



Mindful of Investing in Retirement

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rhcadvantage

the mature marketing experts



Connecting with the 50-plus client

Avoiding clichés

Building better
relationships

rhc advantage mature marketing experts

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Connecting with the 50-plus client

What do we know?

- Demographics
- Economic
- Social
- Psychological
- Physical

What could we do better?

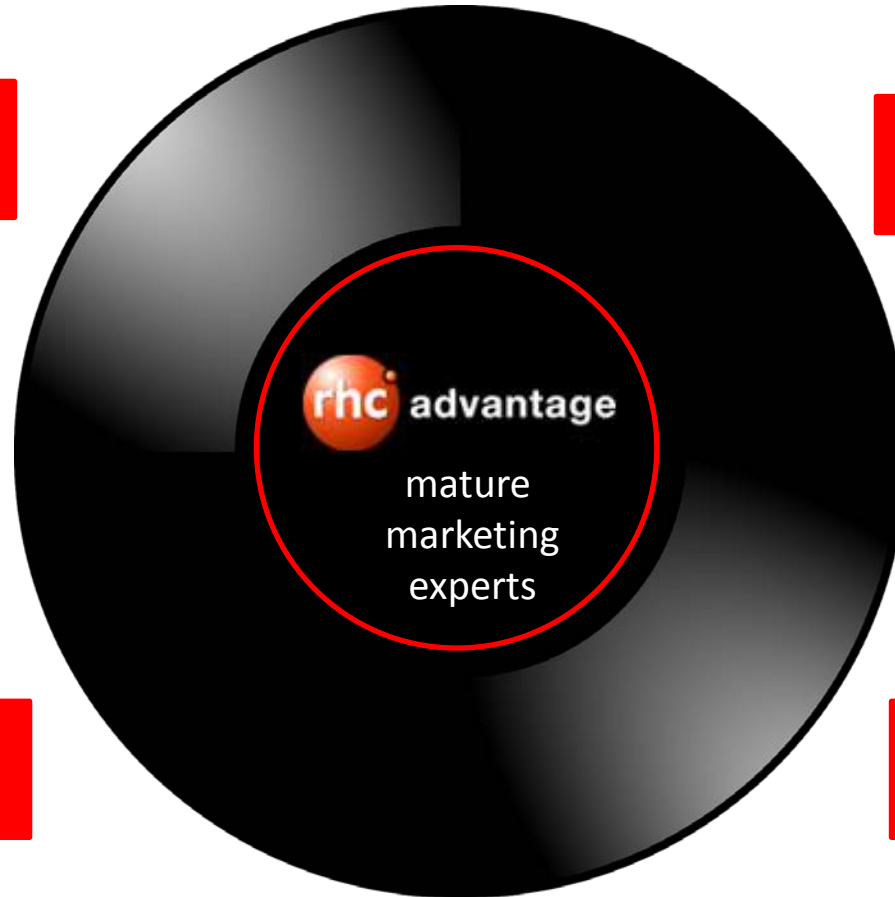
- Planning
- Marketing Communications
- Digital
- Physical environment
- People

consultancy

research

creative

audits



The Mature Marketing Association



A group of advertising and marketing agencies, academics, businesses, consultants, marketers and organisations that is committed to championing the importance of 'mature marketing' and sharing best practice.

www.the-mma.org

MIMO
Mature Marketing Association

Macro-environment

- Demographic
- Economic
- Social & cultural
- Political & legal

Marketing practice

- Employment
- Marketing Planning
- Segmentation, targeting & positioning

- 300+ data & research sources
- 60,000 word document
- Presentation & seminar



The Mature Market Report

Older Consumers

- Income, wealth and expenditure
- Purchasing behaviour
- Attitudes to age and ageing
- Attitudes to marketing

Marketing Mix

- The extended mix
- Marketing communications guidelines
- Digital

Demographics: long-term structural change



- More adults over the age of 45 than under 45

- More people over the age of 65 than under 16

- Massive growth in over-65s while under 65s static

- Over 65s: +1.1m in next 5 years

- + 50% next 20 years

- + 100% next 50 years

- From 17% - 30% of population

Now: 'Baby Boomers'

Future: 'Seniors'



Economics: impact of an ageing population



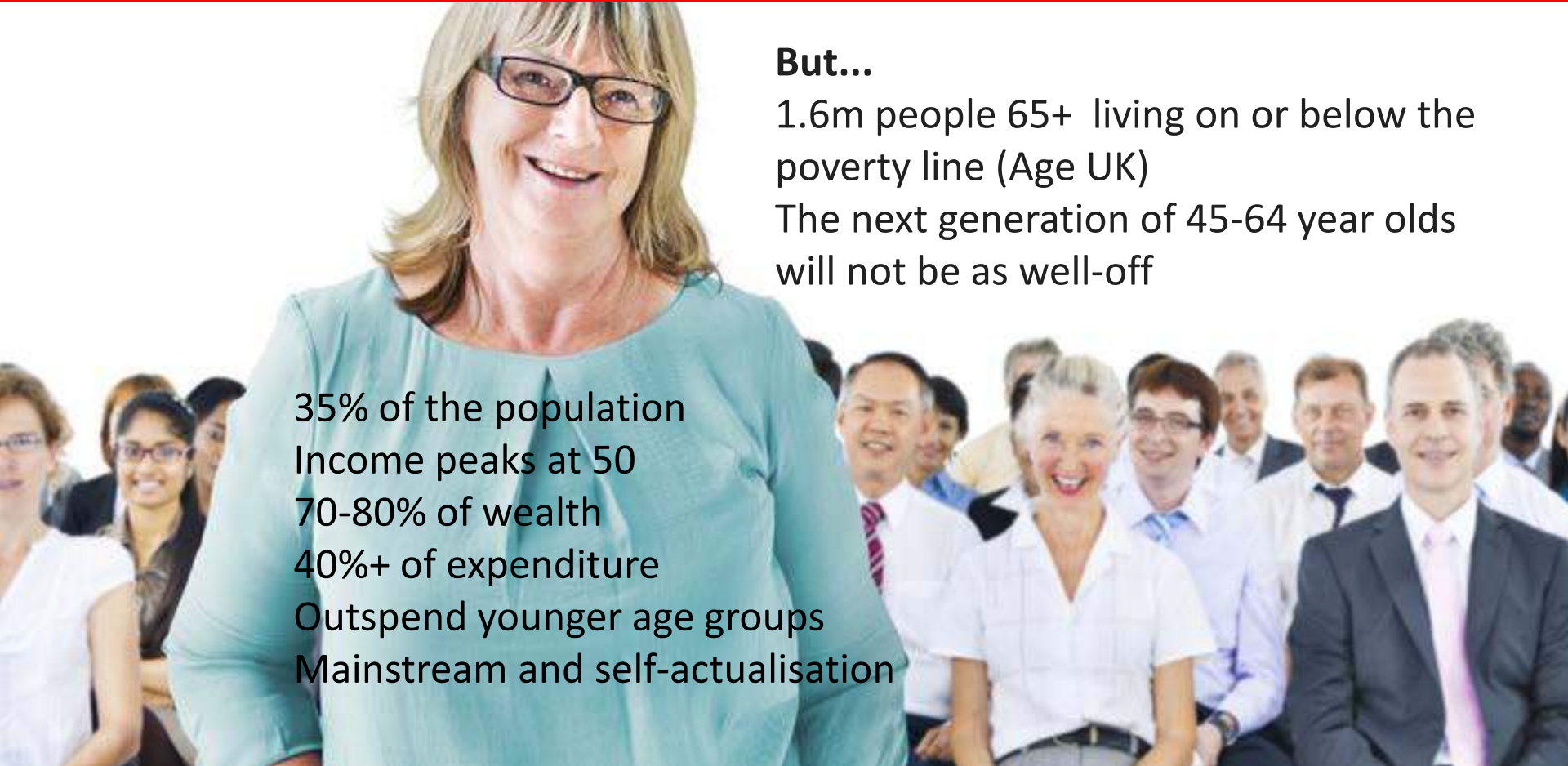
Macro-economy slows down

- Reduced output growth
- Expenditure peaks
- Savings & investment decline
- Smaller workforce, paying more tax
- Increased pressure on state
- Less state funding of pensions & care
- Inadequate provision for retirement (>33%)
- Private & state pension issues
- Poor return on savings & investments
- Health and social care funding
- Longer working life, equity release & entrepreneurship



Retirement as a process - managed or not

Economic behaviour of the over-50s



But...

1.6m people 65+ living on or below the poverty line (Age UK)

The next generation of 45-64 year olds will not be as well-off

35% of the population

Income peaks at 50

70-80% of wealth

40%+ of expenditure

Outspend younger age groups

Mainstream and self-actualisation

When do you stop being young?

- 15-24 you stop being young at 28
- 80+ you stop being young at 42
- Average 35

Abrams & Vauclair
European Social Survey

When do you start getting old?



- Aged 15-24 you start getting old at 54
- Aged 80+ you start getting old at 67
- Average 58

- Negative attributes, cultural stereotypes & value judgements
 - Age prejudice
- 64% think that age prejudice is a serious issue

Social: old age is culturally unattractive

Old people seen as a burden, dependent, feeble, frail, inadequate, lacking in creativity & dynamism



“Ageism is now the most widely experienced form of discrimination in Europe.” (Age UK report 2013)

64% think that age prejudice is a serious issue

New stereotypes of older people



New stereotypes of older people



Julie Clark Shubert.
'The Change' – YouTube.



Old stereotypes? Social disruption



Traditional concepts of lifestage and family structure - increasingly irrelevant.
80% - non-traditional family set-up

modernfamily



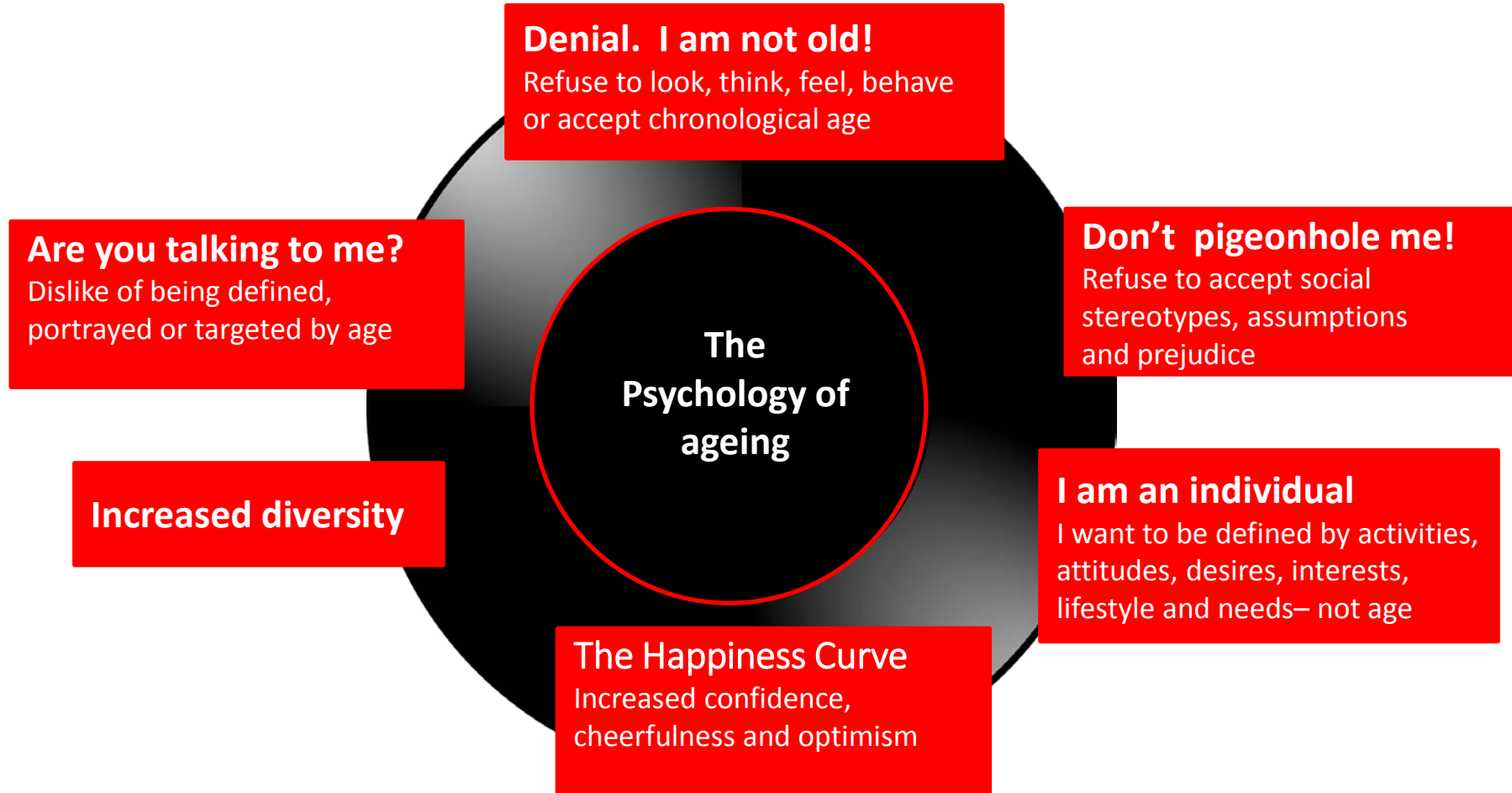
Baby Boomers



A “fortunate generation” (born 1946 – 1964) who have enjoyed dramatic improvements in living standards but are now “absorbing” more than their fair share of taxpayers’ money – Bishop of London.

A set of circumstances which will not be replicated.

Psychological ageing



Physical ageing

Physical ageing

Inevitable – but varies by age & individual

Cognitive

Response, processing & retention of information

Sensory

Sight, hearing, touch, smell, taste, oral

Physical

Mobility, Dexterity, flexibility, weight & body size, digestion, muscle strength, hair, skin, menopause, (in)continence, nutrition

Physical ageing

Younger for longer?

People are living longer, healthier, more active lives

Older for longer?

Increased longevity – but with disability and serious illness

Disablement

50% of registered disabled people are over 65

Attitudes to marketing



“I am still an active and discerning consumer.”



“I feel ignored, excluded, misunderstood, patronised and stereotyped.”



“I am open to new experiences – if there is a good reason.”



- Experienced consumers, who have grown up alongside marketing
- Sceptical. High expectations. Low trust
- Require facts and information, not irrelevant creativity or emotion
- Active consumers, who make informed purchasing decisions

- Advertising and marketing do not speak to me, even though I purchase that category
- When I am spoken to , it is often in an offensive, irrelevant or patronising way
- I do not aspire to be young
- I will change my behaviour – if I am given a good reason to do so

Marketing planning

Age is not sexy

- 'Age is just not a sexy word in marketing terms. Despite all the evidence, advertisers continue to pursue youth.' -- Szmigin & Carrigan, 2006
- 95% of marketing budgets are aimed at consumers aged under 50

Age Myopia

Marketing theory and practice are rooted in the past.

Targeting youth and younger adults is a habit many businesses have yet to break.

'An environment which lacks empathy with older people' - Director-General IPA

**50% of employees under 30,
5% over 50**

Segmentation and targeting

It's not how people see themselves

Important role of other segmentation variables

e.g. attitudes, benefits, interests, needs.
Socio-economic and health the most important.

Age has serious limitations as a primary targeting factor

Diversity and complexity within older age group

Inter-generational purchasing (and consumption) roles

Blurring of boundaries across age groups

Positioning – two strategic options

Age Silo

Products designed and marketed specifically at and for older people. May target end user and/or other audiences.



Around 250 tasty meals delivered to your door. (Not all at once, that would be greedy!)

We offer a choice of around 250 tasty dishes, including Main Meals, desserts and special diet options. From roast beef to gluten-free sponge, all dishes are delivered frozen by your friendly, local driver, ready to store in your freezer and cook in minutes.

Simply request our **FREE** brochure and order over the phone or online. We'll then deliver your meals for free. (Meal times taken care of – what could be easier?)

TASTY MEALS FROM ONLY £2.95

FREE NATIONWIDE DELIVERY

TRY OUR TASTER PACK for only £19.95

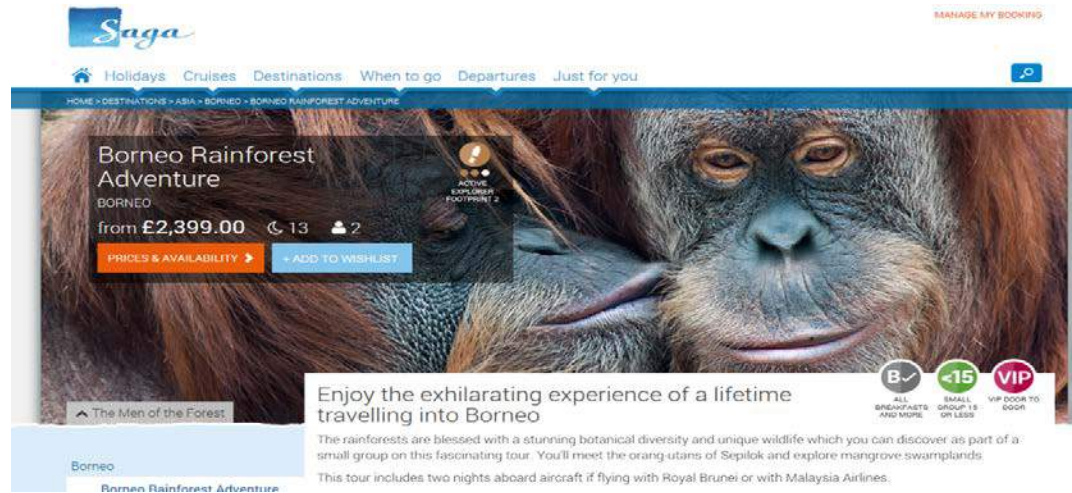
- Main Courses: Roast Beef & Yorkshire Pudding
- Family Vegetarian Casserole • Chicken & Wild Rice Pie
- Roast Chicken Breast with Somerset Cider Gravy
- Desserts: Lemon Sorbet, Lemon Sauce & Custard
- 400+ items: Sausage • Luxury Brunch • Apple Pie.

For your **FREE** brochure or to order a **Taster Pack** call us on **0800 066 3177**

Shop online at: www.wiltshirefarmerfeeds.com

Age Neutral

Products bought by all ages and marketed across the age spectrum. Barriers are removed. Inclusive Approach – not ‘mirror



Saga

Home > Destinations > Asia > Borneo > Borneo Rainforest Adventure

Borneo Rainforest Adventure

BORNEO

from **£2,399.00** 13 2

PRICES & AVAILABILITY **ADD TO WISHLIST**

ACTIVE BOOKING FOOTPRINT 2

Enjoy the exhilarating experience of a lifetime travelling into Borneo

The rainforests are blessed with a stunning botanical diversity and unique wildlife which you can discover as part of a small group on this fascinating tour. You'll meet the orang-utans of Sepilok and explore mangrove swamplands. This tour includes two nights aboard aircraft if flying with Royal Brunei or with Malaysia Airlines.

B✓ ALL BREAKFASTS AND MORE

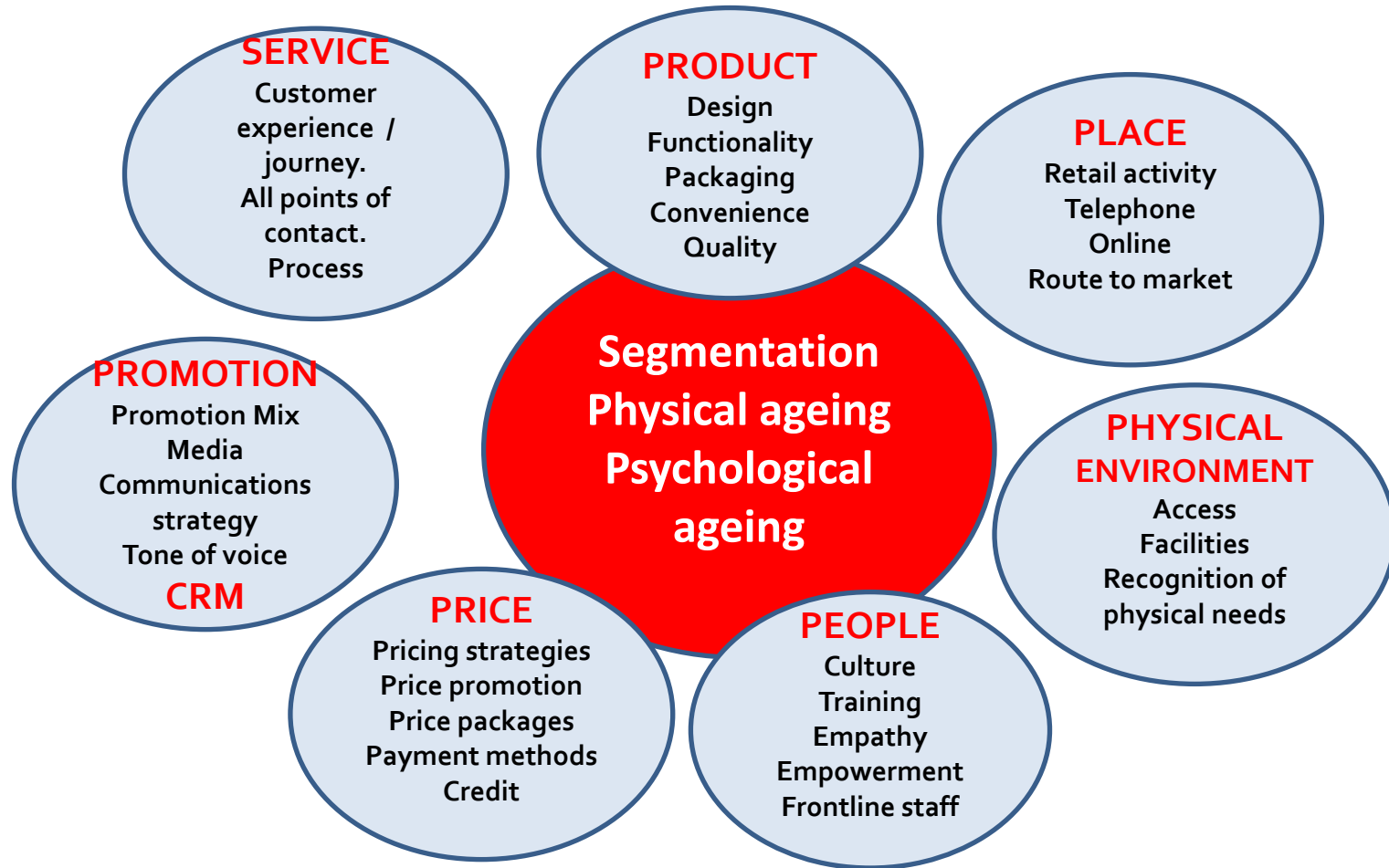
-15 SMALL GROUP 15 OR LESS

VIP VIP BOOK TO GO

Borneo

Borneo Rainforest Adventure

Marketing Mix All aspects should be assessed



Connecting with the 50-plus client



Customer journey mapping

Digital



Issues

- Language
- Assumption of knowledge
- Different usage: e.g. Multi-channel
- Physical ageing / design of digital tools
- Provision of help / support
- Non-internet alternatives
- Fraud

- Digital exclusion = social and economic exclusion
- 45-64 age groups extremely heavy users – especially men
- 65+ age group – usage increasing fast. Heavy usage amongst sub-segments. But
 - Less than 40% of people over 65 have used internet in past year
 - Only 50% of those want to use

Creative strategy - copy

Plain English

Straightforward. Unambiguous.
Immaculate grammar.

Seek engagement and empathy

Treat as fellow adults. Talk don't shout.
Relevant personalities, humour, celebrities ,
real people and real stories, relevant
associations, can all build trust

Logic and structure

A logical flow of information and
clear signposting. Avoid cryptic
headlines and sub-headings.

Copy Tone of voice Guidelines

Be inclusive

Remove barriers, such as irrelevant
references and language e.g. youth
culture or industry jargon. And don't
talk age, talk needs and benefits.

Be positive

There is still much to look forward
to and enjoy. Positive emotions
with a specific focus. Avoid
negatives, even as comparison

Value and Values

Clear rational value
proposition & benefits.
Universal values, like
family, nostalgia

Inform

Provide information and facts.
Substantiate all claims. Link features
and benefits. Enable an informed
decision to be made.

Creative strategy - design

Address physical ageing

Note especially sight and hearing.
Apply to ads, audio, brochures, web, etc.

Get real

Avoid stereotypes, caricatures, negative or humorous portrayals of older people. Avoid 'wacky' activities, tokenism (kind granny, token oldie, etc.) Seek realism. and relevance.

Design

Visual clarity

Font selection and size, colour contrast, use of white space, leading. One large image, not several small ones. Avoid obscure imagery.

People

Use older models, not 'aspirational' younger ones - but 'me on a good day'. Mixed groups, people being active, wide range of interests.







The UK's No.1 high street
provider of hearing aids

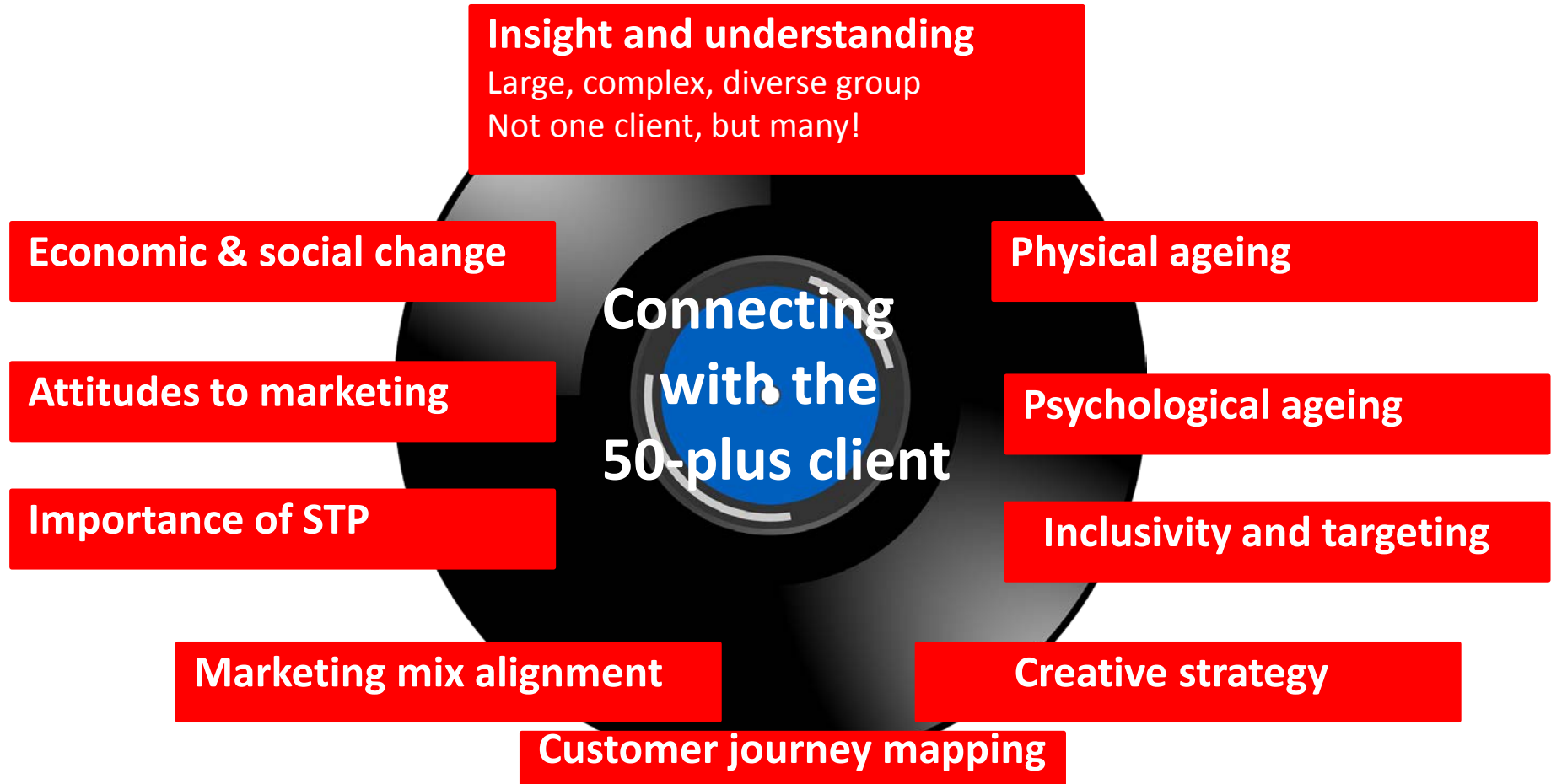
[Find out more](#)

Specsavers
Hearing Centres

A photograph of an elderly man and woman in a car that has been crushed. The man is in the foreground, his face contorted in pain with his mouth open and eyes closed. The woman is behind him, also with a pained expression. The car's interior is visible, showing the steering wheel and dashboard. The text "SHOULD'VE GONE TO SPECSAVERS" is overlaid in white, bold, sans-serif font across the middle of the image.

SHOULD'VE GONE TO SPECSAVERS





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