

# Wise Branding

## SPARC Workshop

### The Business Case for Ageing Research *So what is the problem?*

Presented by:

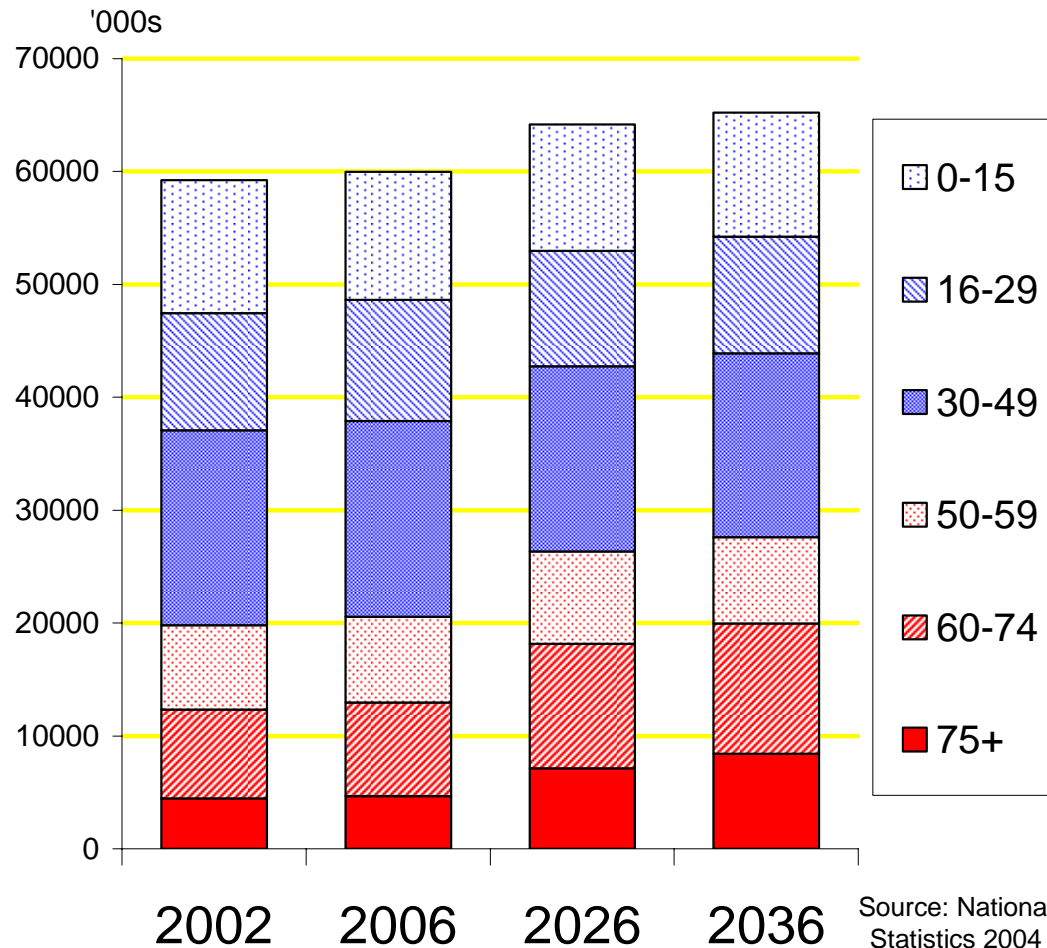
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## Not seen and Not heard

- The opportunity
- So, what is the problem?
- The business case
- Beyond age
- Conclusions

# The opportunity..... a large and growing older population



# Real spending power

- Over 50's account for 80% of UK financial wealth
- On average, higher disposable income than under 50's
- But huge variation in terms of who accounts for it.....
- Wealth concentrated among current 50 - 64's:
  - 80% home ownership
  - spend more per week than any other age group
- 65 – 75's already have similar spending power to under 50's
- Versus, 40% of retired who rely on state pension:
  - 60% home ownership over 75's

Source: Social Trends 2002 and Household Expenditure Survey 2004

## So, what is the problem?

- As a society, we have failed to come to terms with the dramatic increase in the number of older people, both in absolute terms and proportionate to the population
- Denial; the difficulty we all have in coming to terms with getting older, our own ageing process
- Older people feel they are marginalised, ignored, stereotyped
- Products, marketing and communications still addressed to the younger generation

*They think you have lost your marbles by the time you get to 60. There is a very strong ageism attitude; you are put aside or patronised*  
Wise Branding, Male, 65

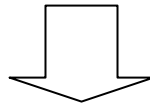
*They never look at us, just past us as if we were not there*  
Wise Branding, Female, 70

*We all know how old we are, We just don't want to be reminded. It's as if we are always looking for a deal*  
Wise Branding, Female, 65

*If they are sending this out to mature people, it is insulting. Like we are all hard up and not fashionable. This is for 80 year olds; my mum would wear that*  
Wise Branding, Female, 69

## We do not place a high value on old age

- Sheer numbers mean there is no status or achievement in having defied the odds
- As a revered minority, the elderly used to carry the wisdom of their tribe and family. But now:
  - no longer natural leaders
  - diminishing role in extended family
- In a secular / Western society, there is no sense of the development of spiritual wisdom that comes with age
- Experience used to be a basis for respect. But with the impact of technological change the experience of age is increasingly replaced by the expertise of youth



Longer life seen as a burden, not a benefit

# We remain a youth dominated culture

- Huge pressure to remain looking and feeling young:
  - role models are young and beautiful
  - men worry about loss of potency, power and success
  - women about a decline in their attractiveness
- Business still tends to innovate and grow by focussing on the young
- The majority of people working in marketing, communication and design are under 40

# Bound by cultural conditioning and stereotyping of what old age means and looks like

- Deterioration and decay, no sex, no fun
- Traditional and conservative, not innovative, lacking in discernment, not interested in style, fashion, technology
- Stereotyped prejudice written into the language; ‘grumpy old’, ‘silly old’, ‘boring old’, ‘dirty old man’
- Indeed, we now chose to shut old age away, rather than living with it

## The idea and fact of ageing can be traumatic

- Coping with 'retirement'
- Coming to terms with loss of youth
- Fear of physical and mental decay
- Fear of being alone, isolated, abandoned, helpless
- Of being poor
- So we live in denial. To suppress and deny our own fears we do not put ourselves into the shoes of being an older person.....

*When you are younger you don't think you will be 65... I didn't think it would happen*

Wise Branding, Female, 67

*Old age isn't for sissies*

Bette Davies

*Suddenly you have stopped your professional life, suddenly you are a nobody. If you are in a fairly high profile job that is something worse than death to be cut off...you can't spend the rest of your life growing roses or prize leeks.*

Wise Branding, Male, 61

*Dependence. It is a terrible thought. 15 years in a chair in a home....*

Wise Branding, Female, 75

# The business case

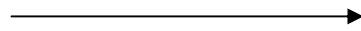
- Recognise that business opportunities come with change
- Recognise the complexity of the market
- Think beyond age

# Fundamental change and choices should present rich opportunities

- 'Retirement'
- Changing lifestyles
- Different priorities and needs
- More time, and different uses
- New interests and opportunities
- Even, physical change

# Potentially a different life and opportunities

## Family woman



- Focus on the family
- Spending on them
- Family food and toiletry products:
  - value packs to suit all
  - chips and pizza
- No time for me
- Family holiday
- Swim with the kids
- DIY face pack
- Family wagon
- Take away
- Old TV and video

## Empty Nester

- Focus on me (us)
- Spending on me
- My food and beauty preferences;
  - premium toiletry products
  - salad bags and fish
- More time for me
- Tour of China, cruise
- Swim and Yoga
- Weekly professional manicure
- Sporty car
- Meals at nice restaurants
- New DVD system

# Thinking beyond age

- Not helpful to think of age per se.
- Ageing is an individual experience; people age in different ways
- The accumulation of 'damage' is dramatically different from one person to another
- People's response to and ability to cope with the ageing process, differs dramatically
- Basic differences in attitudes towards life become magnified

# Attitudes are much more defining

- Potentially a more complex segmentation than for younger markets:
  - less vulnerable to peer group pressure
  - less need to conform, more individualistic
- Most helpful segmentation based on understanding a range of feelings about ageing
- Overlaid by attitude towards life per se
- Whilst spending power is clearly a critical marketing variable
- Basis for the development of the Wise Branding segmentation

# Wise Branding Segmentation

- Qualitative insight to develop parameters for segmentation
- Based on interviews with 50 – 80 year old consumers
- Interviews with 750 people, face to face in home
- ‘Personal’ information self completed
- Looking at feelings, attitudes, lifestyle, activities, products and services

# Wise Branding Correspondence Data Map

Passive and given up on life

Challengers

Realists

Active and full of life

# Wise Branding Over 50's Segmentation

## Passive and given up on life

- Bored and Depressed

- Struggling

- Regretful and Resigned

## Challengers

- Escapists

- Contented Acceptors

## Realists

- Zestful Explorers

- Active Achievers

- Satisfied Innovators

## Active and full of life

# Wise Branding Over 50's Segmentation

## ENGAGED

Satisfied Innovators

Active Achievers

Zestful Explorers

Escapist

“No worries. What’s new”

“I’m OK Jack”

“Make the most of it”

“I don’t want it to happen to me”

## IMPASSIVE

Contented Acceptors

Regretful and Resigned

“Home is my castle”

“Chin up and get on with it”

## ISOLATED

Struggling

Bored and Depressed

“Life is a struggle”

“Is life worth living?”

## Profile of groups (%)

<u>ENGAGED</u>	62	
Satisfied innovators	17	“No worries. What’s new”
Active Achievers	15	“I’m OK Jack”
Zestful Explorers	18	“Make the most of it”
Escapist	12	“I don’t want it to happen to me”
<u>IMPASSIVE</u>	17	
Contented Acceptors	9	“Home is my castle”
Regretful and Resigned	8	“Chin up and get on with it”
<u>ISOLATED</u>	21	
Struggling	12	“Life is a struggle”
Bored and Depressed	9	“Is life worth living”

## **Satisfied Innovators (17%)**

### ***No worries. What's new***

- AB and 60-64, couples and empty nesters, own home outright
- Most interested in change and keeping up to date
- Most likely to have stocks, shares, investments
- In very good health and less likely to take supplements and medicines
- Very active socially, likely to do sport / exercise
- Most likely to be a member of a sports /golf club, or wine / investment club
- Most likely to use a computer and go on line, have technical equipment at home
- Most likely to go on holidays

## **Zestful Explorers (18%)**

### ***Make the most of it***

- Female, 60-74 and C2, more reliant on state pension
- Keep in touch with people, very busy people
- Most likely to do sport and exercise
- Most likely to use complementary therapies. Also supplements, homeopathic medicines, and natural remedies
- Interested in food and food issues, like gardening
- Most likely to be church goers and charity workers
- The most concerned about care/ going into a home
- Radio 4, Classic FM, Guardian

## Escapists (12%)

### *I don't want it to happen to me*

- 50-54, more likely to have a mortgage, larger households
- Think getting older is depressing, and find it difficult to come to terms with it
- Most likely to use vitamins, minerals, and HRT
- Most likely to consider a face lift
- Most likely to be a member of a club / organisation
- Pubs, meals out, beauty salons
- Highest incidence of regular drinking and high incidence of smoking
- Party animals!
- Least likely to vote

## **Bored and depressed (9%)** *Is life worth living*

- Older, downmarket, DE 65+, widowed, live on own, rent
- Lonely and cut off, feel helpless
- Feel it is not worth getting up in the morning sometimes, struggle to fill their day
- In poor health
- Only group to use Social Services, Home Help, Meals on wheels etc
- Least likely to go out and be engaged with others / in activities
- Use anti-depressants, sleeping tablets, prescribed medicines
- Most likely to drink every day, and smoke
- Heaviest TV watchers

# Conclusions

- Immense business opportunities if we are up to the challenge:
  - to harness spending power
  - provide products which are relevant to a different lifestage and lifestyle
  - which help to cope with the process and consequences of ageing (practically, emotionally)
  - but, are not *limited* by age
- To make the most of those opportunities:
  - develop ideas about targeting
  - more insights and greater understanding
  - consider the special needs of this market
  - appropriate communication and design
  - relevant imagery, not stereotyped and patronising

## The way forward...

- Question the notion of ageing; in society, in ourselves
- Ignore the calendar; chronological age is progressively less relevant
- Develop products which are appropriate to this lifestage, to these people
- Think about the role of these products:
  - *enabling* life and living
  - *enhancing* the quality of life
  - *simplifying* life