

A close-up photograph of an elderly person's eye. The eye is looking directly at the camera. It has a green contact lens. The skin around the eye is wrinkled, and the eyelids are slightly drooping. The background is a soft, out-of-focus green.

Understanding the 50+ market

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evergreen
advertising marketing

mature thinking

Gill Walker, MA, AAMI (CPM)



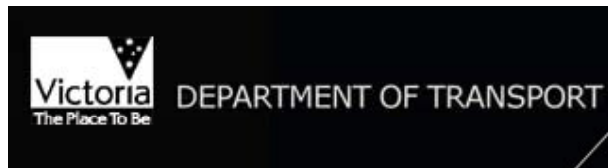
- Over 18 years advertising experience in senior roles
- 2003 completed a Masters of Advertising at RMIT, studied ageism in Australian advertising researching over 3,500 ads
- Guest lecturer - RMIT Masters of Advertising
- Regularly quoted in The Australian, AD News, B&T & Marketing magazines

"I was delighted to review Gill's thesis and I urge more marketers to understand the issues and opportunities of this dynamic and influential audience"

**Dr John Hewson, Director of Macquarie Graduate
School of Management**



Our client experience



MULTIPLEX



SHARING A WEALTH
OF KNOWLEDGE



Palliative
Care
Australia



Today's presentation will focus on



- General population trends and the spending power of boomers and seniors in Australia
- Findings from the thesis 'Ageism in Australian Advertising' and The Evergreen Report©
- Examples of best practice
- Questions



Our key networks

Senior Reference Panel



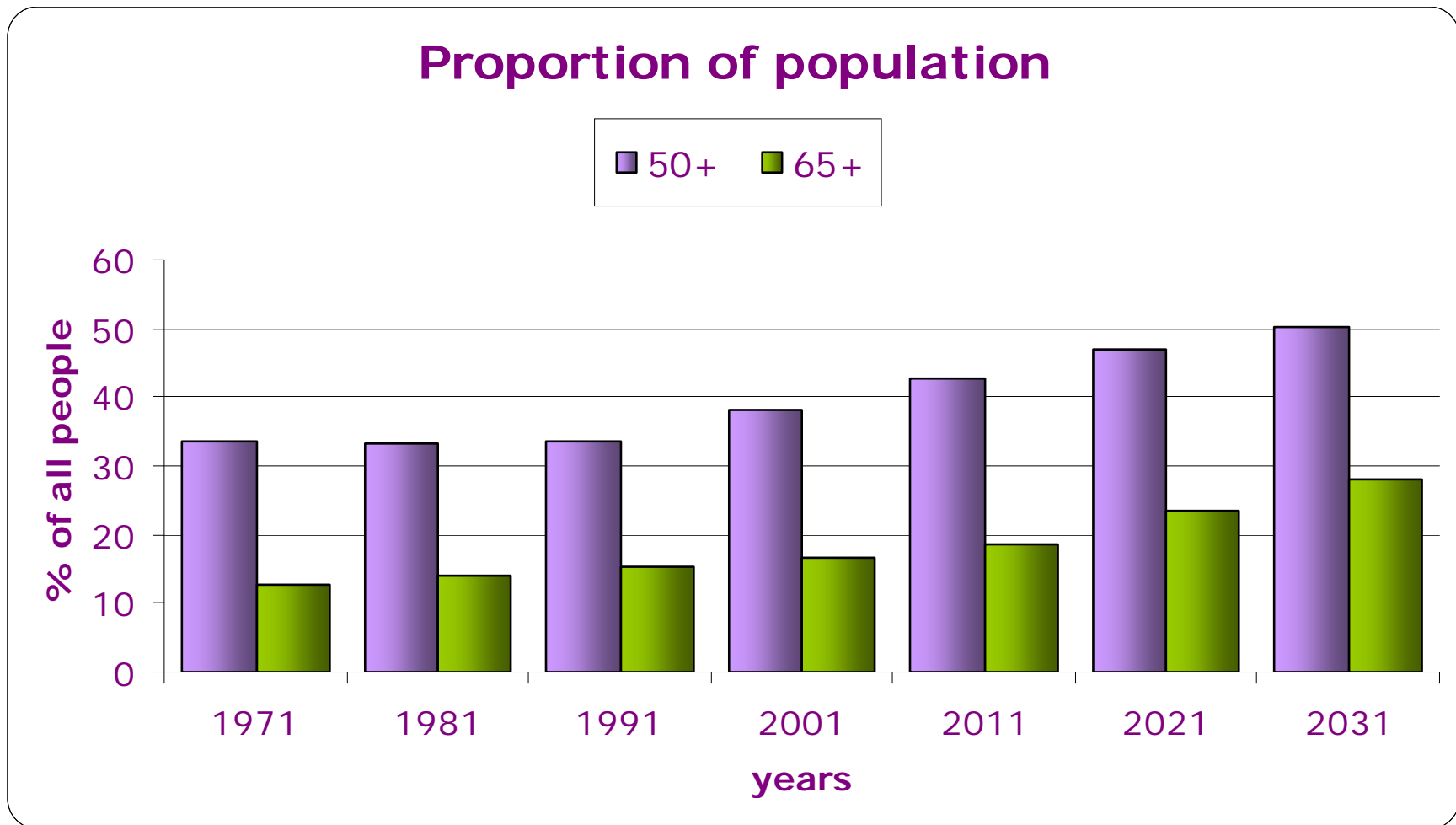
- Evergreen's Senior Reference Panel
 - Rhonda Parker – Federal Commissioner Aged Care
 - Sue Hendy - CEO, COTA (Council on the Ageing)
 - Arnold Bates – President, ARPA (Over 50's Assoc)
- Founding member of IMMn (International Mature Marketing Network)
- Foreseechange – Charlie Nelson
Economic forecaster
www.prophetsprofit.com.au
- Millennium Direct – Kevin Lavery
Creative Director
Largest UK agency for mature advertising
www.millenniumdirect.co.uk



General population trends and the spending power of boomers and seniors in Australia



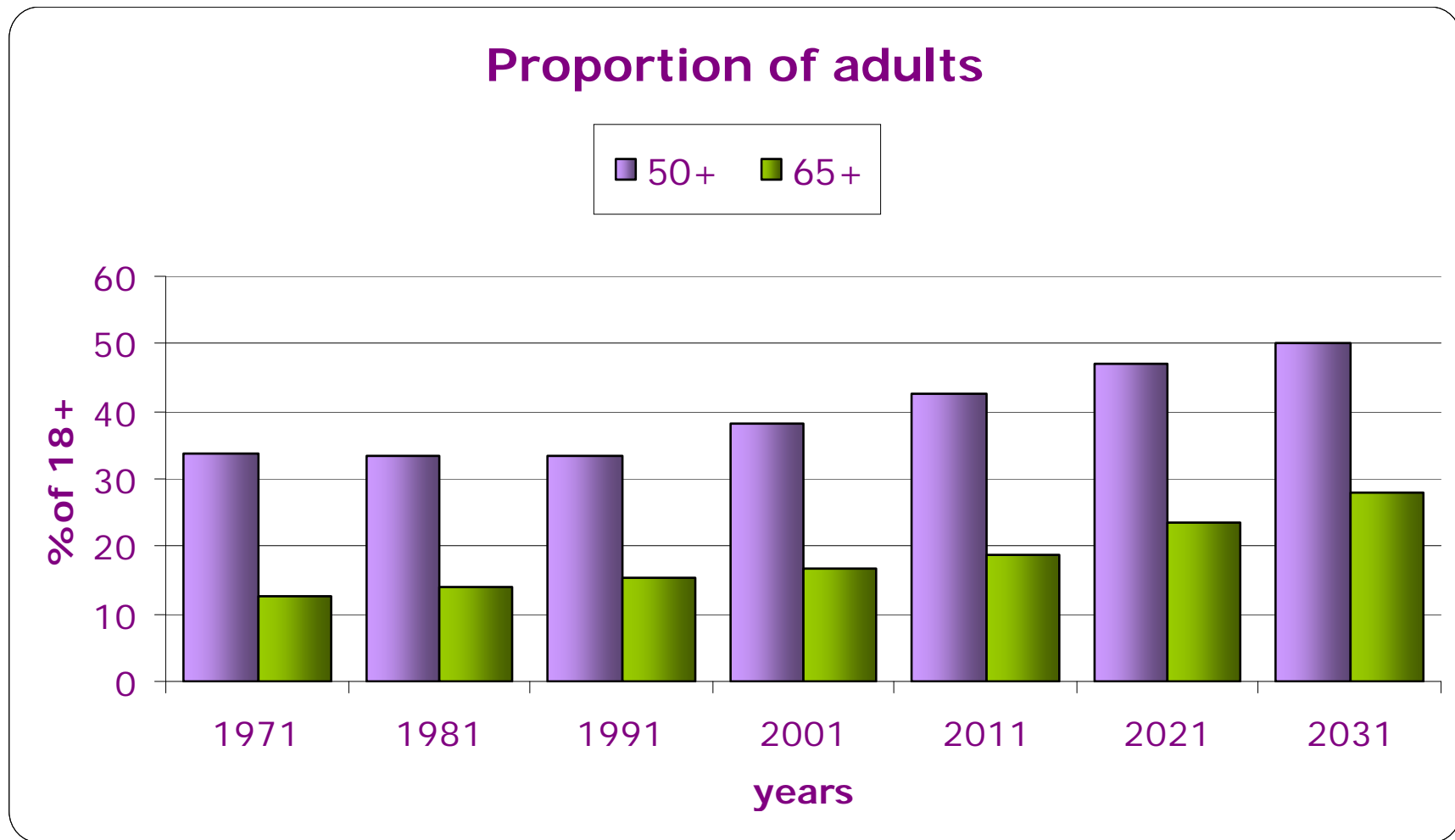
In 2008 people 50+ represent more than 30% of Australian population



Source: ABS data, projections, foreseechange



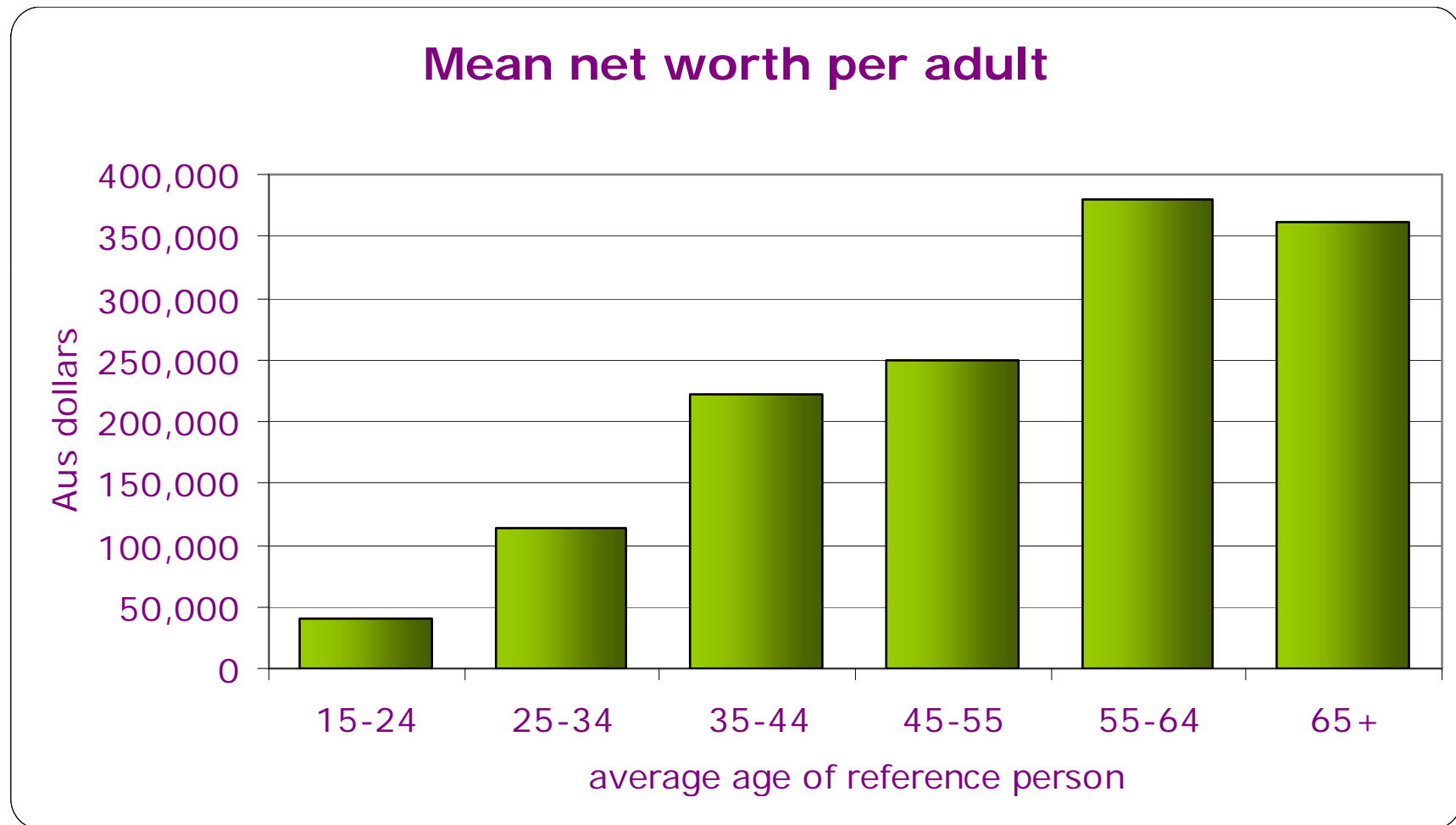
In 2008 people 50+ make up over 40% of the Australian adult population



Source: ABS data, projections foreseechange



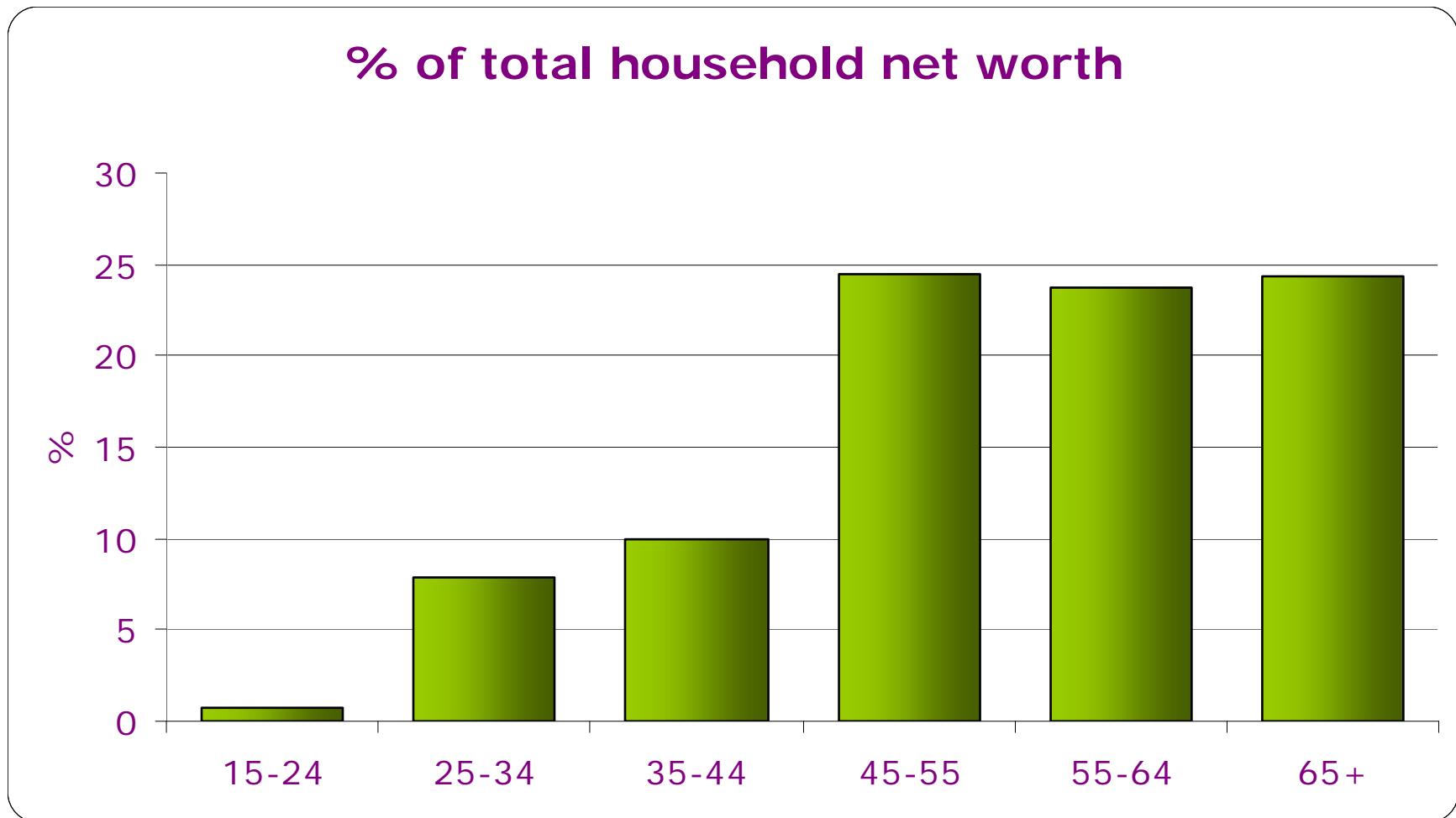
Subtracting debts from assets, people aged 55-64 are the wealthiest



Source: ABS Household Expenditure Survey 2003/04, projections foreseechange



As a distribution of wealth, 48% is held by people aged over 55



Source: ABS Household Expenditure Survey 2003/04, projections foreseechange



Australian Bureau of Statistics



- Following analysis based on most recent ABS Household Expenditure Survey of 7000 households
- Data reported by age of reference person the person with highest income
- Forecasts by Charlie Nelson, economist & statistician
 - Over 30 years working in forecasting & market analysis -automotive, financial, retail, telecommunication, food & media
 - Won Market Research Society of Australia's Award of Merit 1987



Household income

Household income = salary & wages

**Disposable = sum leftover after
income tax and consumer debt interest**

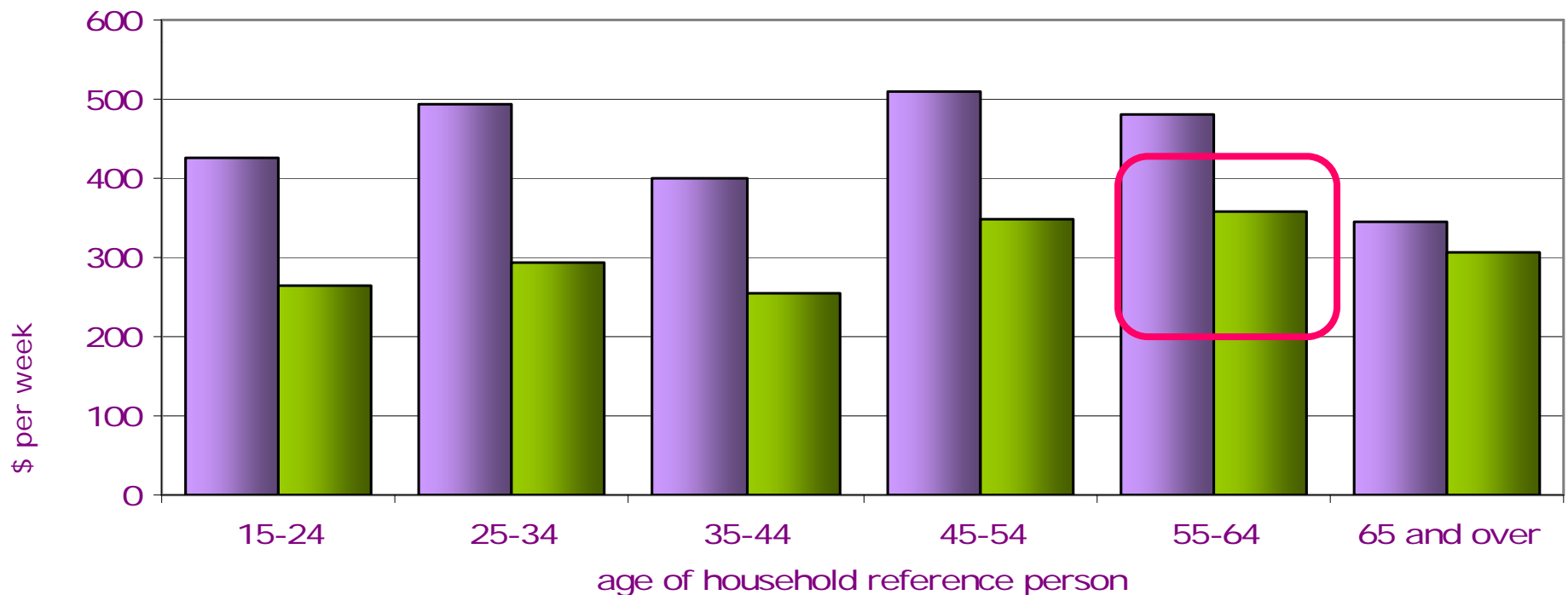
**Discretionary = disposable less mortgage or
rent payments interest & rates**



Total household income peaks at 45-54 but discretionary income peaks at 55-64

Average income per person
source: ABS Household Expenditure Survey 2003/04

■ mean gross household income ■ mean discretionary household income

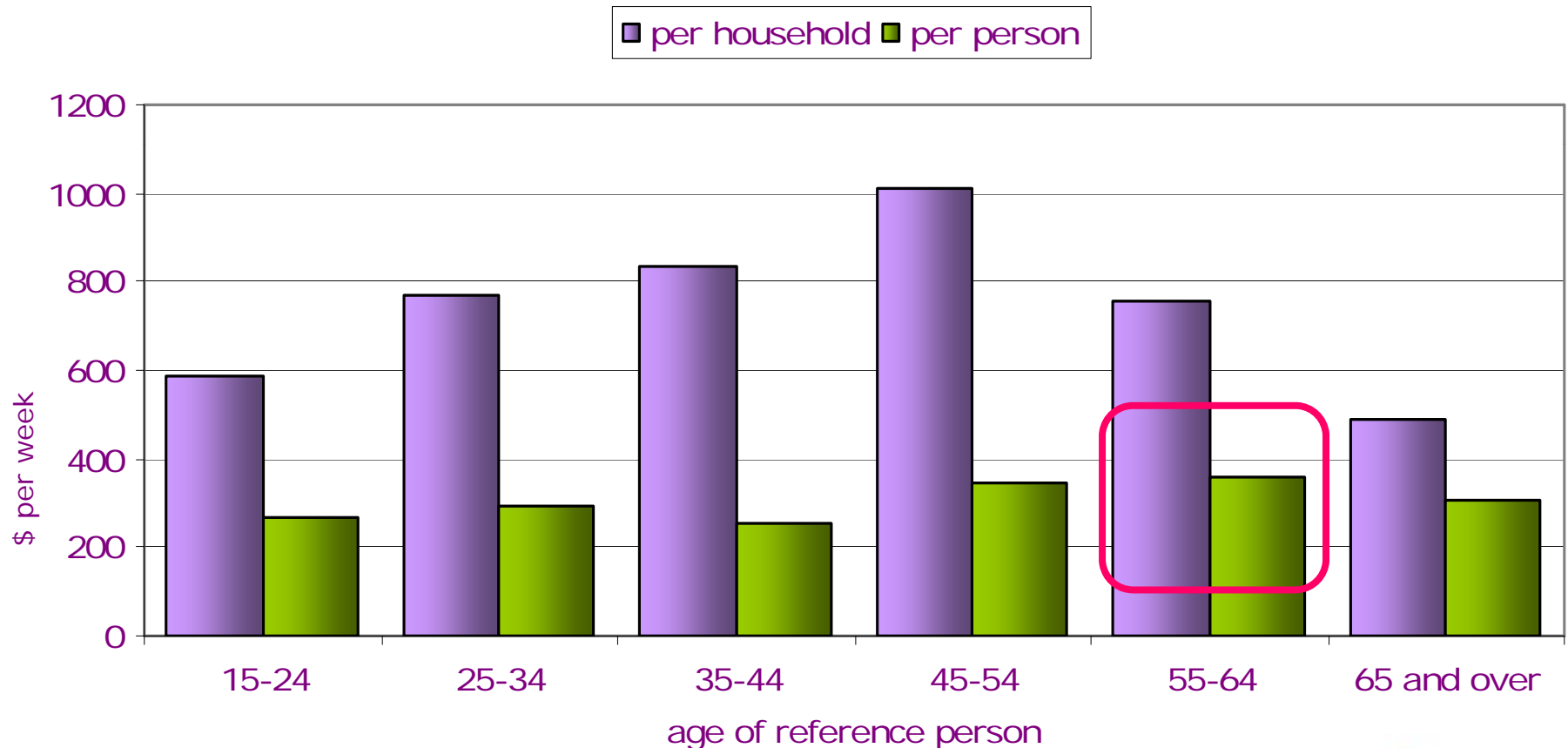


Source: ABS Household Expenditure Survey 2003/04, projections foreseechange



Discretionary spend per household highest at 45-54 however per person highest at 55-64

Mean discretionary income
source: ABS Household Expenditure Survey 2003/04



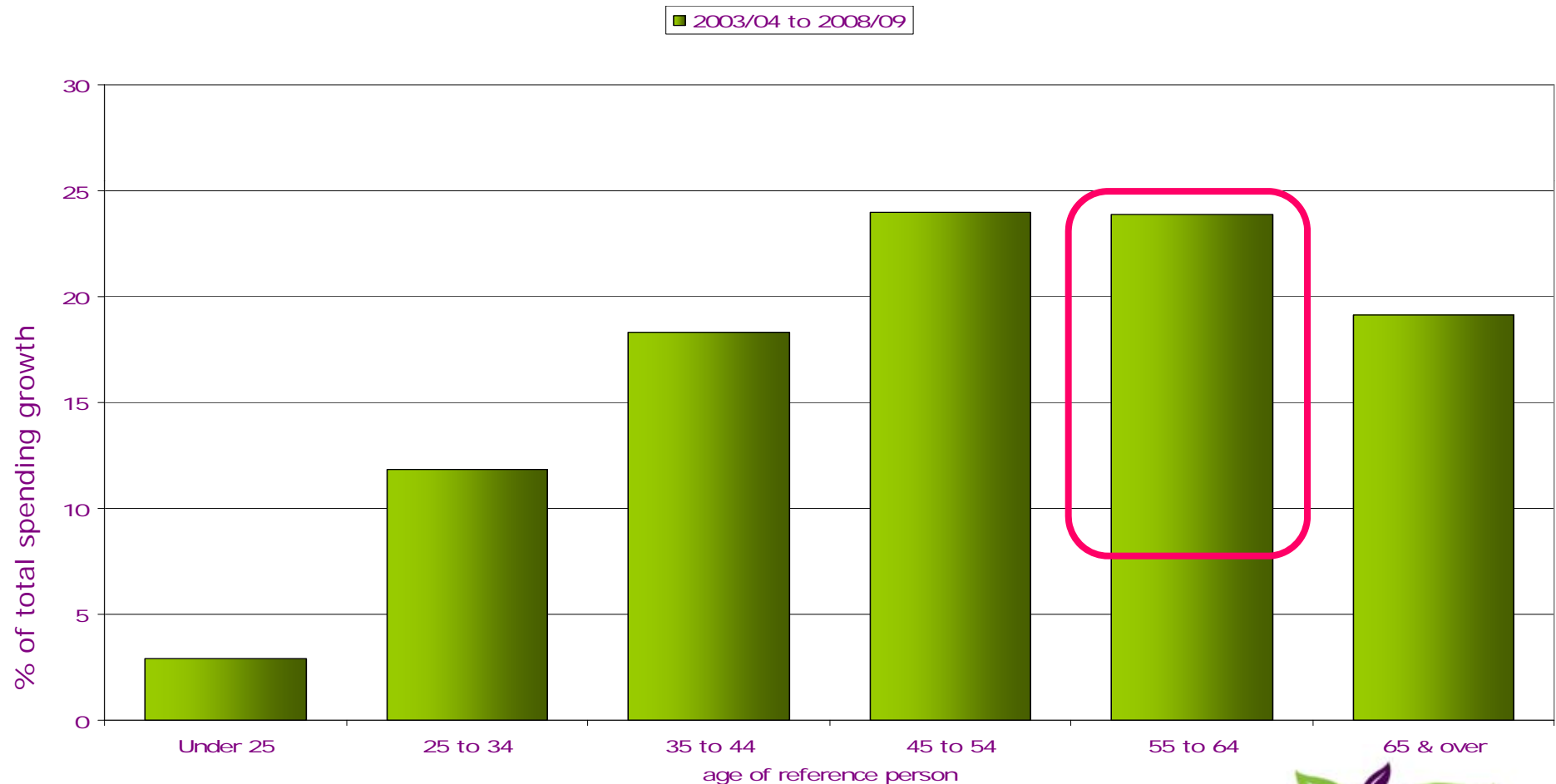
Source: ABS Household Expenditure Survey 2003/04, projections foreseechange



Growth in discretionary spending on good & services peaks at 55-64

Growth in spending on goods & services (excludes housing)

source: ABS Household Expenditure Survey, projections foreseechange



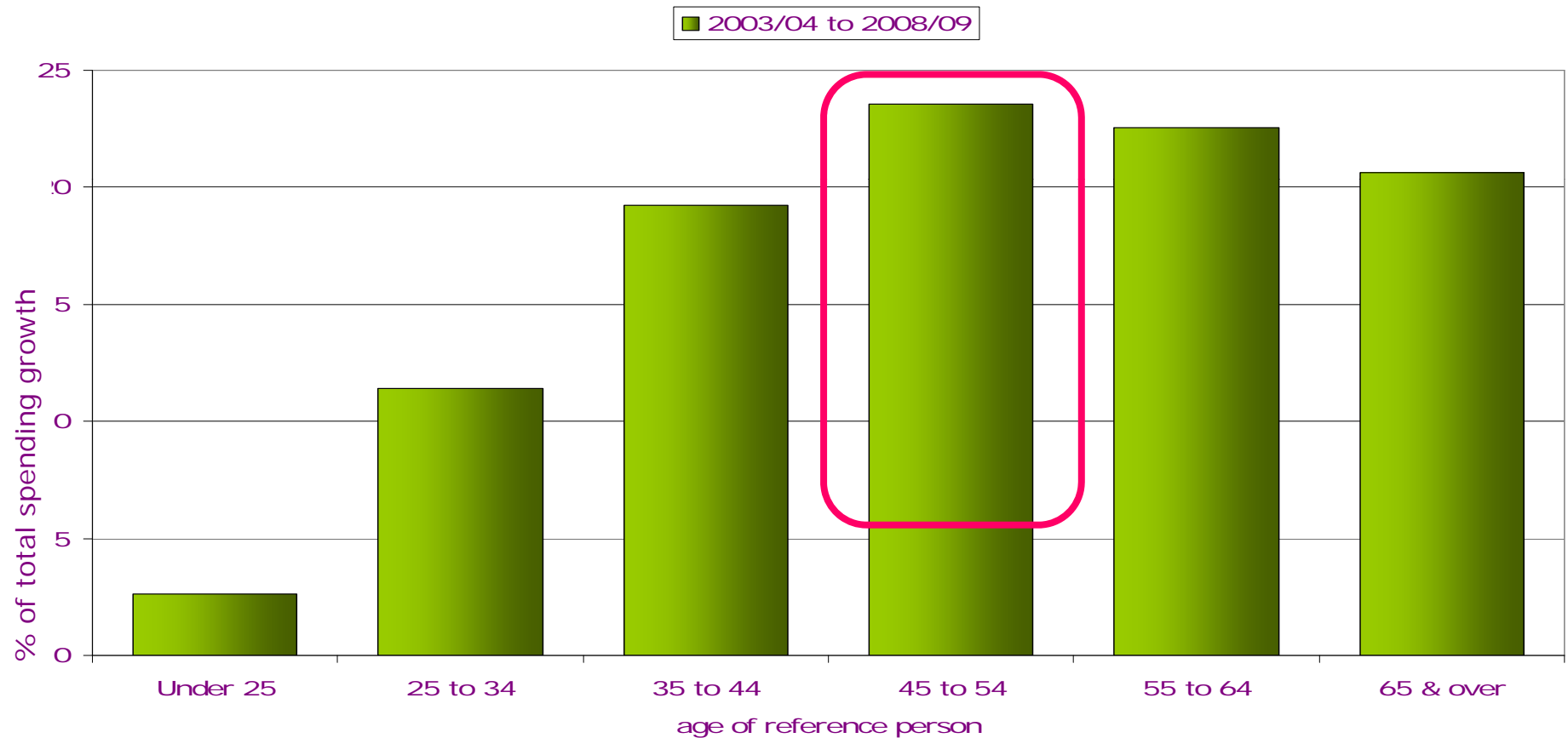
Source: ABS Household Expenditure Survey 2003/04, projections foreseechange



Food & beverages – peaks at ages 45-54

Growth in spending on food & non-alcoholic beverages

source: ABS Household Expenditure Surveys, foreseechange



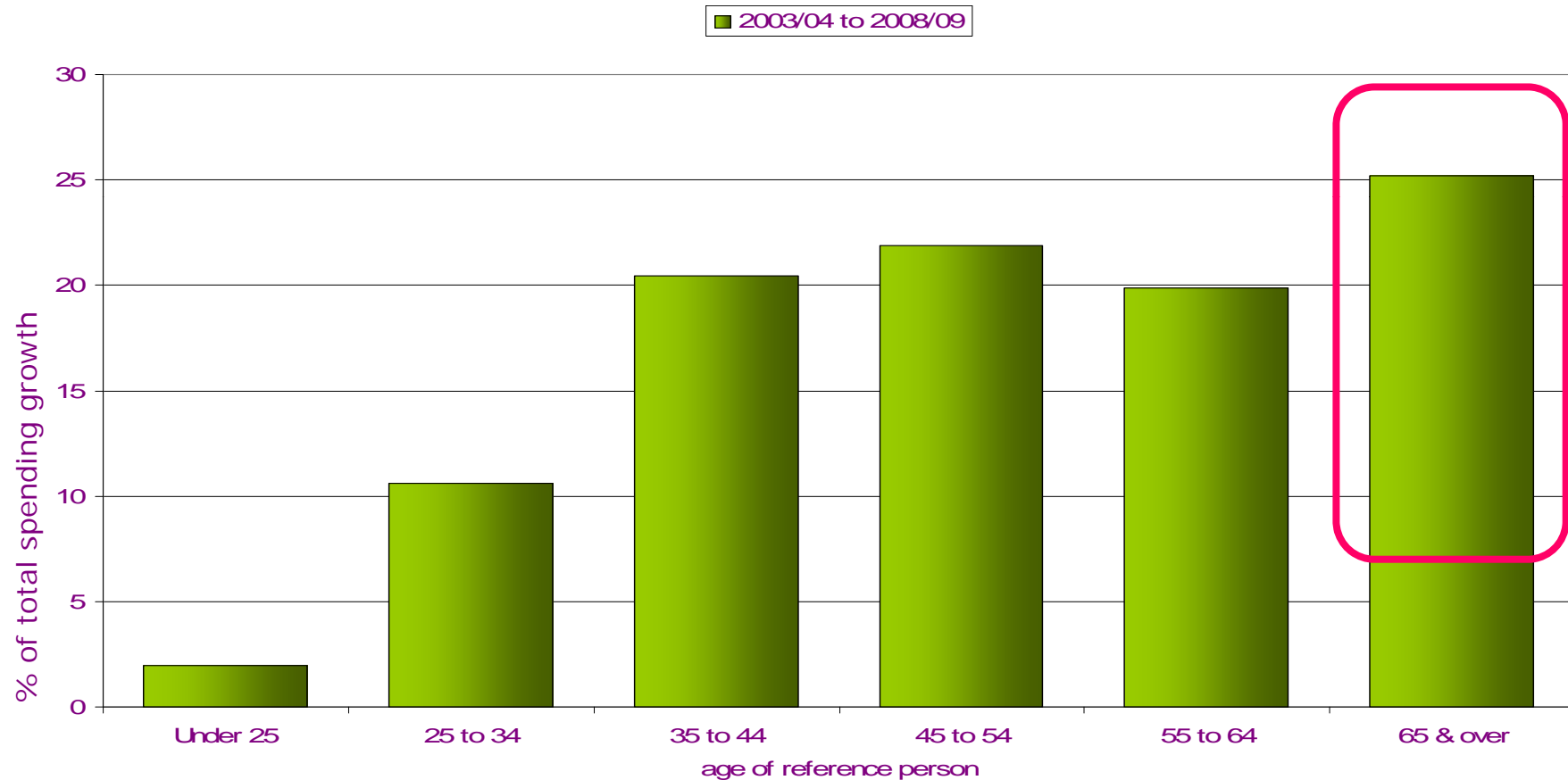
Source: ABS Household Expenditure Survey 2003/04, projections foreseechange



Breakfast cereals – peaks at ages 65+

Growth in spending on breakfast cereal

source: ABS Household Expenditure Surveys, foreseechange



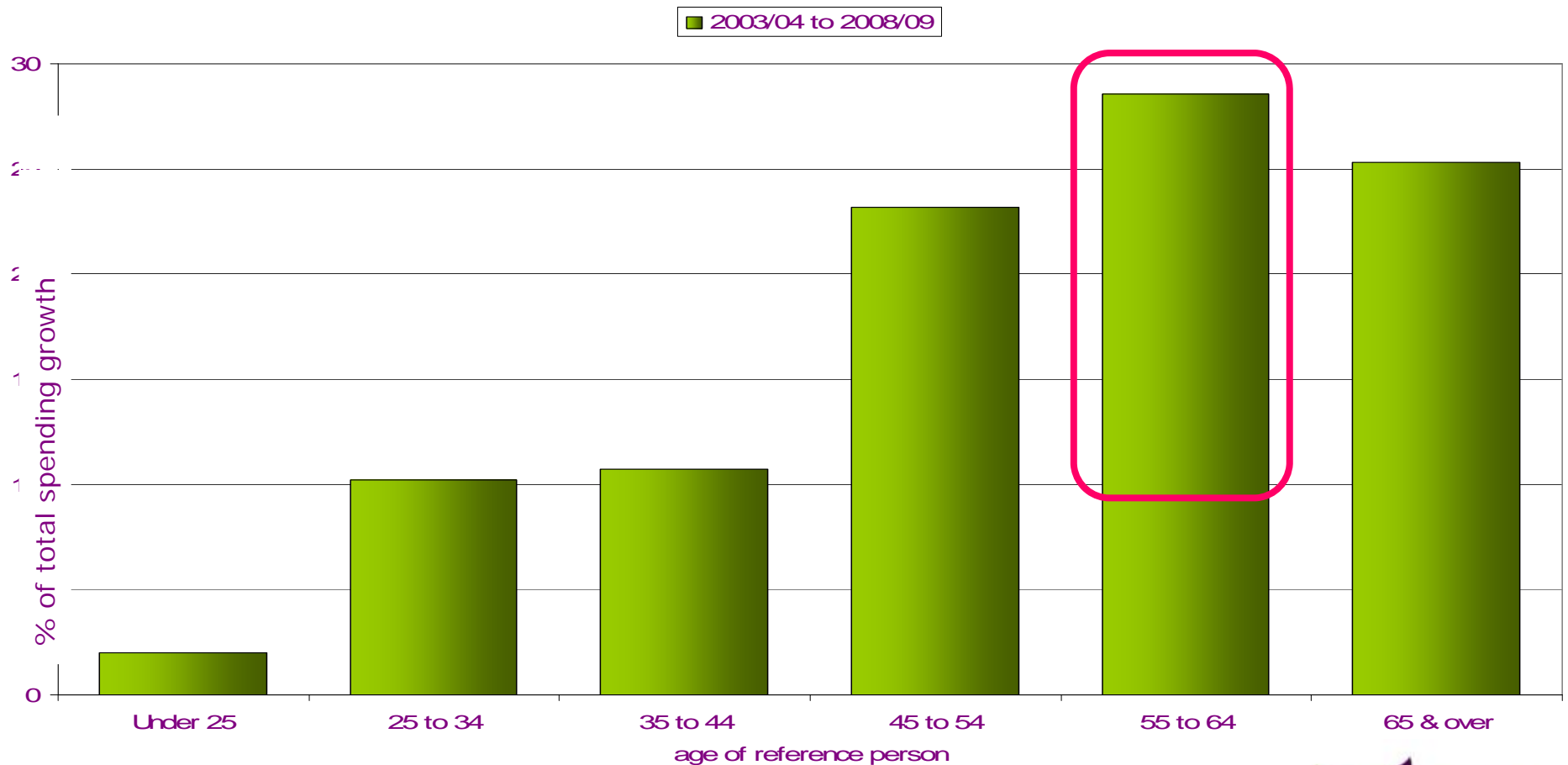
Source: ABS Household Expenditure Survey 2003/04, projections foreseechange



Overseas holidays – peaks at ages 55-64

Growth in spending on overseas holidays

source: ABS Household Expenditure Surveys, foreseechange



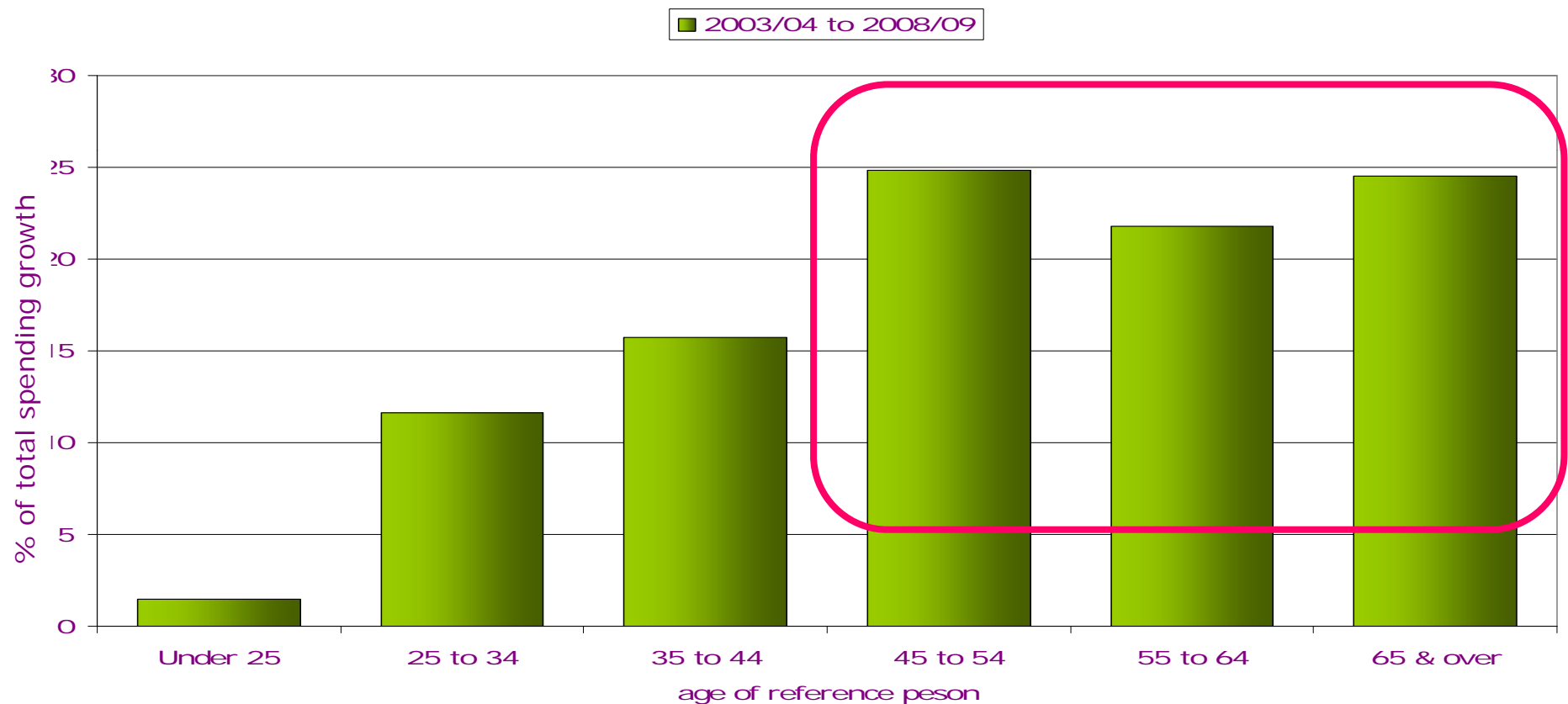
Source: ABS Household Expenditure Survey 2003/04, projections foreseechange



Australian holidays –peaks at ages 45-54

Growth in spending on Australian holidays

source: ABS Household Expenditure Surveys, foreseechange



Source: ABS Household Expenditure Survey 2003/04, projections foreseechange



We've hit a milestone



- 2008 is a milestone; this year 45+ represent 50% of all adults and still growing!
- From 2001 to 2011:
 - Under 50s to grow by 2%
 - Over 50s to grow by 32%
- The discretionary spending power of Australians aged 45+ is predicted to be \$218 billion by 2008/2009 - 31% more than adults under 45!



Changing needs and Maslow's hierarchy



Self
actualization

Esteem

Love & belonging

Safety & security

Basic physiological

Growth
needs

Primary
needs



Marketing quandary



- Marketers have traditionally been driven by materialistic and narcissistic values
- What happens as people start to self actualize and tend to “want less stuff”
- So you don’t market the stuff you market the “experience” that the stuff can make possible
- Forget share of wallet, it’s about share of the heart!



The Evergreen Report ©



Women over 50
Their perspectives on life and
portrayal in advertising

Background



Joint research project

Perspective Research and Evergreen
Marketing & Advertising

Eight focus groups: women in 50's, 60's
and 70's

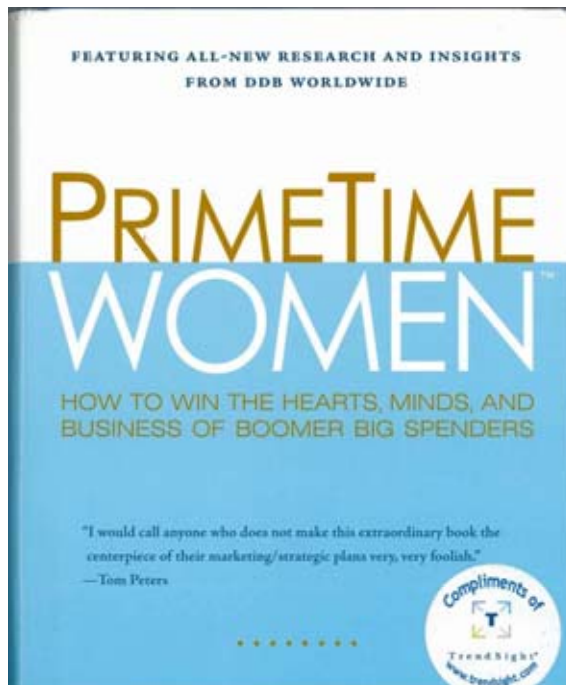
Diverse range of backgrounds

The Aim: to understand in more depth

- Their priorities
- How they feel about their lives
- How they see themselves depicted in
the media
- To provide useful insights to
community and business



Prime Time Women, Marti Barletta



- It's a fact women make or influence over 80% of all consumer purchase decisions.
- The opportunity to market to the female segment runs deeper than the supermarket checkout.



Main priorities in life are focused on



- Health and well-being
- Relationships
- Financial security (for some)



Health and well-being



"If you haven't got your health, you've got nothing."

- 60's and 70's rank health and well-being high on their priority list
- Motivations: To enjoy life to the fullest and not become a burden to others
- Multi-faceted, includes the mind and emotional well-being as well as the body



Relationships



*"If I didn't have friends,
I don't know what I'd do."*

*"My grandchildren are the
joy of my life."*

- More time to foster relationships and a key part of emotional well-being
- Relationships with peers and with younger generations important



Financial security



- Especially important to those not yet retired or on limited income
 - “I haven’t got a lot of super”
- Lower priority for long term retired & self funded



Their attitude to life is positive



- *My life is great. I enjoy it."*
- *"The end of my life is much better than the beginning..."*
- Life is full and enjoyable with fewer stresses and worries
- More time for 'me', to spend with family and friends, on hobbies, travel and physical activities
- Indulge in life's simple pleasures



In fact positive & accepting of ageing



"Turning 50 was utterly liberating."

"You are freer to make up your own mind."

*"I don't worry what other people think
any more."*

Positives:

- More self acceptance and self like
- More control & more self confidence
- Freedom from not being so
- concerned what others think



Developed new definition of beauty



- *"It's not about being young and naturally flawless."*
- *"It's more what's inside you that you prize now."*
- Important to feel attractive, but it's not about trying to be young again
- Being physically attractive in a real, not artificial, way and having an attractive personality
- Most importantly, about the inner beauty that comes from self acceptance and self confidence



Proud of achievements



- *"My greatest achievements are my kids, plus settling into a new country and helping teenagers (in my work) for 30 years."*
- Wide range of life experiences, some good, some bad. Hardships have been overcome and learned from
- Many past achievements to be proud of
- Still future goals and achievements to look forward to
- *"I still want to paint a masterpiece."*



Challenging irritating stereotypes



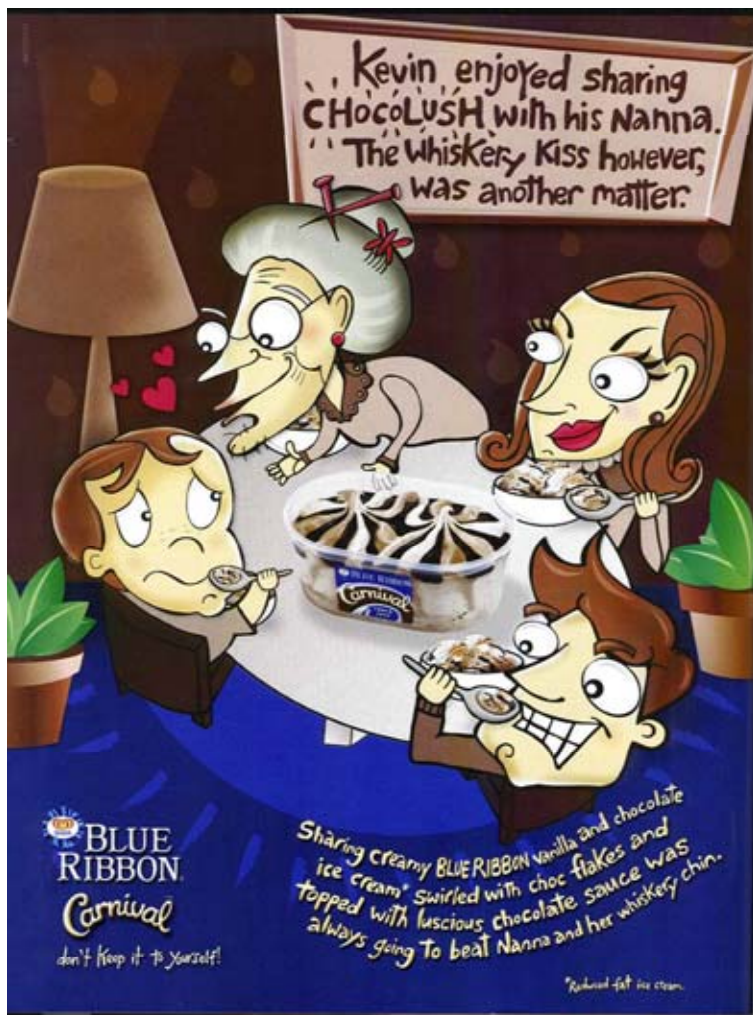
“My mother never went for a latte in the afternoon.”

- Different from mother’s generation
- Young at heart, more opportunities to have fun and be a little self indulgent
- Like the idea of flouting some of the ‘rules’ about ageing and surprising other generations

“Once I rode a bike to Sydney:
my mother said: How could you?
You are the mother of two children!”



Ad Example – Good & bad stereotypes





In the media women are invisible

"I never see pictures of women like me."

- Feel invisible
- Rarely see images in the media they can identify with
- Lack of images that represent the diverse range of women (older ages, body size/shape and experience)
- Feel retailers and marketers are no longer interested in them
- Often feel ignored in retail environment



Show me some respect!



- *"We are amazing, but no-one wants to know you when you are over 70."*
 - *Adverts skip the 50's and 60's;*
 - *we are in no man's land."*
- Believe media and advertisers rarely show older women as valued members of society
 - Few positive images
 - Virtually no images in positions of power/authority
- Very sensitive to anything apparently condescending or stereotypical



Observation



- Women were often used to generate empathy for age-related illness, in particular menopause
- Whereas the older male models were used to add credibility and expertise with a strong link to a profession – such as cooking, motor racing or a 'white coat' endorsement.

From May 1, you'll need to bring your Medicare card with your prescription to get the benefits

When you have a prescription filled at a pharmacy, you'll be asked to provide your Medicare card, or Interim? Repatriation Health card. Concession entitlements will have to bring that card as well.

The cost of many medicines prescribed by your doctor is subsidised by the Commonwealth Government. Australian residents and some other people are eligible for these subsidised medicines. Providing proof enables the pharmacist to confirm that only those who are entitled to these benefits will receive them, and will save Australian taxpayers millions of dollars.

- Your benefits stay exactly the same. No one who is eligible will be denied pharmaceutical benefits.
- You can save having to show your card for future prescriptions, by asking your pharmacist to record your number.
- Always take your card if you go to a different pharmacy.
- If you're collecting prescribed medicines for someone else, you must provide their card or number to the pharmacist.
- Make sure your Medicare card is current.
- There are special arrangements for people who can't provide their Medicare card or number. Talk to your pharmacist.

For more information, ask your pharmacist for a brochure. Inquire at any Medicare office, call the free call information line at 1800 626 626, or check the website at www.health.gov.au/hcf/104

Bring your card, get the benefits



Desire for images rooted in reality



Happiness is...
indulging in a new lifestyle at Carlyle Gardens.

**CONGRATULATIONS
CHERYL DUFFY!**
Winner of the 'LOOKING GOOD,
FEELING GOOD' make over.

Many residents say living with great friends, and being part of an active fun-filled community, has transformed their lives. This is why we are proud to be a major sponsor of the Midweek's 'Over 55 Makeover' competition.

If you think it's time your lifestyle got a makeover, come and experience for yourself our latest range of 2, 3 & 4 bedroom designer homes at our new showroom.

While you're here, view our Wellness Centre with gymnasium, hairdresser, as well as the swimming pool, bowling green, restaurant and bar.

Ask the friendly sales team about how you can even choose the décor to suit your new lifestyle.

CG

CARLYLE GARDENS
TOWNSVILLE'S PREMIER
LIFESTYLE RESORT

www.carlyleresorts.com.au


ANOTHER QUALITY PRIME TRUST PROPERTY

"It's not about being young and naturally flawless"

- Want to see realistic yet attractive, and natural looking women
- In positive situations
- In control & confident



Ad example – use of 'aspirational' talent



LIVE LIKE YOU'RE ON *holidays*
ALL THE TIME.


New Island Villas on Kawana Island

A different world and a better future awaits you at the Island Villas. Located on Kawana Island in the heart of the Queensland's beautiful Sunshine Coast, this stylish villa community is everything you deserve and more.

The seven different villa designs feature stunning coastal architecture and landscaped gardens. An extensive network of walkways and bikeways provides easy access to the nearby parklands, lake, Mooloolah River and beaches.

Active lifestyles are catered for at the Island Villas Community Centre where a vast array of facilities and amenities are on offer to all residents, including a heated swimming pool, club room, arts and crafts area, workshop and computer room.

The Island Villas are selling now.
For more information complete the following coupon or call 1800 812 250.



KAWANA WATERS

THE HEART OF QUEENSLAND'S SUNSHINE COAST

WHERE THE *living* IS EASY.

FREEHOLD VILLAS
STAGE 1
PRICED BETWEEN
\$193,000 - \$230,000*
*Average Price \$206,000

☐ Yes. Rush me more information about Island Villas Kawana Island.
☐ Yes. Send me a free copy of the Kawana Life community magazine.

Island Villas Kawana Island PO Box 20 Wurtulla Queensland 4575

Name

Address

Postcode

Phone

Fax

Email



Reject sexualization of women



"I came of age in the 60s – objectification of women angers me and women of today are acquiescing to it."

- Think sexual exploitation of women in advertising and the media is increasing, to the detriment of all women
- Dislike seeing nudity in advertising that is sexualized or with unrealistic images of women



Protective of younger generations



*"It's important if you are raising girls.
I don't want them to think that
being attractive to men is the
only important thing."*

- Are older women 'jealous' of younger women?
- No! Strong sense of sisterhood across all ages and a desire to protect the young
- Enjoy images of inclusion; multi-generations of women having a good time together



Evergreen's top tips for the 50+ audience



- Women as hero (if audience are women)
- Active and full lives
- Being positive about their age
- Challenge stereotypes
- Consider physical realism
- Portray confidence
- Intergenerational imagery
- Life's simple pleasures
- Consider use of humour
- Focus on the solution
- Condescension
- Recognizing wisdom
- Music that conveys vitality



Insert Air New Zealand advert



Examples of best practice



Sentinel Lifetime Loan 'Not for sale'

Problem

Older people often forced to give up their homes to afford to live

Strategic insight

People aged 65+ want to stay put – not leave

Creative focus

Tap into their desire for independence

Result

80% market share





Talk Radio Network 'Why aren't you'

Problem

Marketers and media planners not interested in 50+ audience

Strategic insight

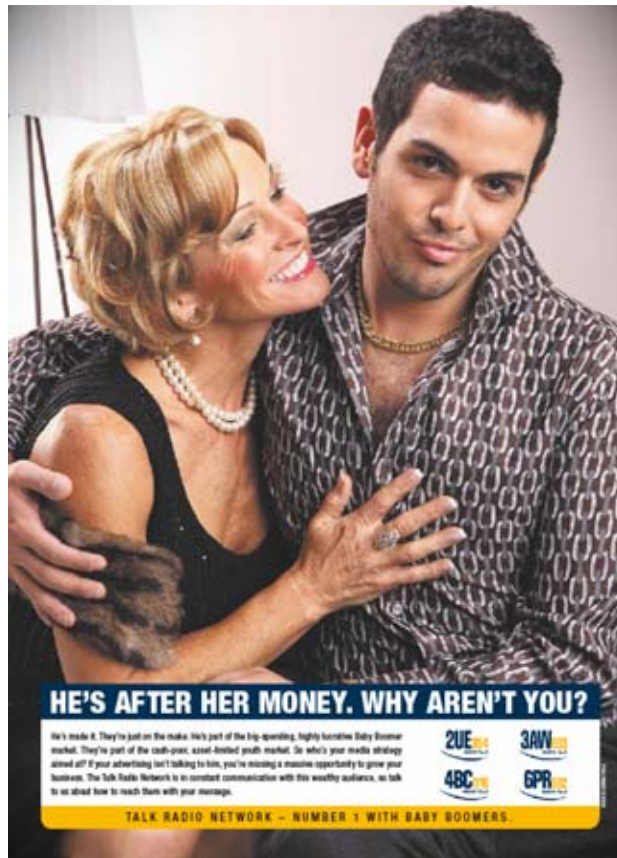
50+ consumers have the money – they listen to TRN radio

Creative focus

Make marketers who 'get it' be the heroes

Result

Positive results from sales team – significant increased revenue



Brentwood Village ' Botanical oasis'

Problem

Retirement living not understood - this resort is a hidden gem

Strategic insight

The audience love gardening - without the work - the resort is nestled in 56 acres of native bush

Creative focus

Live at a botanical oasis that's thriving with life – but keep it a secret

Result

Enquiry rate doubled





So to summarise



- The 50+ age group in Australia is the most financially influential
- Market experiences, not just products
- The Evergreen Report uncovered the power of women as influencers and consumers
- Great campaigns founded in deeper understanding of the audience, work best
- Questions



A close-up photograph of a person's eye, focusing on the iris and surrounding skin. The person is wearing a green contact lens. The skin around the eye shows signs of aging, with visible wrinkles and fine lines. The background is a soft, out-of-focus skin tone.

Questions

evergreen
advertising marketing

mature thinking