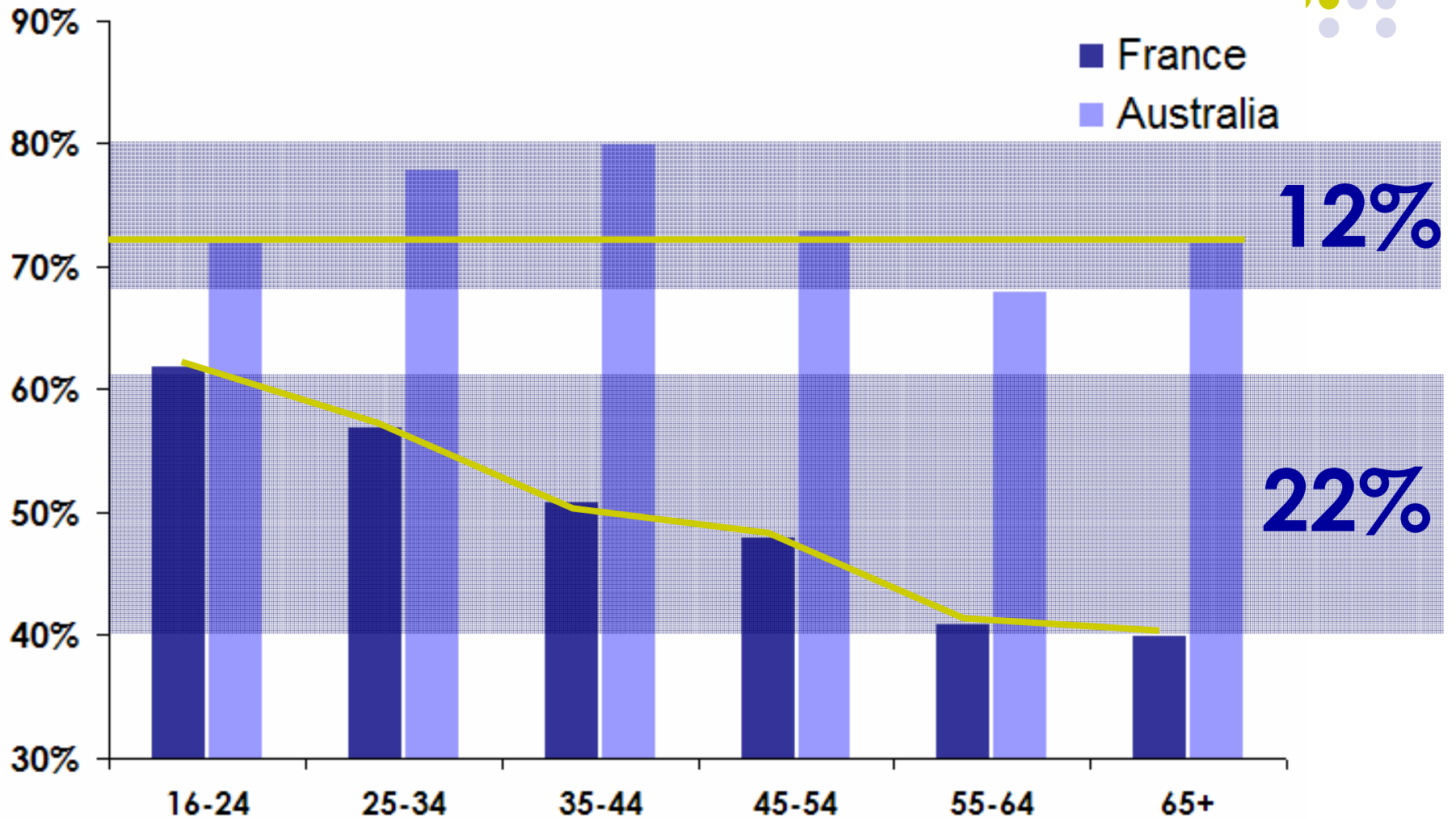
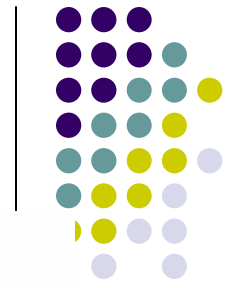
**New brands**  
*Love them or hate them?*

Positive reaction to using new brands

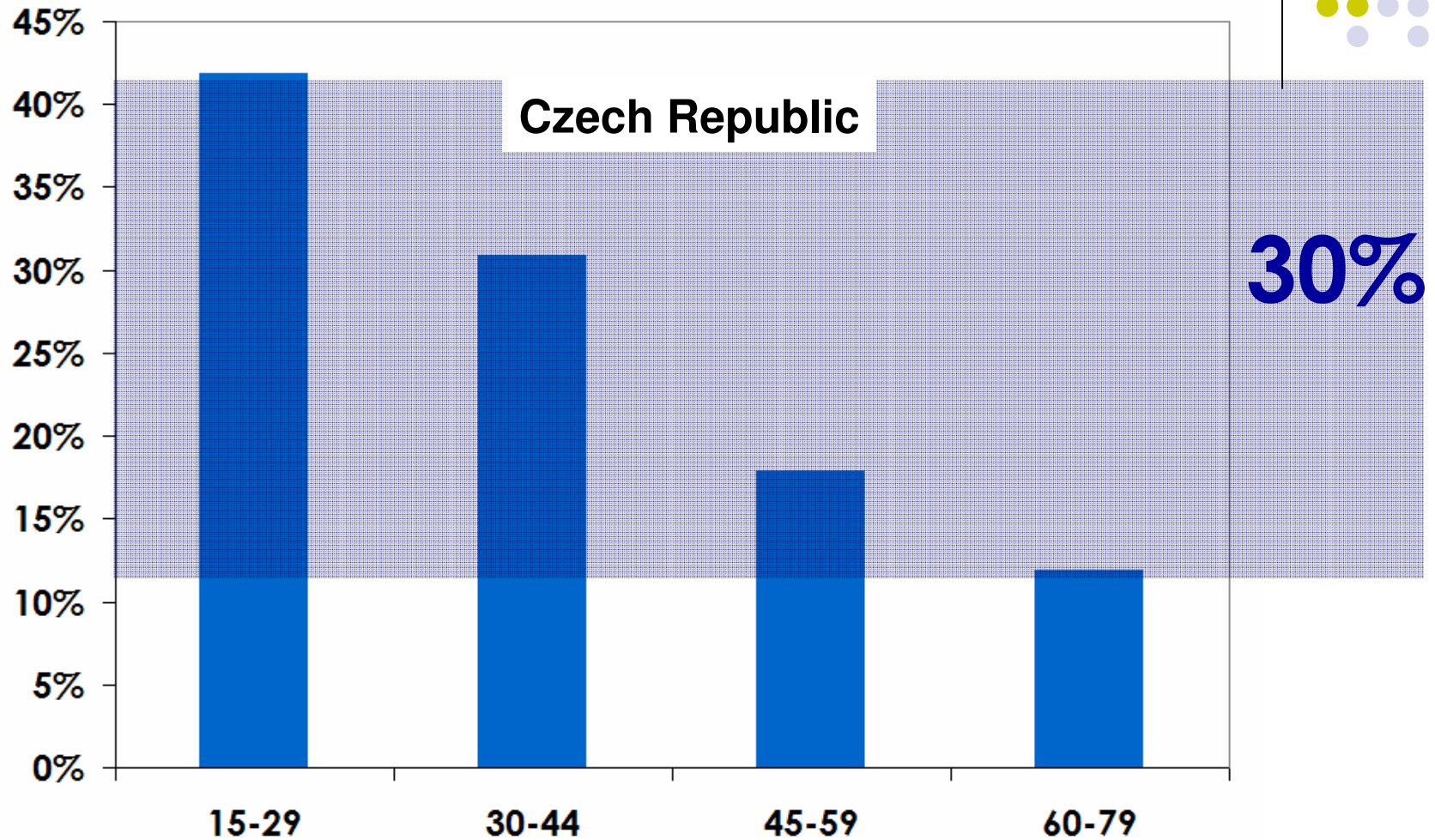
Age variation  
Over 50 years

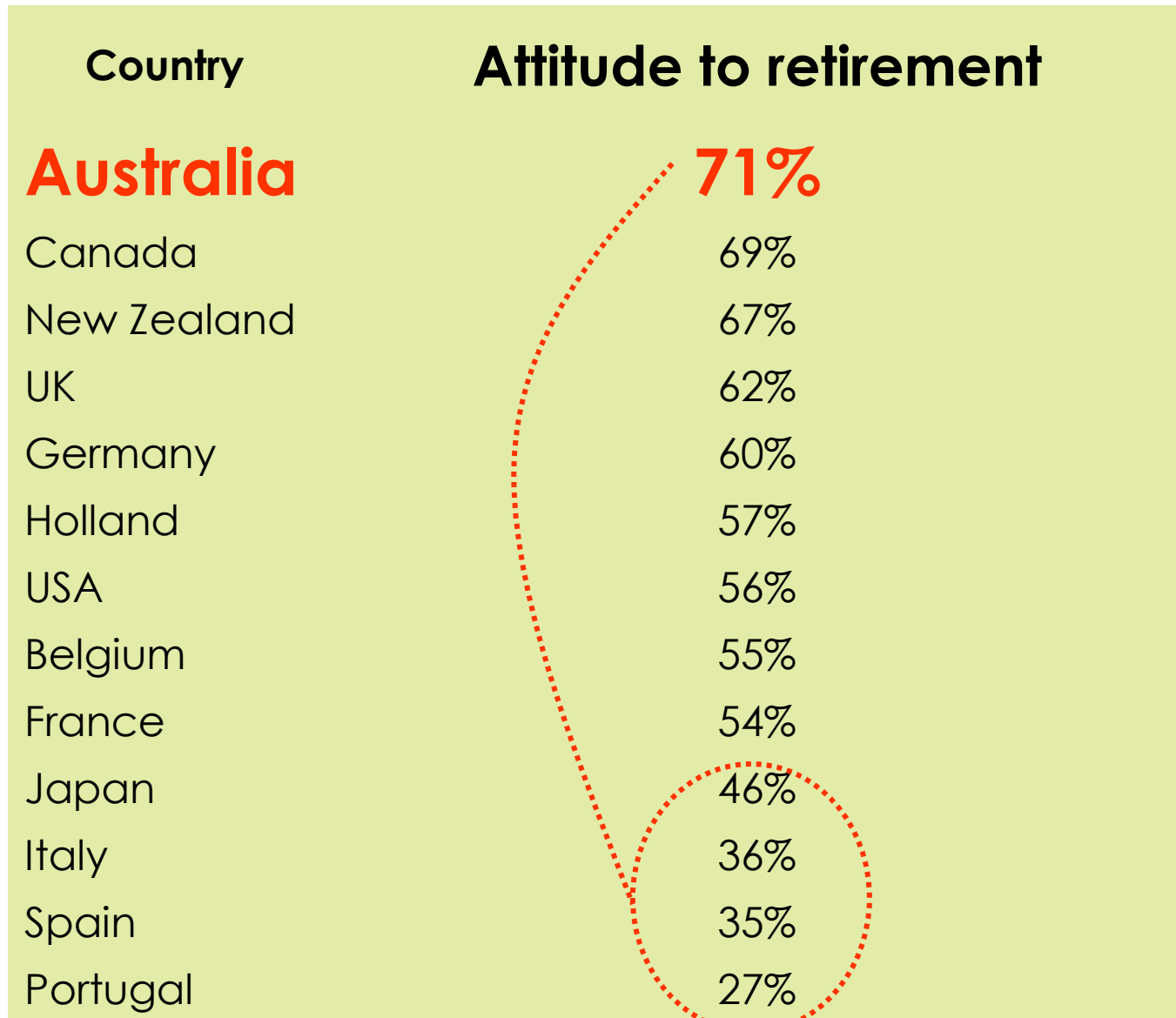


# “I am willing to try new brands”



# “I am willing to try new brands”





# All 50-plus!!



*Australians break all the 'rules' of ageing*



“The New EU” = 80 million people



most conservative country – all ages

getting older = increasing conservatism



conservative attitude on most subjects

getting older = resistance to  
changing brands



age neutral

- trying new brands
- interest in technology
- wanting new experiences

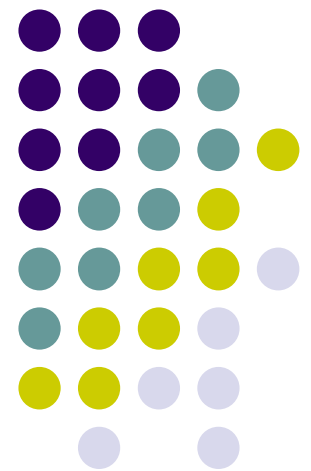
greater change in the 65+ age group



# Breaks all the 'rules' of ageing

Truth 1

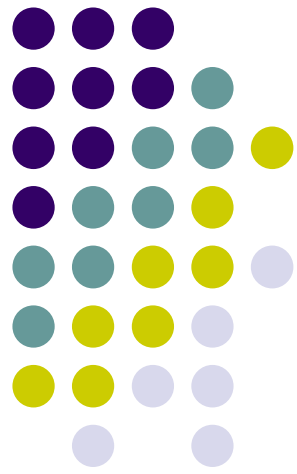
There are **significant** national differences in the way age influences consumer attitudes.

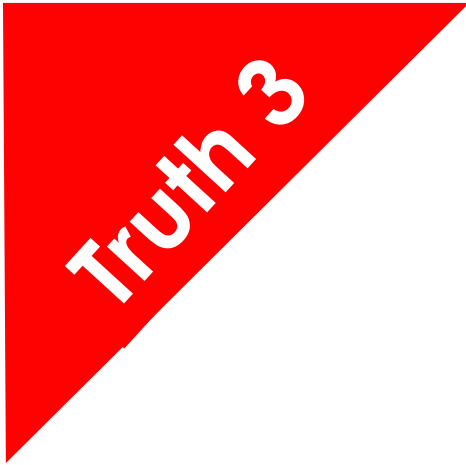




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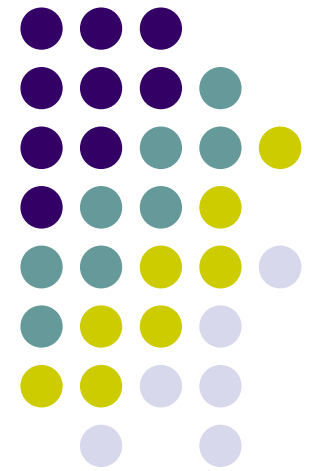
The is no **simple** OR **single**  
relationship linking age to  
consumer attitudes.





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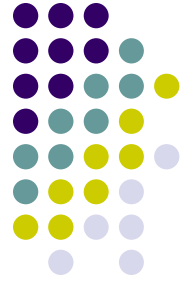
Age related variations in attitudes are **often small** – but not always.





# Raises some BIG questions

# Where is the age neutral domain?



?



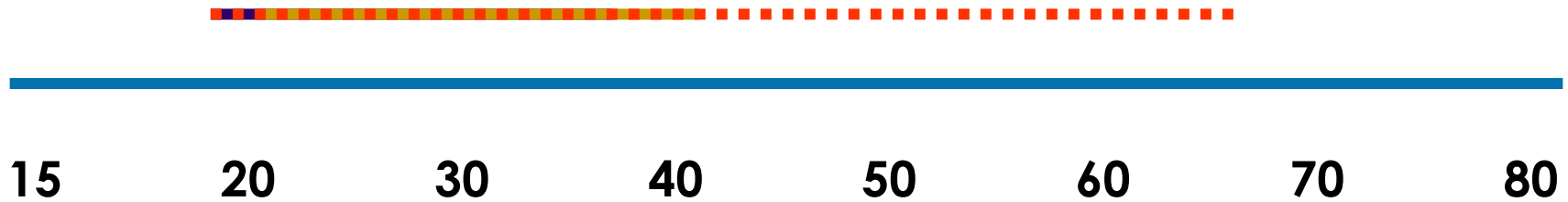
50



# Age assumptions we make



The media and public's negative profile?



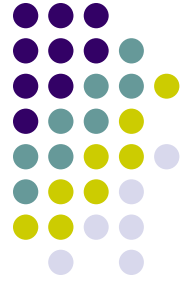
# Age assumption **we don't** make



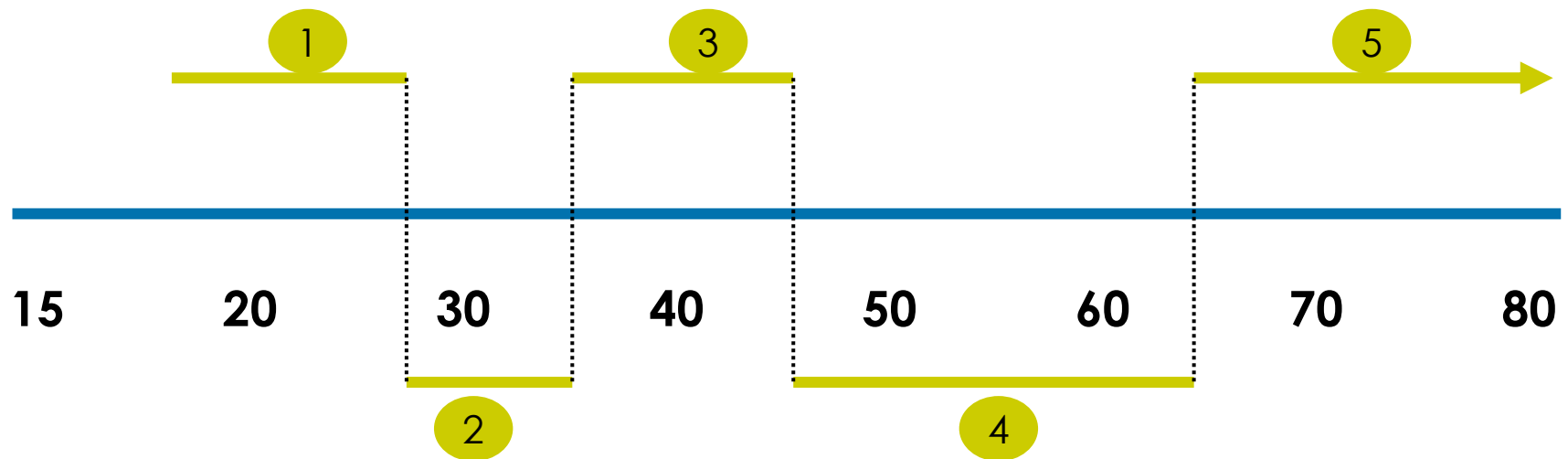
Age  
Neutral  
Domain



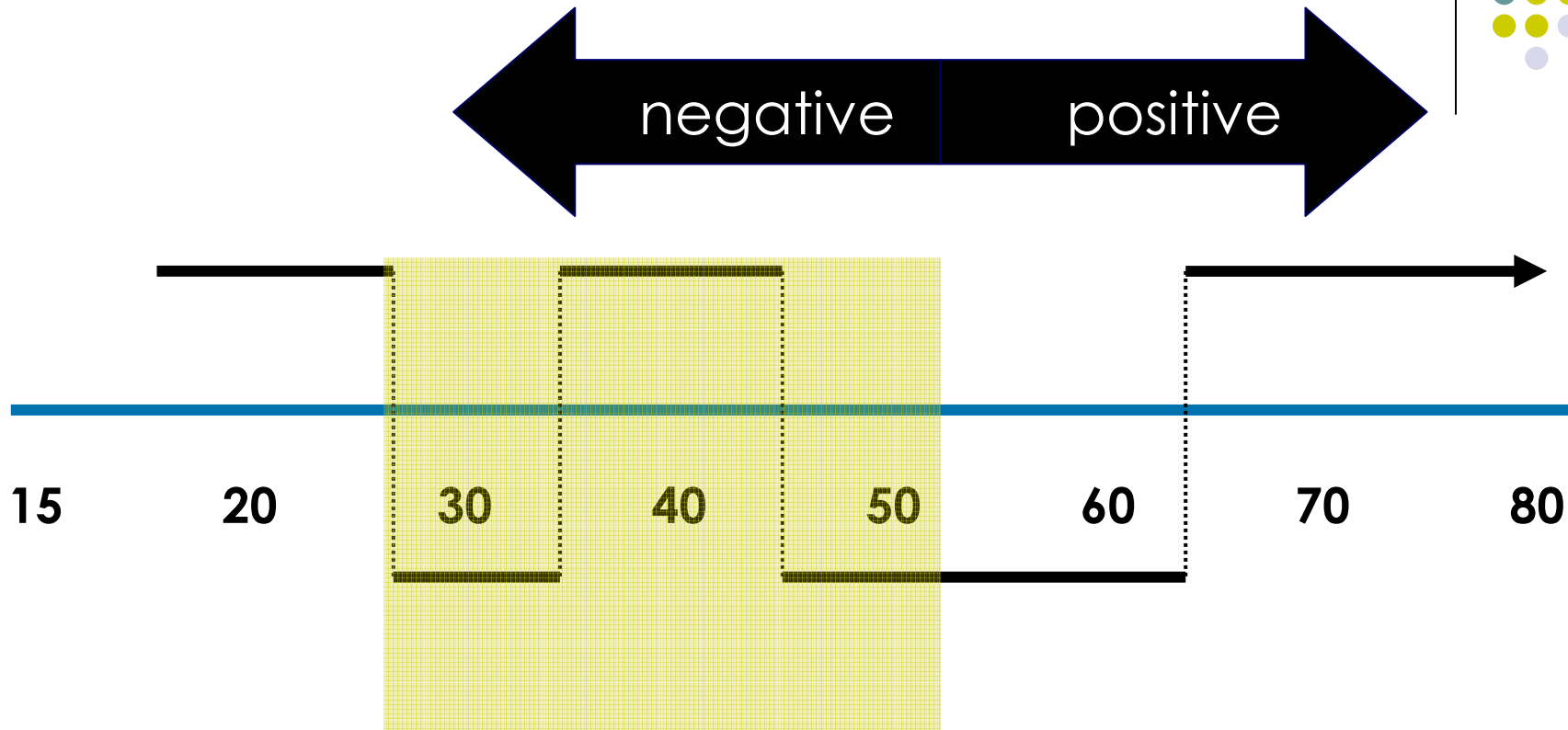
# Don't confuse me with the facts

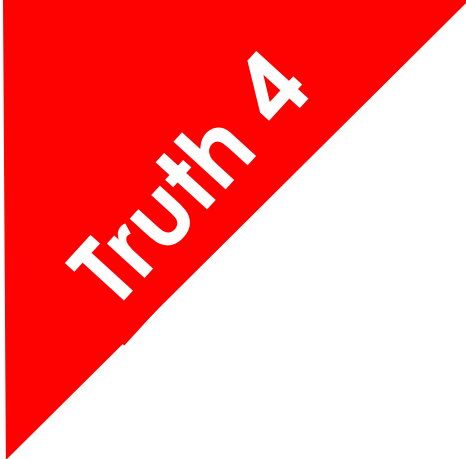


Example of fmcg company X



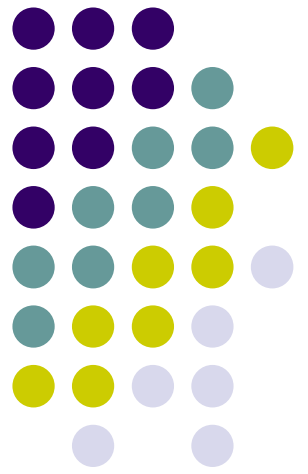
# Don't confuse me with the facts

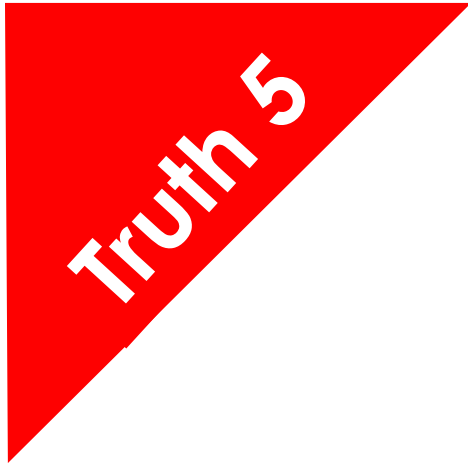




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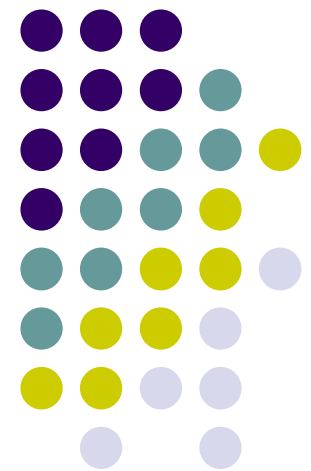
**The segmentation strategy  
must connect with the age  
neutral domain**





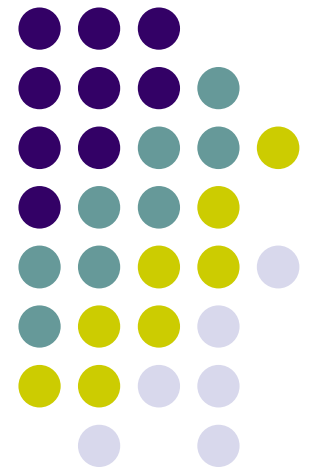
---

**Assume consumer behaviour  
is age neutral unless there is  
**convincing evidence** to the  
contrary**



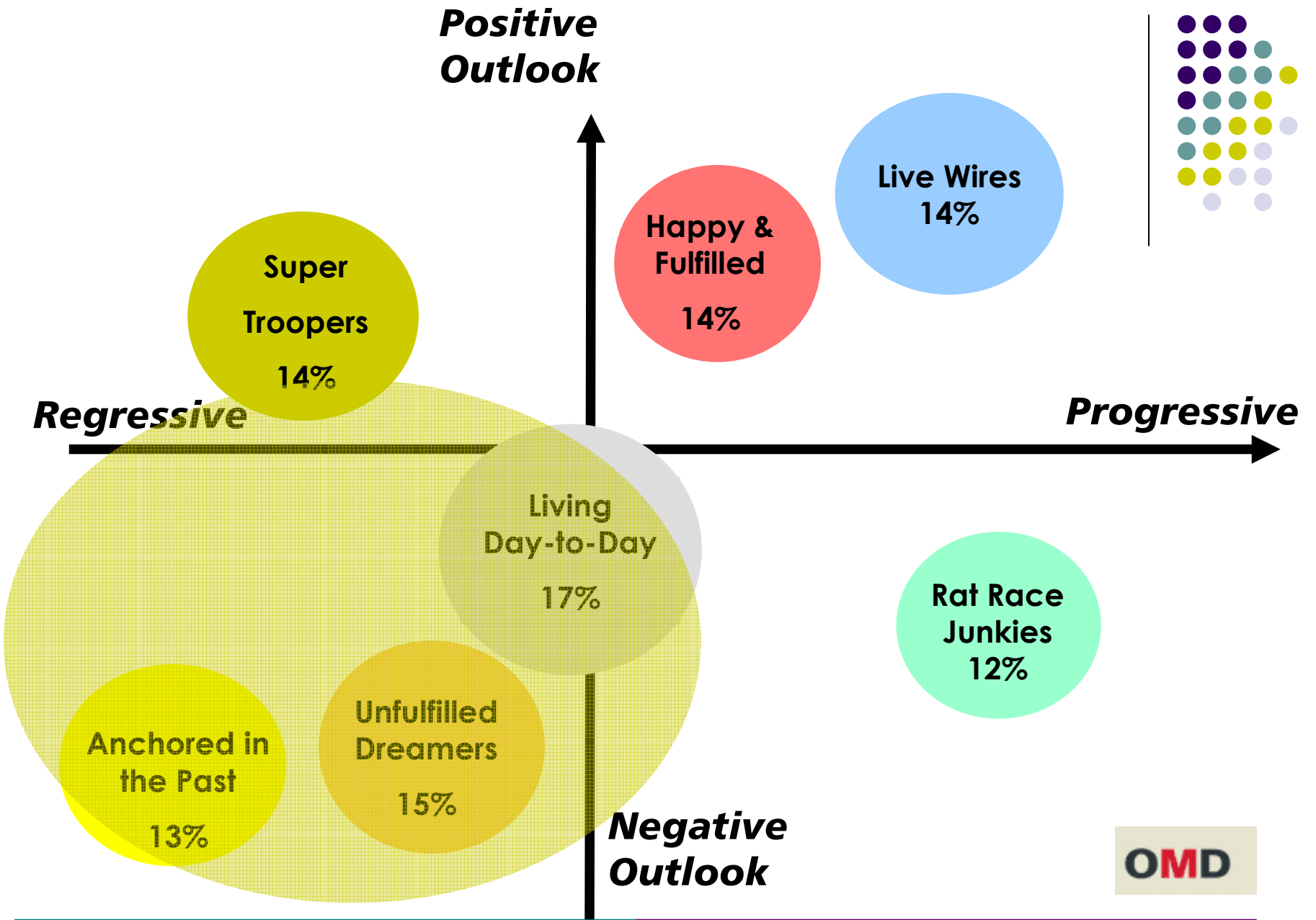
## Truth 6

Don't use chronological age as the primary means of segmenting adult markets - unless there is **evidence proving its validity**

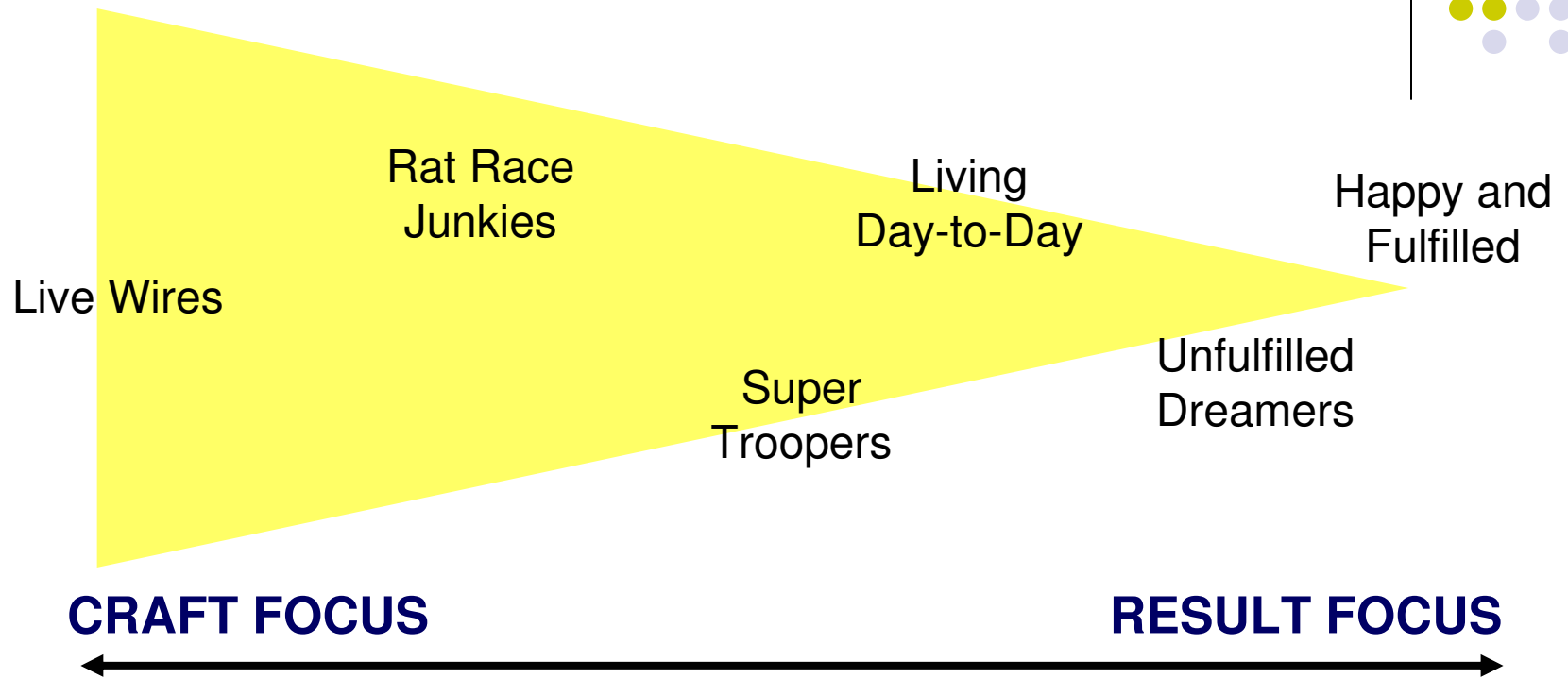




# Importance of lifestyle segments



# Reaction to advertising



Open to messages and equipped to understand cultural references

Threatened and dismissive of most advertising – feel excluded.

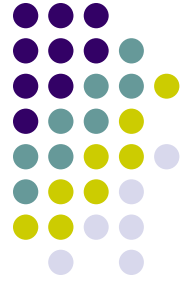
# Nearly there



✓ What's happening in the UK

✓ Don't forget the Web

# Innovative car advertising



Honda – great example of age neutral advertising  
*Power of Dreams*



[www.20plus30.com/Honda\\_Choir.mov](http://www.20plus30.com/Honda_Choir.mov)

Citroen – appeals across the age spectrum

[www.20plus30.com/Citroen.mov](http://www.20plus30.com/Citroen.mov)

# Finance companies on the move



RIAS  
Insurance for the over 50s

- ▶ Home
- ▶ About us
- ▶ Careers
- ▶ Claims

HOME Insurance

CAR Insurance

BREAKDOWN Cover

Over 50? You could get up to **35% off** your home or car insurance\*

RIAS – one of the fastest growing car insurance companies



esure – indirect appeal to the 50-plus



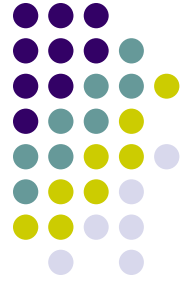
HSBC – launched a £1.5 M 50-plus research project

# Back from the dead



M&S – Simple but brilliantly executed multi-generational ads

# Instinctively age neutral



innocent – age does not appear in their marketing strategy

# Re-branding of 'old-old' companies



Age Concern – trying to survive by launching a 'young' brand



Saga – desperately trying to change its 'old' image

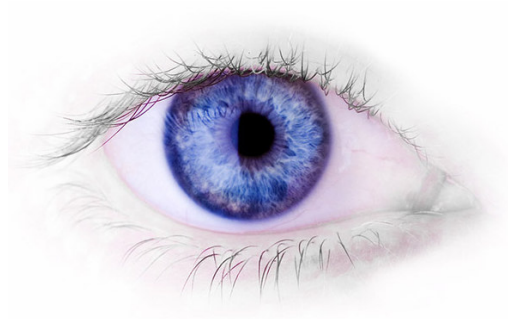
# Finally – The Web



Spend on web based advertising  
**20-25%**  
annual increase



# Why aging matters



ability to focus reduces

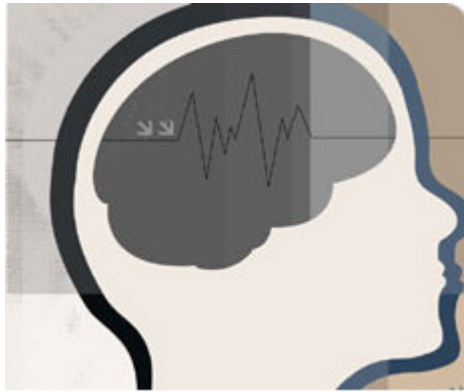
colour perception declines

contrast sensitivity declines

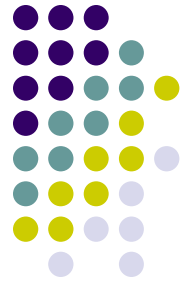


motor skills degrade

touch sensitivity declines



**Very important**



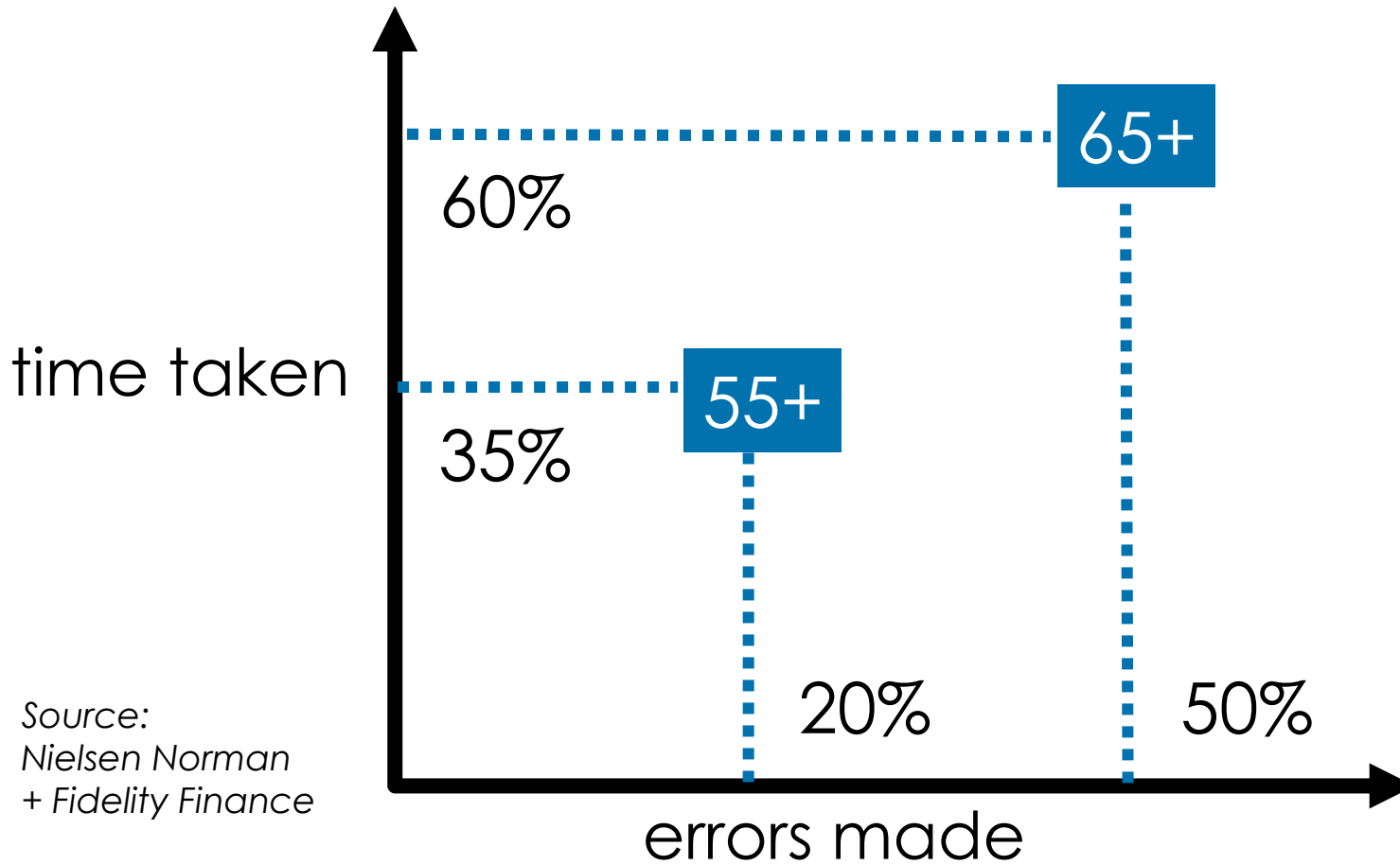
attention capacity declines

short term memory degrades

perceptual speed declines



# Performance using a Web site



Source:  
Nielsen Norman  
+ Fidelity Finance

# J.D. Powers Web site review



[www.lexus.com](http://www.lexus.com)



[www.vw.com](http://www.vw.com)



Truth 9



# AGE MATTERS when designing Web sites

- Make sure your Web designers understand this simple fact.

# How do we define the 50-plus?

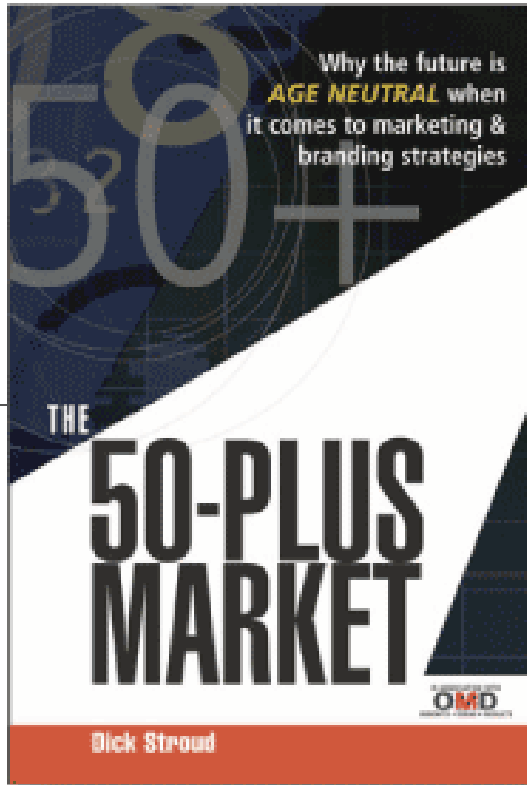


They have a young mind

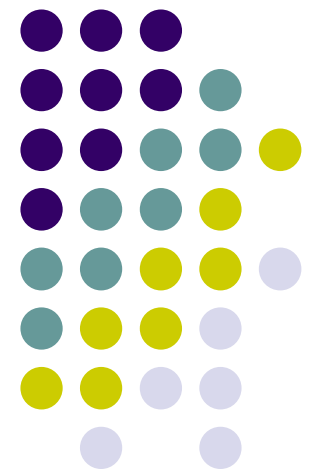
in an aging body

with a **bulging** wallet

Robin Wight Chairman WCRS



# All the findings in the book



[www.the50plusmarket.com](http://www.the50plusmarket.com)

[www.20plus30.com/Australia](http://www.20plus30.com/Australia)

[dick@20plus30.com](mailto:dick@20plus30.com)