

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



## **DISCLAIMER**

No portion of these materials is to be used or disseminated by any method without the expressed written consent of the presenter(s) and the German Institute for Japanese Studies (DIJ).

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 Bunkamura Stadium

And when they "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

「55 過ぎると**友達が減る。**」

-ニューライフビルダー 男性

"After 55, you **lose a lot of friends.**"

-Male New Life Builder



退職が本当の悩みではないのです。。。  
仕事が終わった次の人生で  
**何が待っているかなのです。**

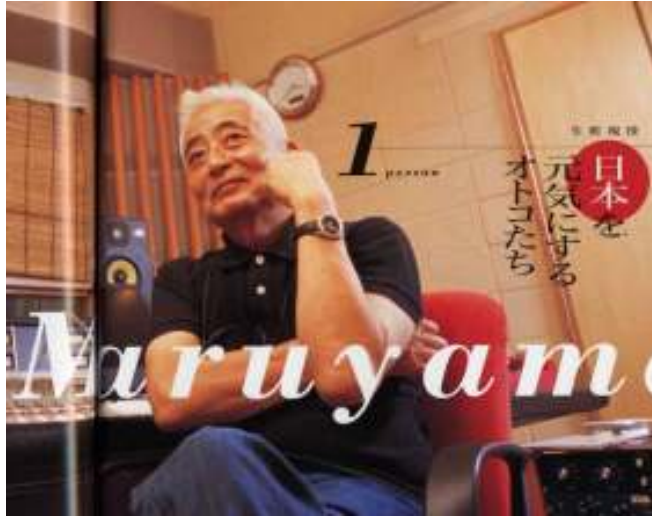
Retirement isn't the real worry  
on their minds...  
it's **what life after work holds  
in store** for them.



McCANN Worldgroup



# Who is a Cool mature man= Nonconformist who takes a risk and has a sense of fun



**Mr. Maruyama, ex-president of Sony Music Entertainment who started a music distribution company in Okinawa after age60. With doubts of the ‘retirement’ system, left work before retirement. Music aficionado, work-enthused individual.**



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



「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

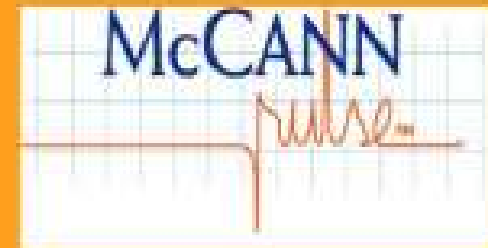
仕事を辞めれば自由な時間が手に入る、でもそれが本当に  
幸せなのだろうか。お父さんは、まだまだ働きたい！

“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.”

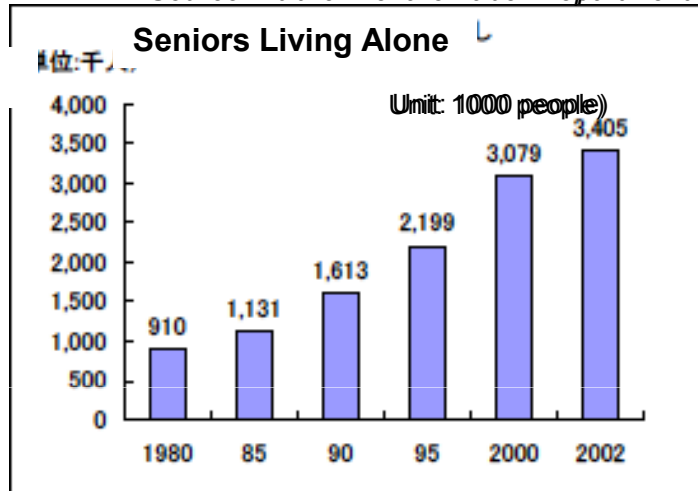
— Male, Silver (60's)

How are we helping to rejuvenate the retirees?



# It's a time when we will see a new age of the "Singles"

Source: Public Welfare Labor Department



## 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  
出せて嬉しかった。」

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 waitresses.”

—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."

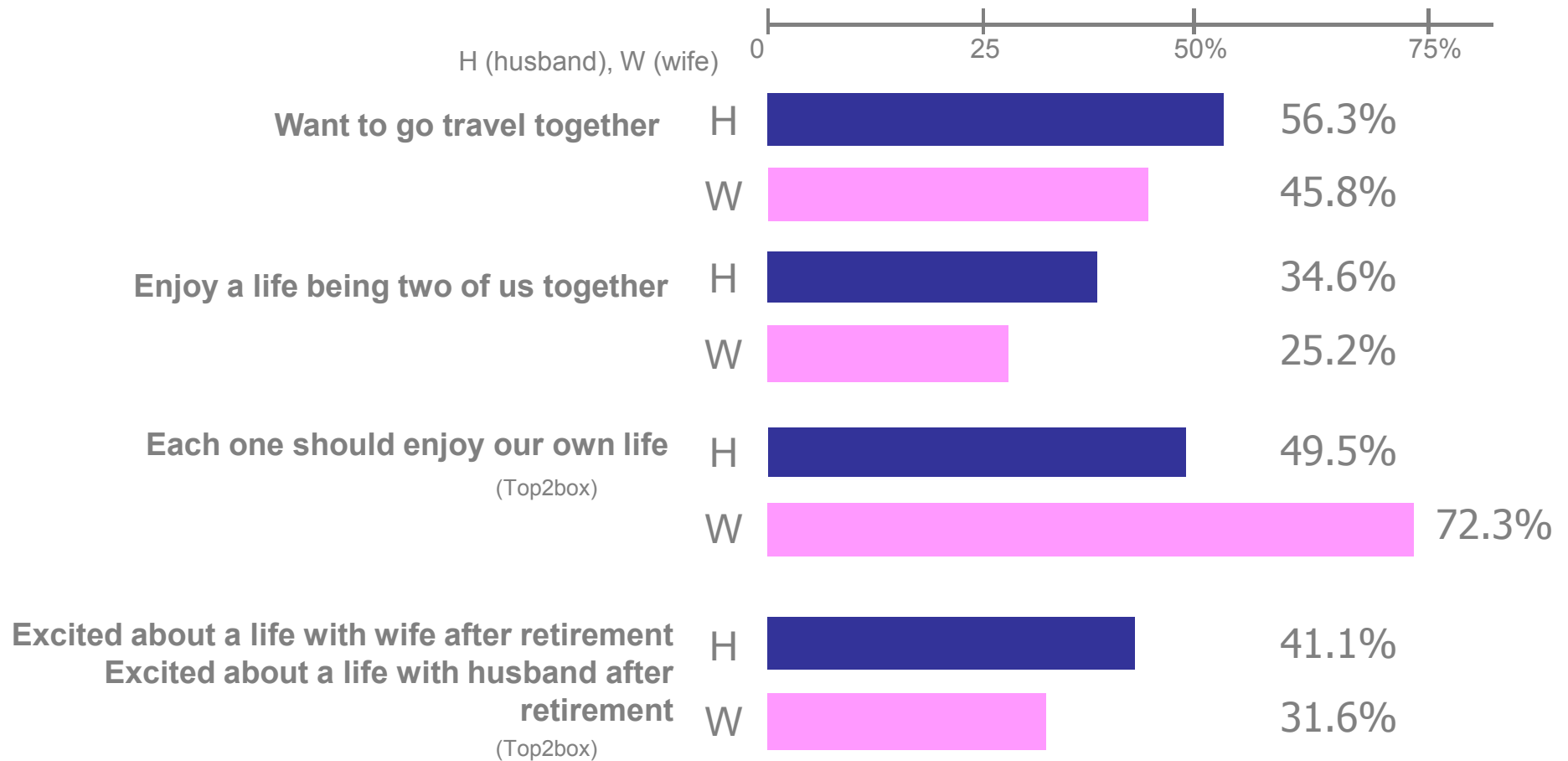
- Female Family Builder

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.



# Gap between husband and wife...



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

Source: ME original internet survey in July 2006

Base: n=450 (309 full-time worker male (born in 1947 – 1949) and 155 housewives (born in 1947 – 1955))

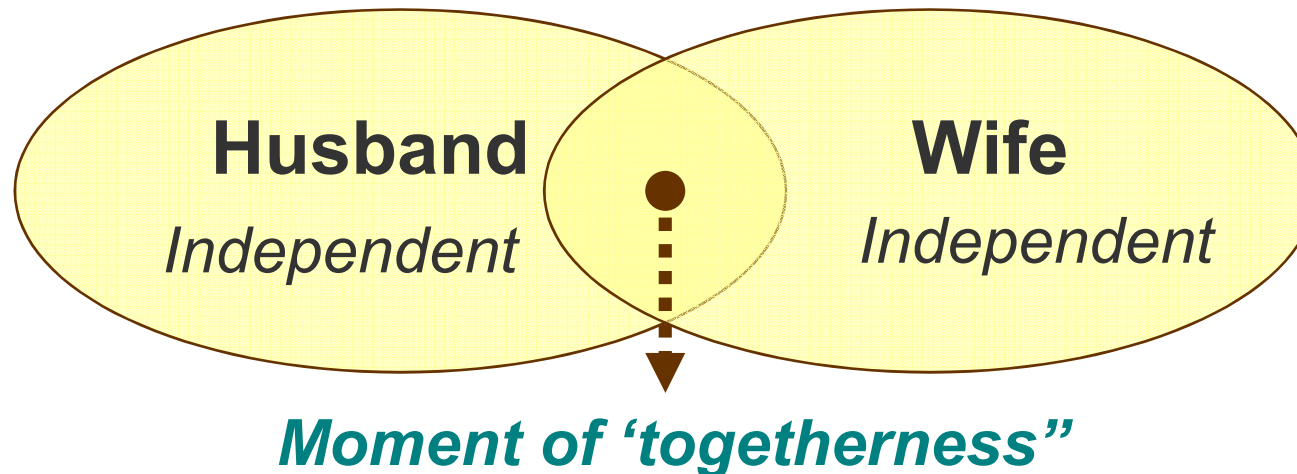
MCCANN Worldgroup



# An Aspirational relationship for Dankei ?

## “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.





# Do understand that today's retiree is different



「クルマを修理に持ち込んだときに、  
衝動買いで新車に買い替えた。  
車検もあるし、いろいろあって。」

—男性 ニューライフ・ビルダー—

そのブランドは、顧客との接点で  
彼らの生活者としての心情を理解していますか？

"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きますか。



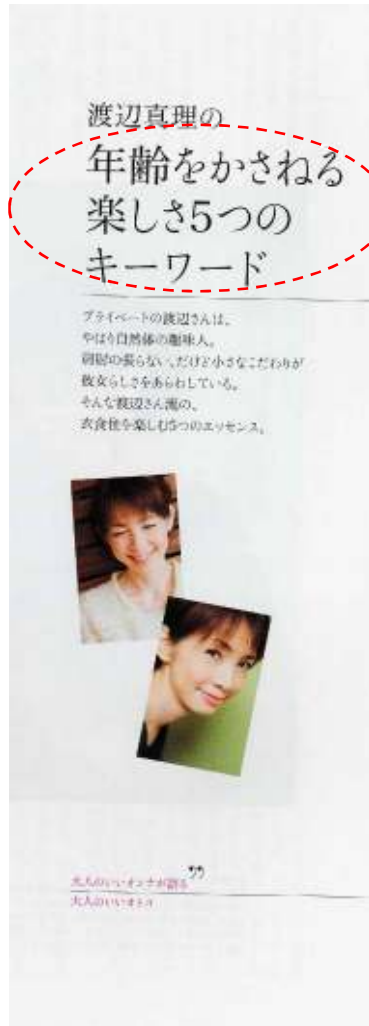
"I was so shocked when I bought a sofa through online auction that required self pickup and I didn't know. I was then heavily criticized."

—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.

McCANN Worldgroup

# 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"



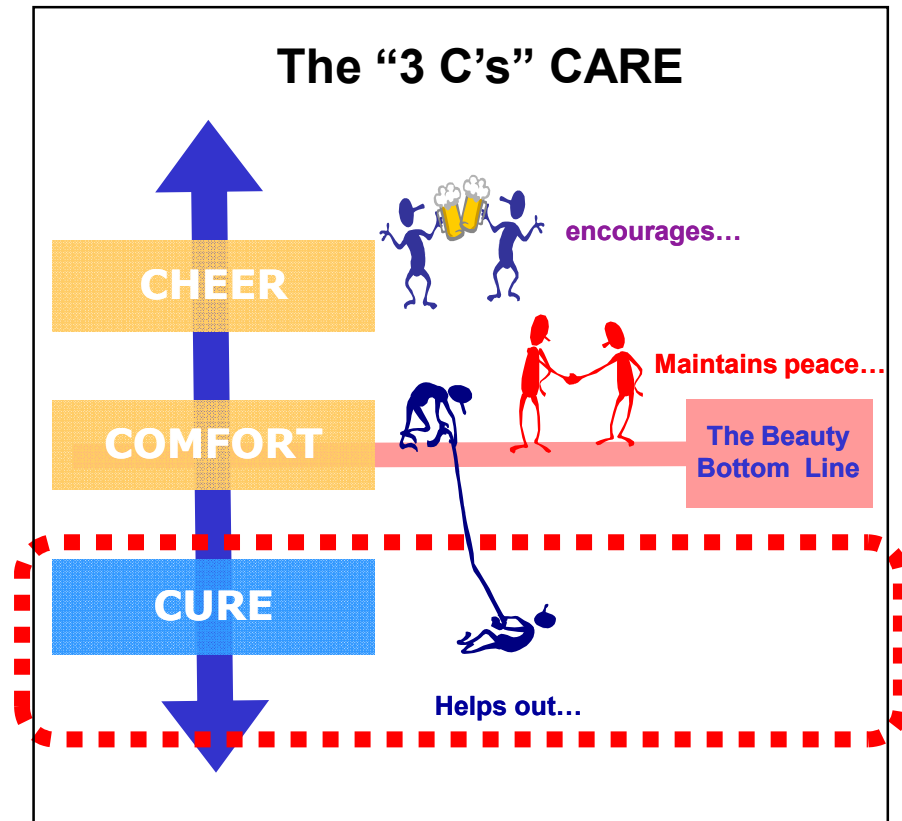
Men taking care of their bonsai trees after retirement is a rare sight these days. Compared to the past, every age group have grown 10 years younger.



# Anti – aging 時代のドライバ



老いと「闘う」  
Fight Aging



CURE(問題解決型)

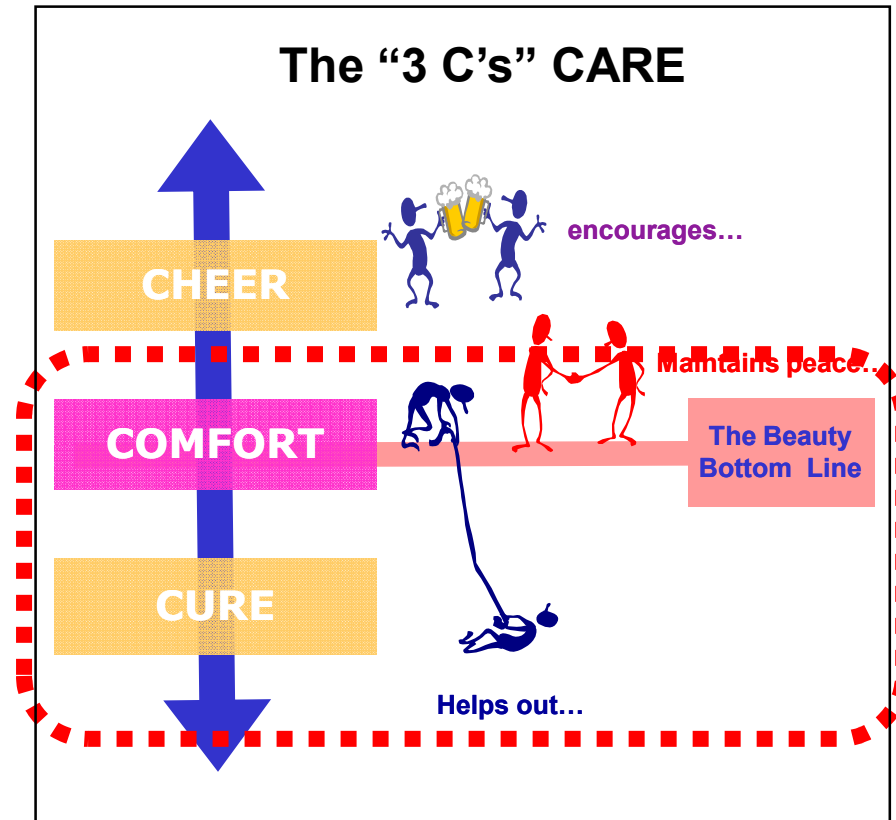
Improve the symptoms of aging – wrinkles, age spots, gray hair

# Beautiful – aging 時代のドライバー



老いをホリスティックにカ  
バーする

Holistically dealing with aging



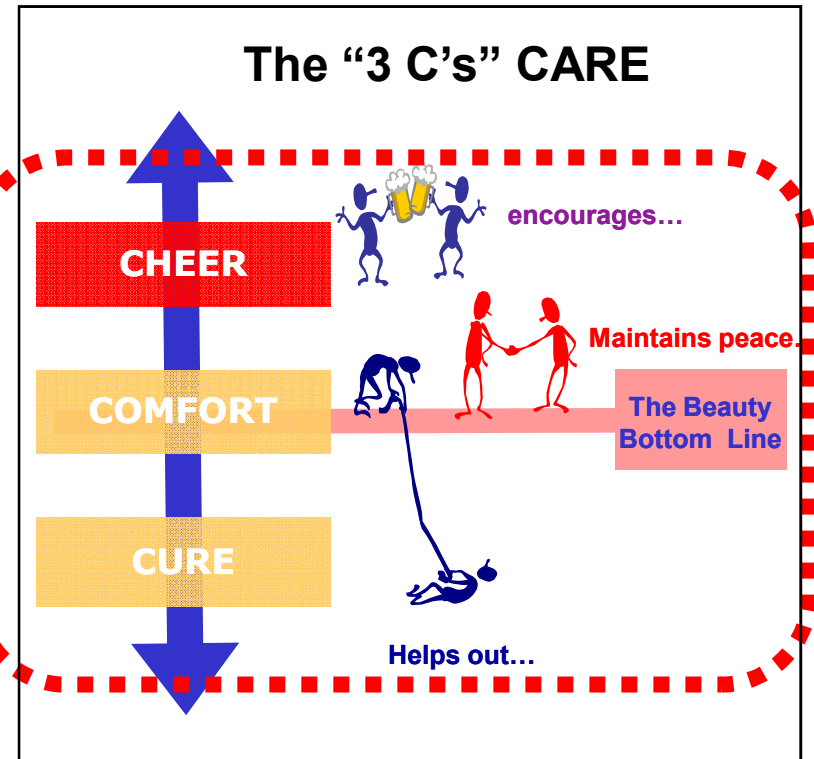
## COMFORT

Inner beauty, mental, holistic health

# Beautifully growing 時代のドライバー



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



## 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)—



「旅行や病院の情報は、サウナでみんなの会話から一番収集しています」

女性 シルバー(60代)

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。