

Marketing to the Over 60s

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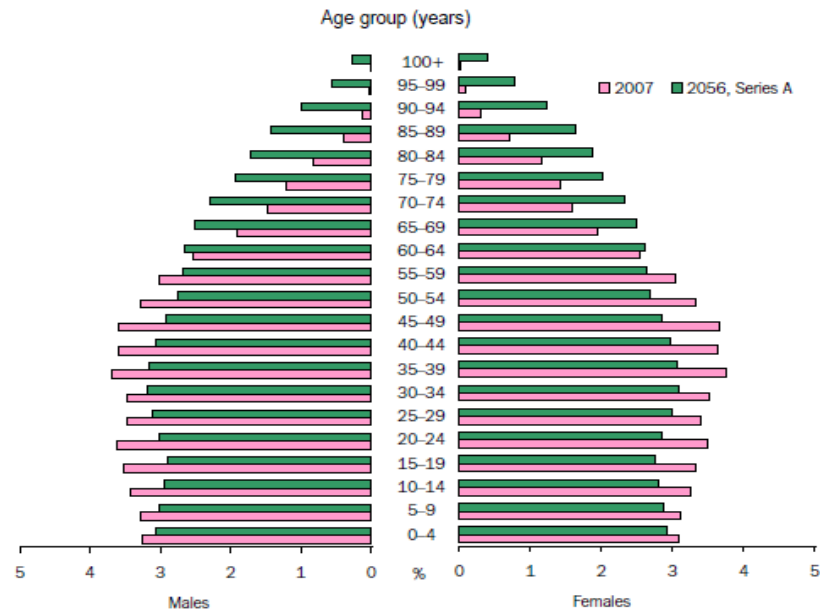
Agenda

1. Why the Over 60s?
2. How do you talk to this audience?
3. Questions/Discussion



Why the Over 60s?

Projected population age and sex structure



- Between 1990 and 2010 the proportion of people aged 65 years + has increased from 11.1% to 13.6%
- The 85+ group has more than doubled (0.9% to 1.8%) and under 15s decreased (22% to 18.9%)
- And the ageing population skews female

Why the Over 60s?

- High Levels of Disposable Income
- “Semi-Nesters” leads to a change in behaviours
- Opinion Leaders
- Savvy
- A lot of years to go
- A new Generation that is living longer – this hasn’t happened before
- They are largely being ignored



The Older Female

- The world is now a very different place from where she grew up
- Many didn't work/have careers – it's not the case anymore
- Often married young – can be a widow for a long time
- In a society where women are often valued for their looks can feel invisible
- There are lots of healthy years to go – so what do you do with your day?
- No one in marketing is talking to them – and they are keen to be heard!



Messaging Directions – From the World of Food

1. Don't assume they lack Confidence
2. Recognise their Expertise and Experience
3. Move Past the Clichés
4. The Importance of the Facts



Messaging Directions – From the World of Insurance

1. Their Perspective on Time is Different
2. Their Evaluation Process is Different
3. The Internet is about Information rather than Entertainment
4. They are Savvy
5. They are Opinion Leaders



Messaging Directions – From the World of DIY

1. The World of the Semi Nester
2. Modern Traditional
3. I Don't Feel Old



Golden Rules for Golden Years Marketing

1. Speak to Expertise and Experience not Age
2. Take a Modern Traditional Style
3. There's a lot of time and interest in Search
4. A Different Perspective of Time
5. Recognise and Leverage their value as Opinion Leaders

