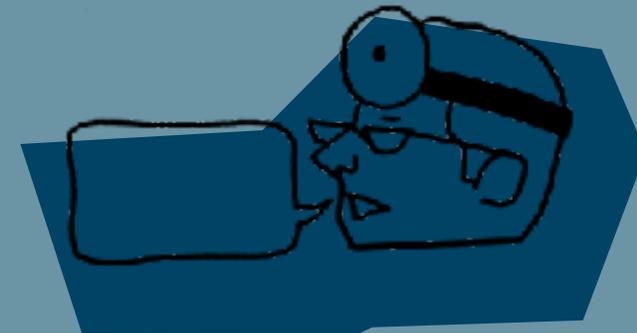
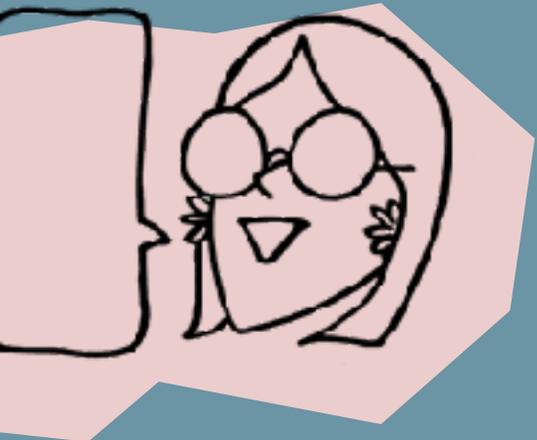


Forget the millennials!

Why not marketing to
baby boomers is marketers' single
biggest missed opportunity



Ogilvy

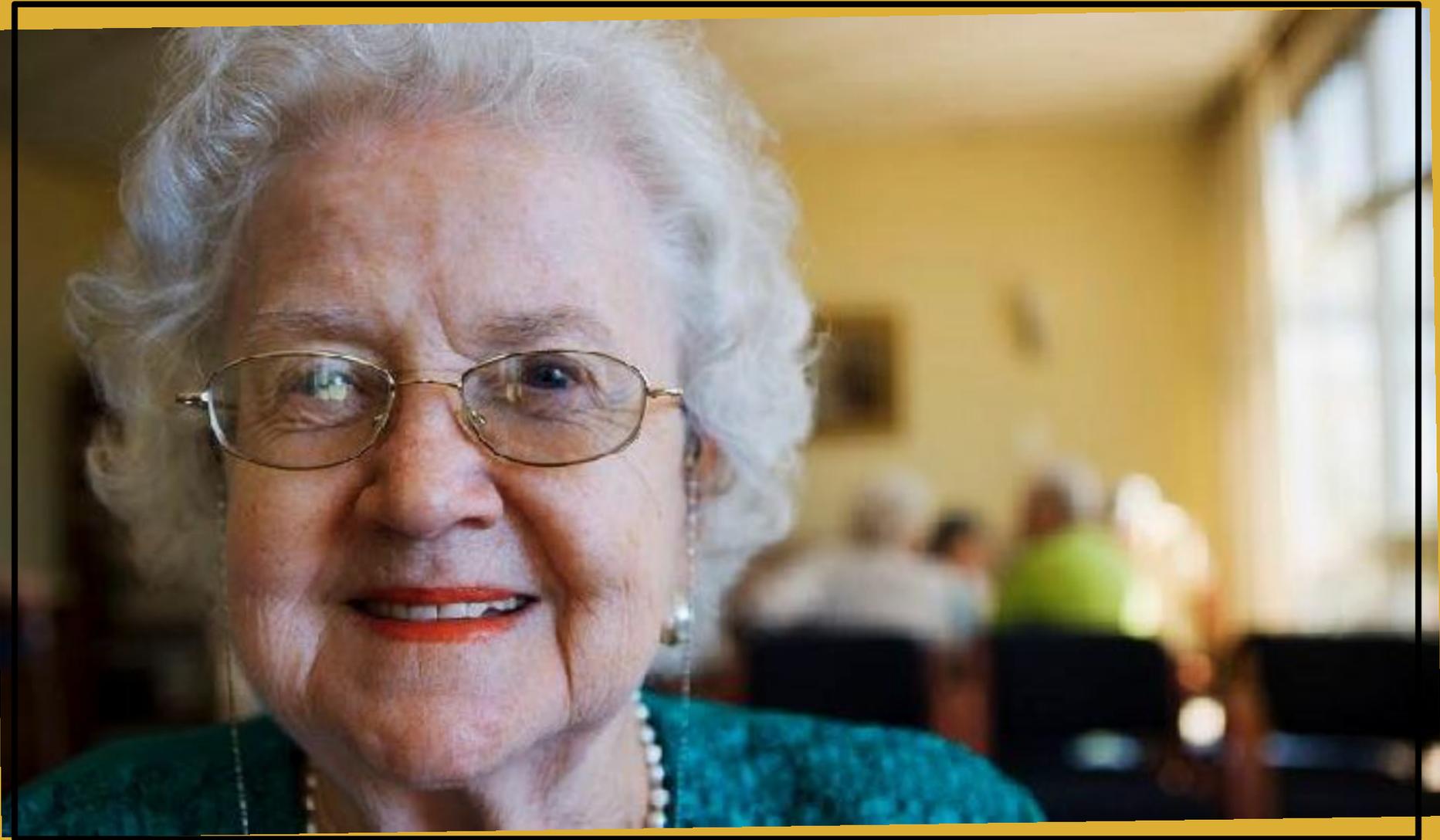


Aideen



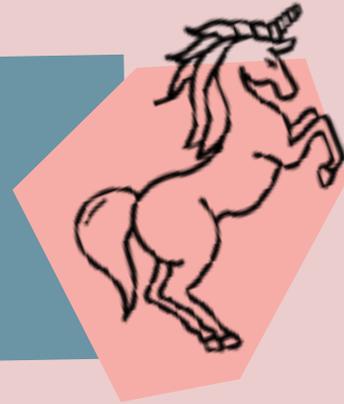
Gen

“Why are we
ignoring
23.6 million
consumers?”

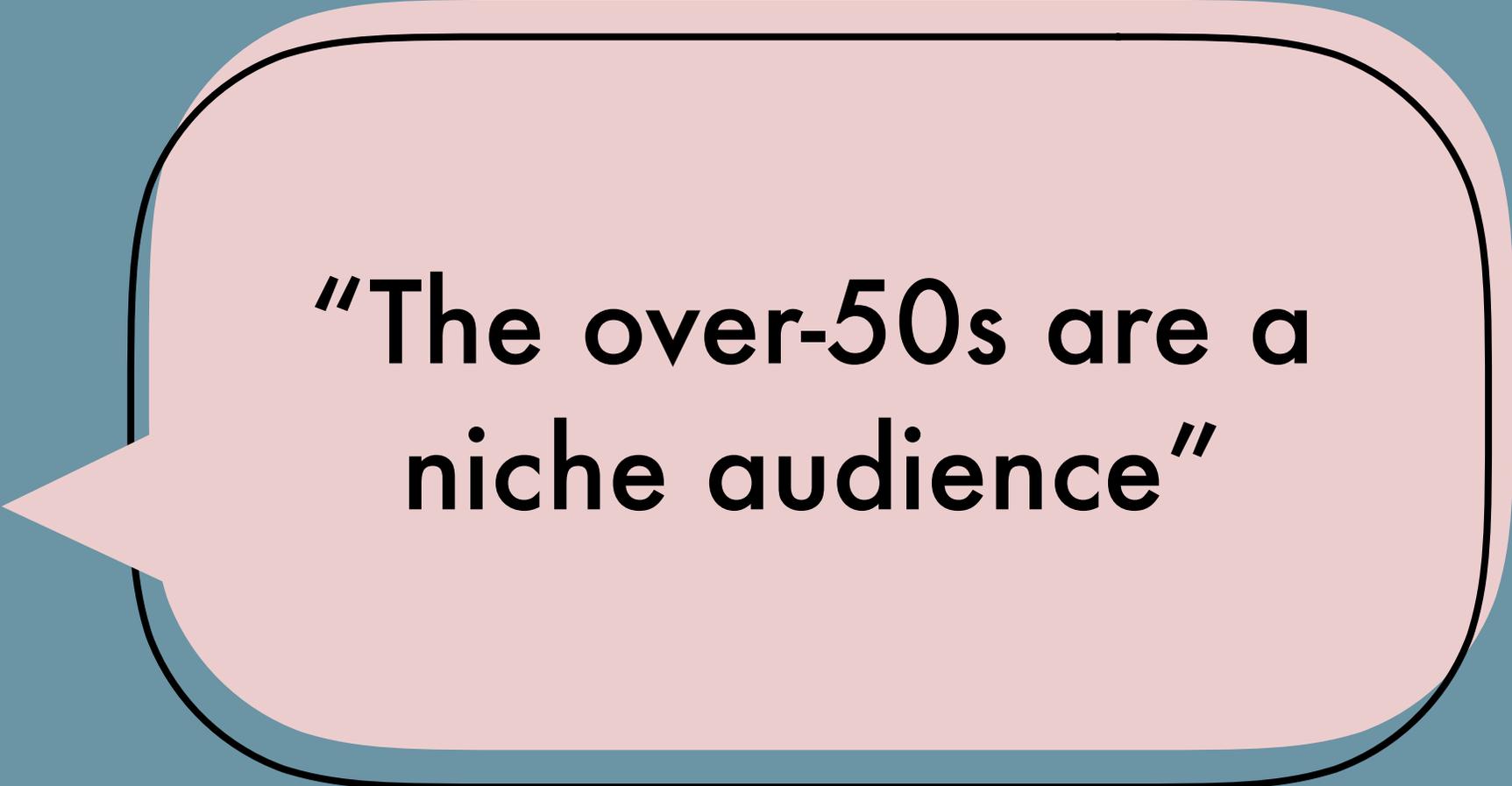




Busting a



few myths...



**"The over-50s are a
niche audience"**



1/3 of the UK are

aged over 50

**“Face it!
Millennials are
the only audience
that matter”**

47% of UK expenditure

comes from the over-50s





Over-55s account for

80% of the UK's wealth



Over-55s control 70% of
the UK's disposable income

22% of those
aged 55-64 live in
households with a
total wealth of
£1m or more

ONS

80% of the UK's
wealth is held by
over-50s

Campaign

Average savings
among millennials
of £8,384

Experian

Average savings
among over-55s of
£47,237. 1 in 5
have savings in
excess of £100,000

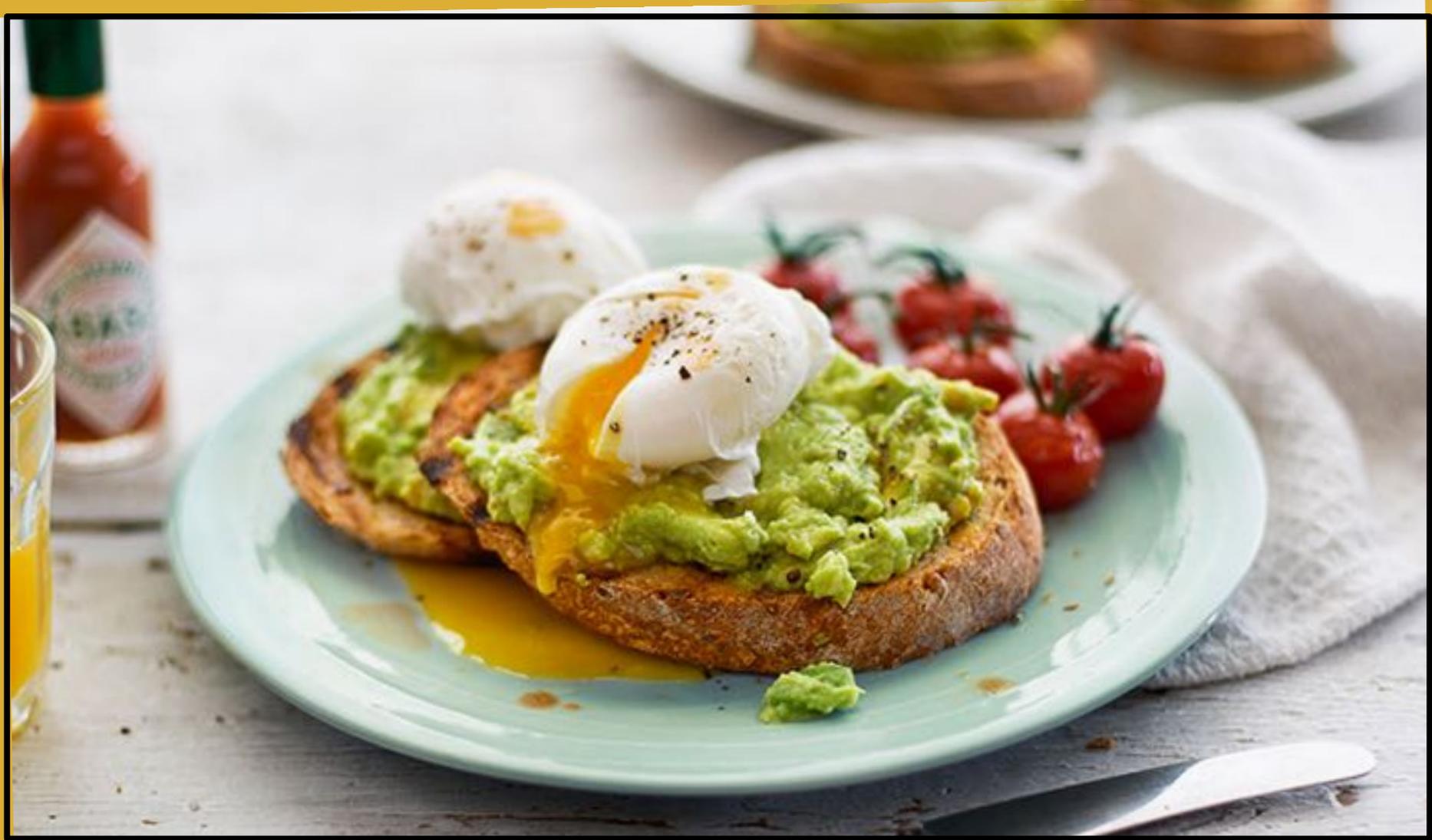
SunLife

71% take two
or more
holidays a year

73% help their
children and
grandchildren
with finances in
some way

64% own their
home outright

"Baby boomers are financially prudent to the detriment of marketers"



The average age of a



new car buyer is 56

The average age
of a car buyer in
the UK is 56

New Car Buyers Survey

More than half of all
people who will buy a
new car in the UK in
the next 2 years are
over the age of 45

TGI

Over-50s buy
80% of all top-of-
the-range cars

The Guardian



Last year, the over-60s spent

£37bn on the travel & hotel sector

Over-50s spend 71% more per
shop than any other age group

The myth has



turned into reality

Just 8% of all ad spend
is targeted at over-50s

89% of over-50s
believe brands
"aren't interested"
in them

Only 12% believe
agencies creating ads
really understand the
50+ age group (60%
believe they don't)

“How come all these companies don't realise that the very people they are aiming at feel alienated and upset by their advertising strategies?”

Gransnet User

78% said that they
felt their age group
was underrepresented
and misrepresented in
advertising

79% say their age
group is patronised
by advertisers

84% felt that
advertisers make the
assumption that
over-50s aren't
digitally savvy

80% felt that
advertisers see 50
as old

49% avoid brands
that actively ignore
their age group

69% said that if
advertising was more
representative of those
in their age group,
they would be more
receptive to them

We are wilfully ignoring

23.6m lucrative consumers

Why?

Context

Psychology

Context

Psychology

“My approach to marketing to seniors online focuses on their abilities rather than on their declining health. Most seniors enjoy reading about senior services but they can’t always read small print. Choose a larger font for your web pages to make them easier to read”

Senior Marketing Manager

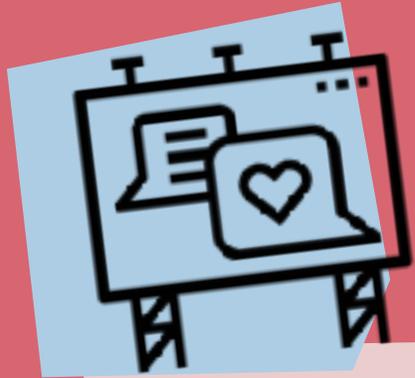
“Seniors don’t know all the bells and whistles of today’s technology but they do know the simple basics of how to find information online. If they’re old-fashioned about anything, it’s that they still enjoy perusing colourful brochures and other types of print media”

Agency Director

The language



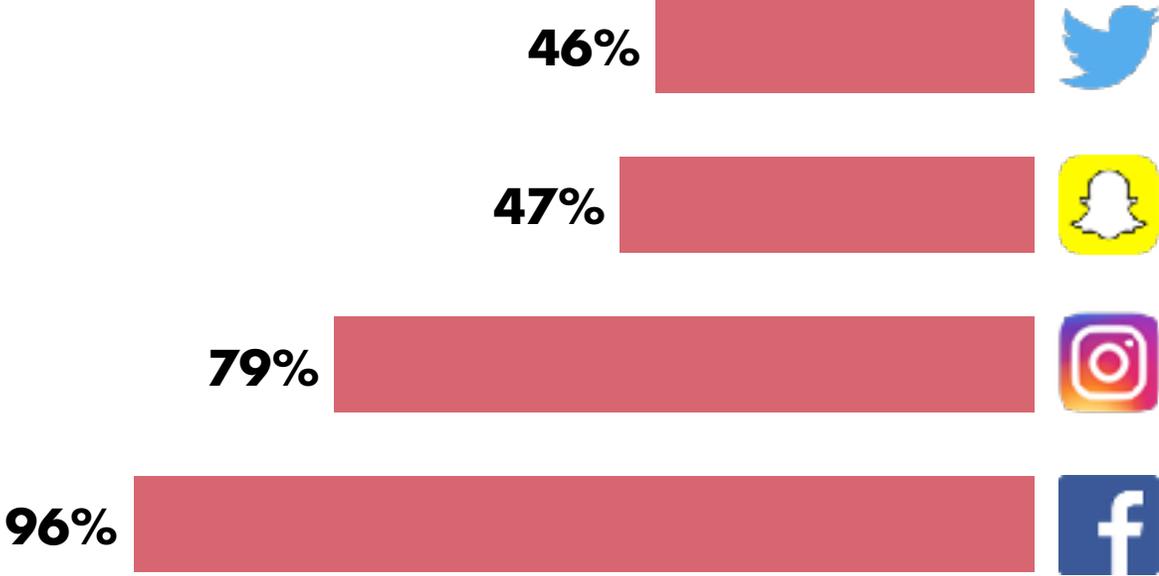
of distance



Adland vs. normal people



Adland

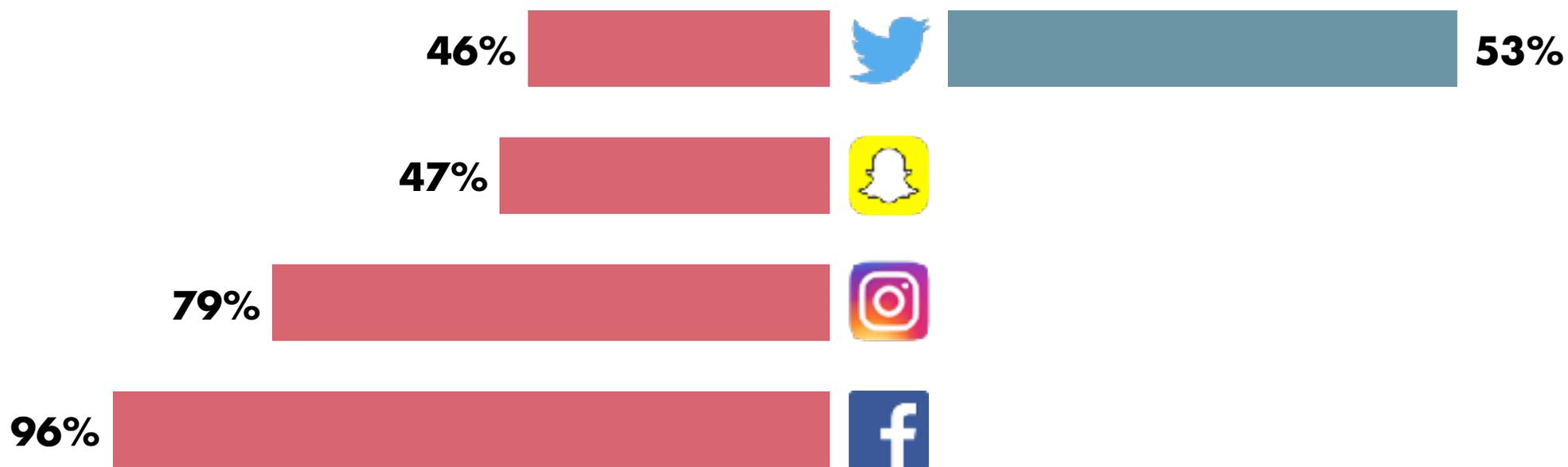


■ Adland ■ Adland est. Normal

Source: Think TV

Adland

Normal people

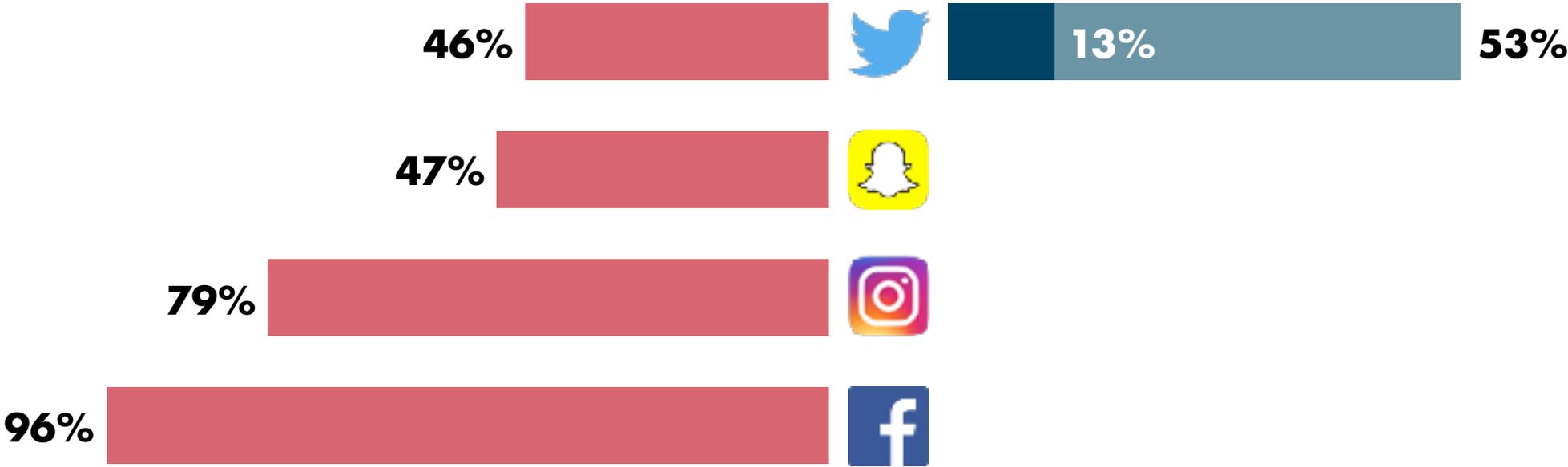


Adland

Adland est. Normal

Adland

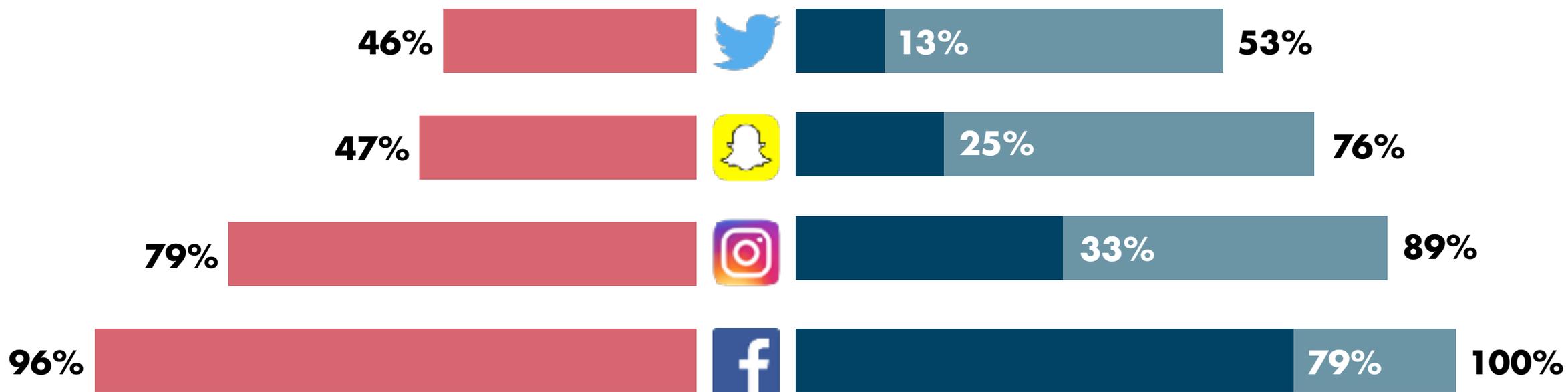
Normal people



■ Adland ■ Adland est. Normal

Adland

Normal people



Adland

Adland est. Normal

Our version of "reality"

has become distorted



We have

become

disconnected

from the

consumer

80% of the
advertising
industry is based
in London

YET

87% of the UK
live outside
London

1/3 of the UK's
population is
over 50

YET

5.6% of the ad
industry employs
over-50s

88% said brands should employ more older people to understand the audience better

52% say brands who resonate with them win their custom

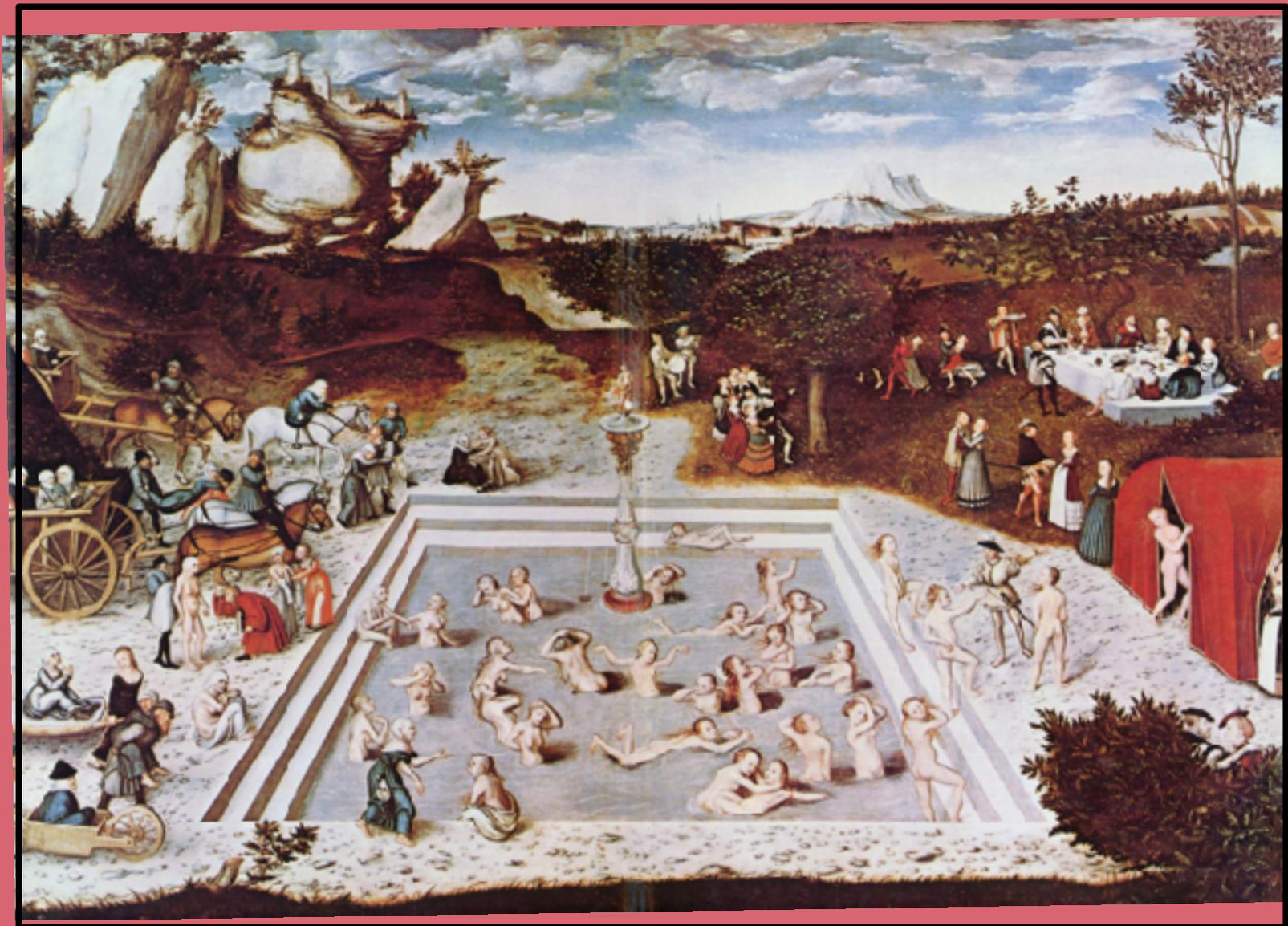
“Most people ignore advertising because most advertising ignores people”

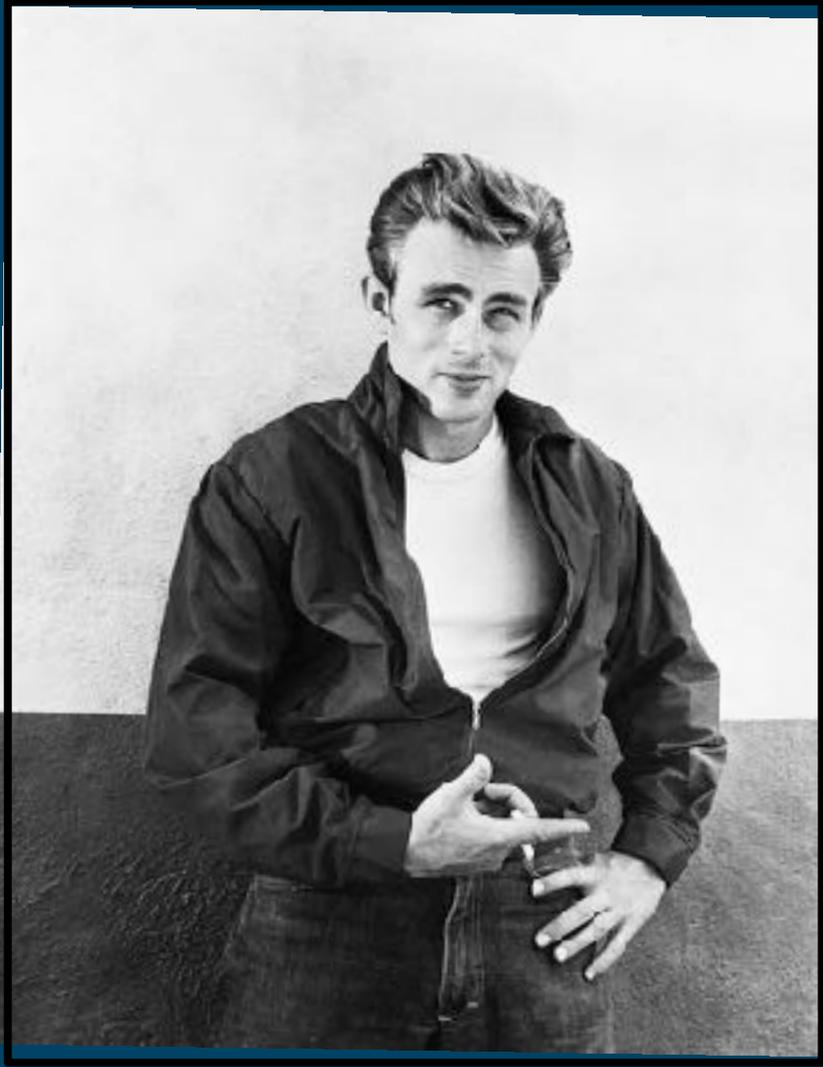
Bob Levenson

Context

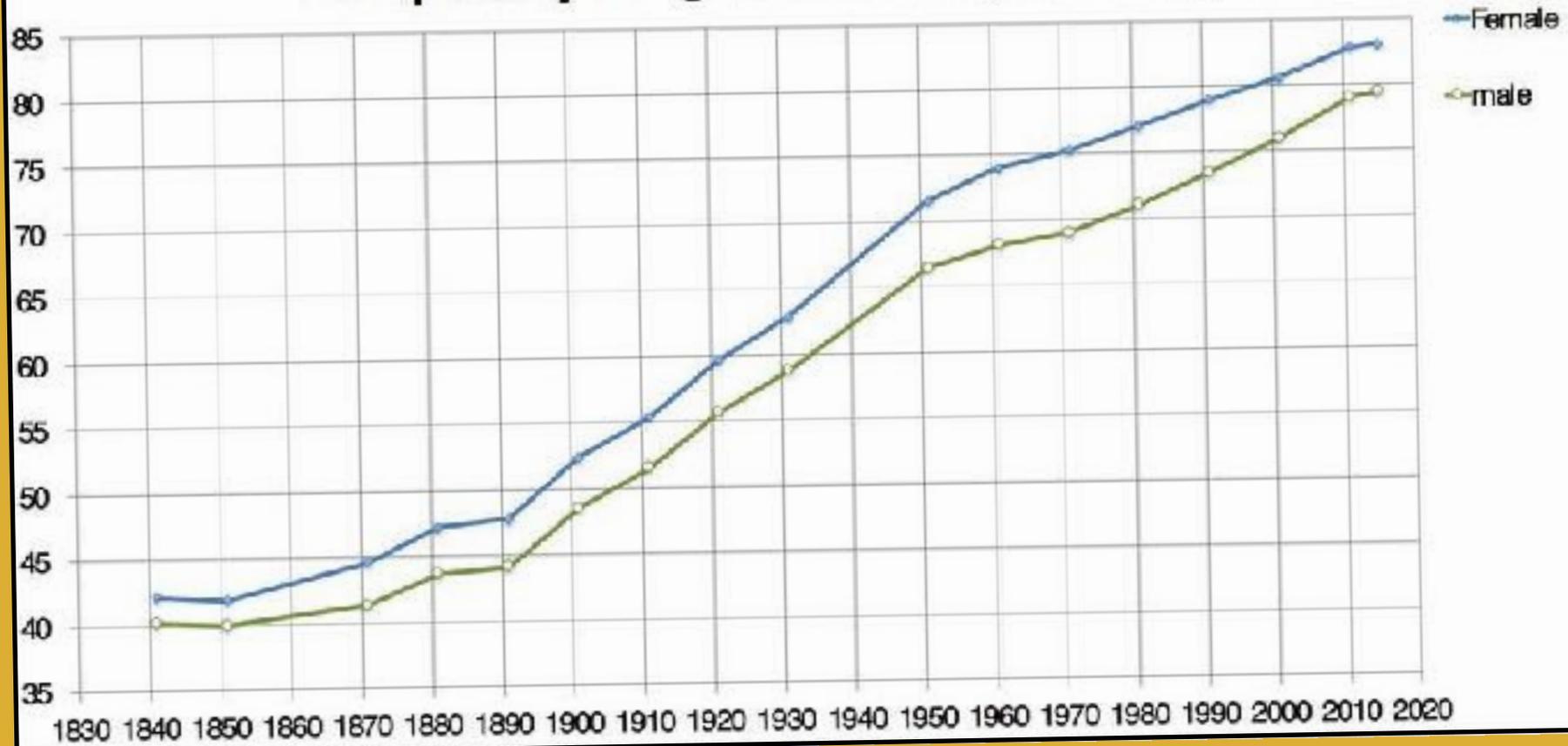
Psychology

Unconscious bias



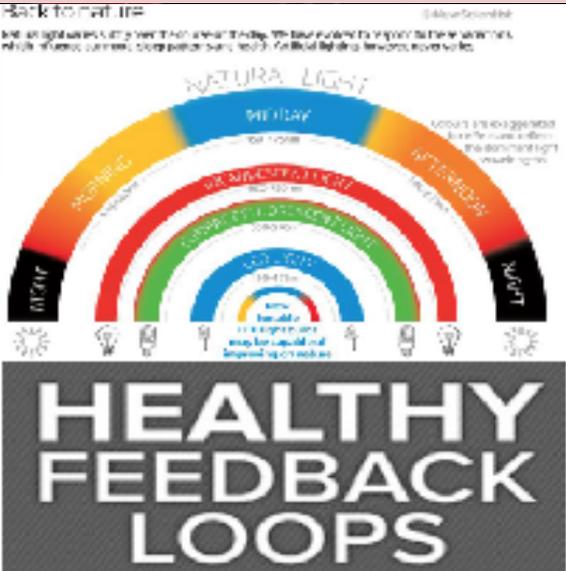


Life Expectancy in England and Wales, 1840-2016, ONS



Our 'System 1'

hasn't caught up



Singularity University

Preparing Humanity For Accelerating Technological Change

MyGenome App

Quantified Self

Jan Feb. Mar Apr May Jan Jul

FANTAST VOYAGE

RAY KURZWEIL + TERRY CROSS, M.D.



The Economist

Intelligence: How do we measure it?
The rise of the robot?
The end of the world?

Microbes maketh man

THE HUMAN MICROBIOME

Micro

start how it works blog order now

explore your microbiome

Your body is an ecosystem made up of trillions of microbes. Find out who they are and what they do.

Start Now for \$99

Log On / Register

Acoustic Research

Dr. Jeffrey Thompson, D.C.

silent nights

For the best and most effective results, use Silent Nights every night.

BEING WITNESS

HUMAN BEING

BEFORE ANYTHING ELSE



GOD IS WATCHING.
FULL OF PANORAMIC ROOF. Available for 206, 208, 3008 and 5008.

MOUVEMENT & ÉMOTION



PEUGEOT



“It is the assumptions that are made about us, usually patronising and demeaning ones, made as soon as they see the grey hair, the lined face or the date of birth”

“All adverts aimed at over-50s make you feel old or incontinent”

Driving Miss Daisy



~~Driving Miss Daisy~~



Driving the economy

Risk aversion

18 months

Nobody ever got fired

for buying IBM

Nobody ever got fired

for ~~buying IBM~~

targeting millennials

Logic

“How do we sell

more Coke?”



Make it *cheaper*?

Make it *taste better*?

Make it *bigger*?



Where's

the logic?



Where's

the logic?



Where's

the logic?

"Brave"

Creatively-awarded campaigns

generate 11x more share growth

per 10 points of excess share of voice

"Prudent"

"Brave"









In a survey on Gransnet, respondents named L'Oréal ("any ad featuring Helen Mirren"), Dove, White Hot Hair and M&S ("they use older models we can remember and relate to") as brands they believe are advertising well



So what can we

learn from all of this?

- 1. Stop treating the over-50s as a niche audience**
- 2. Get out there**
- 3. You are not the audience**
- 4. Beware of your unconscious bias**
- 5. Life begins at 50**
- 6. Taking a risk is the most sensible decision you'll make**

Questions?