This is the usual picture of a soon to be retired salaryman

But that would be a very limited view ... just remember inside every 60 year old Japanese man is the country's original rock fans. Born in 1948

In 1964 they greeted the Beatles to Tokyo

By 1970 they were the biggest per capita buyers of music

Every band in the world wanted to play and record a live album at the Bunkamera Stadium

And when the "settled " into early middle age they started going to the world’s best karaoke or coverband bars in the world ... so why would they not be ....
Young At Heart

Don’t underestimate the electric guitar in every Salaryman’s heart
"After 55, you lose a lot of friends."
-Male New Life Builder

Retirement isn't the real worry on their minds...
It's what life after work holds in store for them.
Who is a Cool mature man=
Nonconformist who takes a risk and has a sense of fun

Keio University professor takes up windsurfing at age 50. “Windsurfing is the sport for oyaji with rich life experience.”

Mr. Maruyama, ex-president of Sony Music Entertainment who started a music distribution company in Okinawa after age 60. With doubts of the ‘retirement’ system, left work before retirement. Music aficionado, work-enthused individual.
「定年の延長はすると思う。前の会社を早期退社したとき、毎日が日曜だった。でも、毎日お休みでも、つまらない。」
—男性 ニューライフ・ビルダー

仕事を辞めれば自由な時間が手に入る、でもそれが本当に幸せなのだろうか。お父さんは、まだまだ働きたい！

"After my retirement, everyday was boring. That's why I started working again and want to postpone my retirement."
—Male, New Life Builder—

Retirement creates free time, but is that what they really want? Fathers want to continue working!
「リタイア後は毎日が妻との喧嘩。外に出るためにドラッグストアでアルバイトを始めましたが、今は毎日若い女性スタッフと楽しく仕事しています。」

—男性シルバー（60代）

あなたのブランドは、定年後の生活に「若さ」をもたらしていますか？

"After I retired, everyday was spent arguing with my wife, which is why I decided to get a part time job. Now everyday goes by like a breeze, it's a lot of fun working with young women especially."

—Male, Silver (60’s)

How are we helping to rejuvenate the retirees?
It’s a time when we will see a new age of the “Singles”

More Seniors Living Alone:
In an ageing population, more Japanese seniors are living alone than before. As family structures change, seniors are forced to be more independent than before. “why should I stay with him?”
「久しぶりに入った喫茶店で制服姿のウェイトレスを見たら、昔よくウェイトレスに会いに通ったことを思い出して嬉しかった。」

男性 シルバー（60代）

かつての「日常」が、今の心を動かします。

"Going to the cafe for the first time in years made me reminisce about the days when I used to come just to check out the waitressess."

——Male Silver (60s)——

Touch their past to move them today.
Retirement doesn’t happen at same timing

Husbands are still living a work-centered life…
Later go into a ‘retirement,’ and suddenly released from ‘work.’

Wives retire from motherhood and start to seek for her own life…
Women are released from ‘family’ and start to structure her own new life.
「老後は、同じような境遇の女性ばかりで集まって共同生活できたら楽しいと思う。もちろん夫はなしで。」

－ファミリービルダー 女性

"After retirement, it would be fun to live together with women that share similar lifestyles as me. Of course, without our husbands."

- Female Family Builder

仲間と生きる人生は
いつまでたっても魅力的に見えるものだ。

Alternative lives with friends always seem more attractive.
Want to go travel together
Each one should enjoy our own life
Enjoy a life being two of us together

Does the moment of “a new life together” really exist?

Source: ME original internet survey in July 2006
“Independent but Bonded.”

- Husband & wife don’t necessarily share same interests and enjoy their time apart.
- However, they do understand and respect each other’s world and enjoy sharing the experiences of their own.
- Such a life can create a respect between them and thus they feel they can inspire each other for lifetime.

Moment of ‘togetherness’
Do understand that today’s retiree is different.

“Recently I bought a new car. Initially, I went in to get the old one inspected, but then realized that it was time to start fresh.”

—Male, New Life Builder—

Does the brand fully understand its current value in each consumer’s life stage?
パソコン初心者の時にネットオークションでソファーを落札したのですが、車での受け取りという条件を見落としていて、後からマイナスのコメントを書かれてものすごくショックでした。

—女性ニューライフ・ビルダー

「消費者にとって」大事なことを、分かりやすく伝えていますか。

“I was so shocked when I bought a sofa through online auction that required self pickup and I didn’t know. I was then heavily criticized.”

—Female New Life Builder—

Are we telling consumers what is important for “them” to know in every transaction?
“Aging” = Positive growth

5 keywords to enjoy aging

Tamiyo Kusakari (ballet dancer) “Taking my next stage”

Ginza and Marunouchi are place for adults. With age, I’ve finally come to feel that I belong here.
Finally the demographics have caught up with societies emphasis on Re-Gaining Youth

Mothers like any single women

Young cool dads

Choi Wary Oyaji Re-discovering the inner “guy”

Men taking care of their bonsai trees after retirement is a rare sight these days. Compared to the past, every age group have grown 10 years younger.
Anti – aging

The “3 C’s” CARE

CHEER
encourages...

COMFORT
Maintains peace...
The Beauty Bottom Line

CURE
Helps out...

CURE (問題解決型)

Improve the symptoms of aging – wrinkles, age spots, gray hair
Beautiful – aging 時代のドライバー

The “3 C’s” CARE

CHEER
encourages...

COMFORT
Maintains peace...

CURE
Helps out...

The Beauty Bottom Line

老いをホリスティックにカバーソする
Holistically dealing with aging

COMFORT
Inner beauty, mental, holistic health
Beautifully growing 噂代のドライバー

右肩上がりで美を成長させたい
Maturing beauty in an ever growing way

The “3 C’s” CARE

- CHEER
- COMFORT
- CURE

encourages...
Maintains peace
Helps out...

CHEER
Taking advantage of maturity and expressing it
"I get the most information about travel and hospitals in the saunas at the sports gym."

—Female Silver (60s)—

The most trustful information lies where people are most "revealing."

一番信頼性が高いのは「裸の会話」です。

McCANN Worldgroup