



LUNCH & LEARN

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**The 55+ Market:  
Are marketers guilty of  
benign neglect?**

# So, what did we do?



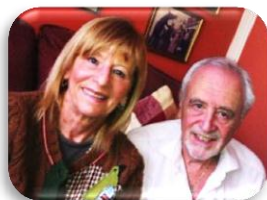
What?	<b>7 x 1½ hour in-home depth interviews supplemented with pre-tasks</b>	<b>111 x 10 minute online interviews</b>
Who?	Men & women 55-70 years Smartphone users, all with a modern outlook <ul style="list-style-type: none"><li>• 4 x married couples</li><li>• 3 x widowed, divorced or separated</li></ul>	Men & Women 55-75 years All with a modern outlook All own and personally use a modern technology in past 12 months
Where?	Greater London, Birmingham & Manchester	Nationally representative
When?	w/c 23 <sup>rd</sup> April 2012	w/c 30 <sup>th</sup> April 2012



# Who did we speak to in the qual?



**Patsy & Paul**  
**Married**  
**Edgware**  
**50-60 years**



**Faye & Harold**  
**Married**  
**Bushey Heath**  
**65 years**



**Shirley**  
**Single**  
**Boreham Wood**  
**60-65 years**



**Ian & Ian**  
**Friends**  
**Cheadle**  
**50-60 years**



**Clifford & Julie**  
**Married,**  
**Kingstanding**  
**50-60 years**



**Lorraine & Kim**  
**Friends**  
**Solihull**  
**50-60 years**

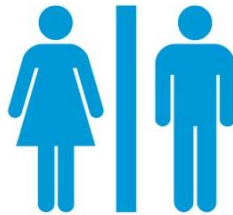


**Sue & Alan**  
**Married**  
**Didsbury**  
**60-65 years**



# Our quantitative sample

- Amongst our 'modern outlook' 55-65's there was a slight male bias:



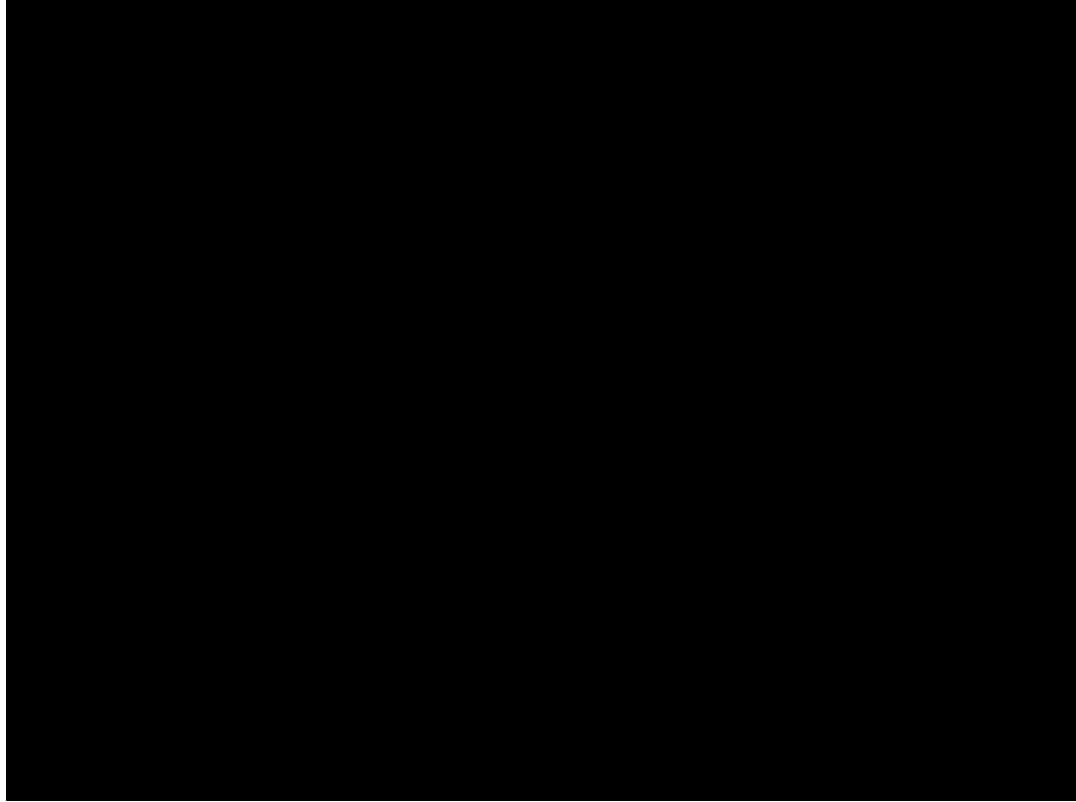
40% Female vs. 60% Male

47% Full Time Workers



21% Retired





**A few facts...**

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50

%+ of recent smartphone  
purchases were made by  
the over-50s

Source: Article in Mobile Today, “**Over-50s drive smartphone adoption**”  
April 2012, based on recent research from Kantar Worldpanel







**25** % of all UK internet  
users are aged over 50

Source: [Thirdage.co.uk](http://Thirdage.co.uk)



*“[the over 50’s] with their massive purchasing power, **account for 40 % and rising of all consumer spending in the UK.**”*

Source: Sarah Robson, Director Millennium Marketing Group



The average marketing industry professional is aged



32

...While the average age of a marketing director is



42

Source: 'Careers: Salary Snapshot – Age' 'Marketing' magazine



**To get this into  
perspective...**

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“We’re the elephant in the room that everyone ignores. Actually, we’re the cash cow everybody ignores. This is a big mistake.”

Chuck Nyren, ‘Advertising to Boomers’ (2007)



...So who am I really?



# This is how I see myself...



# Age is a state of mind...

“I don't feel any older than when I was 25. In my mind I'm still the same girl I was then...and then I look in the mirror”

(Faye, qual respondent, 65 years)

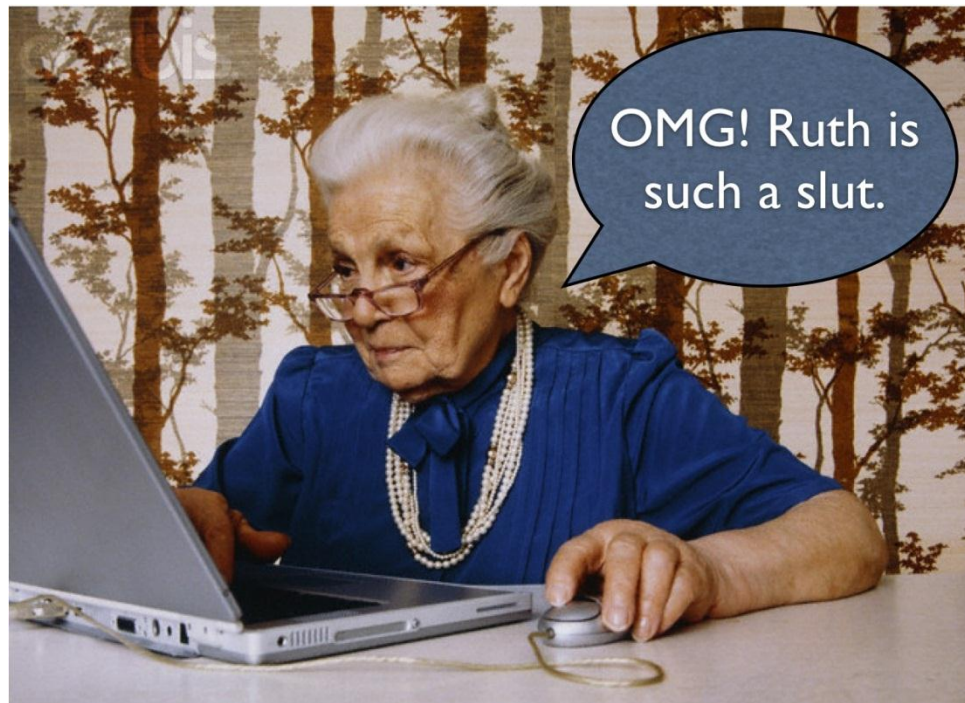




# ...This is how others perceive me



# I'm comfortable in an online world



86% of our sample claimed  
to go online '*everyday  
without fail*'



Source: One MS quant research 2012





**98%** had bought something off  
the Internet in the past  
year

*Which of the following are you a regular  
member of?*

Amazon 82%  
Paypal 77 %  
Ebay 65%  
Groupon 33%  
Asos 5%

Source: One MS Quant research 2012



**68%** had interacted on a social media network in the past year



*Which of the following are you a regular member of?*

Facebook 69%  
Skype 40%  
Twitter 25%  
Linked In 17%

Source: One MS Quant research 2012





**72%** had played a game on either their computer or smartphone in the last year

...while **45%** had downloaded music off the Internet



Source: One MS Quant research 2012



# DON'T LABEL ME





# Labels, labels labels!

GENERATION 'X'  
PENN  
BOOMER  
SENIOR  
GRE

“I am a person  
not a  
stereotype”

Quant Verbatim, One MS  
Research April 2012





# Now is 'me' time



“

I want to experience a gin sling cocktail in Singapore at the Raffles, and ride a horse and carriage around central park; they're just a couple of things on my bucket list!”

(Kim 54 years, qualitative interview, One MS Research 2012)



# I'm willing to pay more for better



“ Apple are helpful and obliging...you can even book a year's course for £70 for an hour's private tuition at the shop on any of the topics you want. You can go back as many times as you want, it's great ”

(Ian, 57 years, qualitative interview, One MS Research 2012)



# Which brands tap into the 55+ mindset?





# Examples of recent advertising that speaks to the age group...

Audi, 'ugly duckling' ad



M&S  
'Twiggy' ads



Emirates Ad

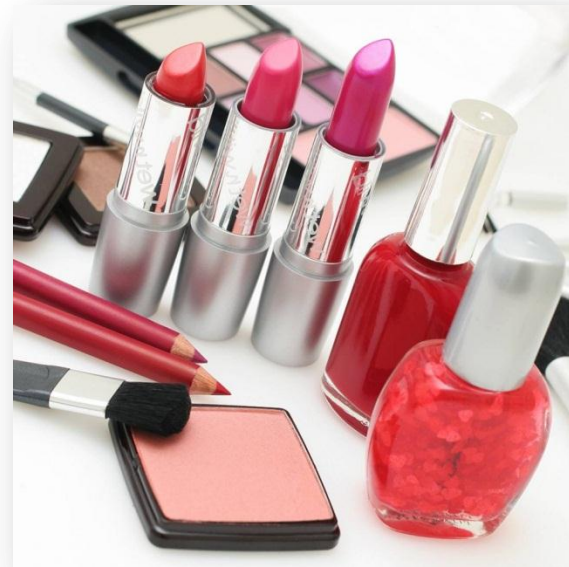
# Who's my inspiration?

*The 'top 10' pick of the celebrities who inspire our audience...*

Joanna Lumley	39%
Alan Sugar	24%
Jeremy Clarkson	17%
Michael Parkinson	16%
Bruce Forsyth	13%
Jo Brand	13%
Will I Am	12%
Simon Cowell	12%
June Whitfield	12%
Honor Blackman	12%



# Who's making me feel like an outsider?





“If you’re under a size 14  
you can’t be over 50”

Julie , 50-60, qual interview, One MS Research 2012



# An unforgiving market



# Who turns me off?



**57%** Thought Jonathan Ross lacked relevance to them

“He didn’t do himself any favours with that Andrew Sachs scandal – we lost interest in him after that...”

(Patsy, qual respondent, 61 years)



**So, are marketers guilty of  
benign neglect?**



**YES, so...**



# What can be done?

- Acknowledge their influence in the market: They have the money AND the time to spend it
- Focus on online
- Play to the 'all about me' mentality
  - Acknowledge older consumers' growing appetite to explore, learn and discover
- Harness the helpful and altruistic dimensions of brands



## A final thought...

“ I’ve got loads more money than you, so suck on that young person; age does NOT reduce attitude, or mental aptitude for that matter ”

(Quant verbatim, One MS Research 2012)



**Thank You**

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