

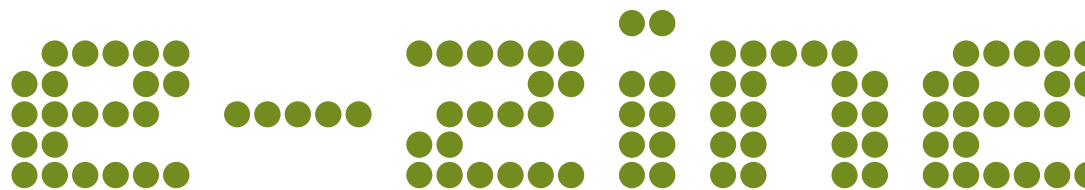
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MATURE THINKING



INSIDE: FREE REPORT EXTRACT, SAMPLE SPREADS, MARKET BAROMETER, REVIEWS AND MUCH MORE



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NEXT PAGE

REVIEWS

LORD MACLAURIN

Former chairman of Tesco and president of the ECB and current chairman of Vodafone

“In consumer research, I have been surprised by how little information is readily available about mature consumers. It’s as if marketers believe the earth is flat and that people slip off the edge, in marketing terms, as soon as they turn 50. I commend Mature Thinking to anyone in business who is concerned with finding or creating new opportunities.”

GRAHAM SAXTON

Vice president, strategy and development, Europe, MTV Networks Europe

“How do you communicate with a group that is only defined by their common ages? The value of this publication is that it seeks to increase the knowledge base through the intelligent sharing of insights.”

WHAT IS MATURE THINKING?

The premiere issue of this annual report publishes unseen data and brings together a range of mature market resources and information into one invaluable reference tool. This report is a must for any marketing, communication or advertising professional looking to develop their knowledge of the UK’s fastest growing market segment.

WHAT'S IN IT FOR ME?

In the next decade, mature marketing will be *the* hot marketing topic. This report is a smart investment in both your market knowledge, and your marketing career.

WHAT'S THE BIG DEAL ABOUT THE RESEARCH?

The study has involved more than five million mailings over four years. This year's survey was mailed to more than 450,000 mature households. A response rate in excess of 10% resulted in more than 45,000 usable data sets. The survey included sections on hobbies and interests, home life, purchases, holidays, financial services, health and charities.

HOW DO I GET AHEAD IN MY CAREER?

Knowledge is power. Age is wisdom. Mature Thinking has both.

To order your copy, see the final page of this e-zine for contact and order information, and details of our 14 day money back guarantee.

quiz quiz

- 1** Over 50s account for £145 billion consumer expenditure in the UK. What proportion of marketing campaigns pay attention to them?
A 5% B 15% C 25%
- 2** How many million over 50s are there in Britain today?
A 9 B 19 C 29
- 3** How much is the weekly basic State pension?
A £77.45 B £97.45 C £117.45
- 4** How many 'silver surfers' taught themselves how to use the internet?
A 23% B 53% C 73%
- 5** How much of the UK's personal wealth is held by over 50s?
A 40% B 60% C 80%

ANSWERS ON LAST PAGE

the numbers game

Number of stories featured in Mature Thinking **90**

Number of stories included free in this e-zine **1**

Number of graphs and charts featured in the report **84**

Graphs about gardening **1**

Number mature consumers who enjoy gardening **10 million**



Actual age of Daphne and Gordon Couplan (pictured left, in their garden) **77**

Age they say they feel **57**

Age considered 'old' by a twenty year old **40**

By a forty year old **60**

By a sixty year old **80**



WHO ARE THESE PEOPLE ANYWAY?

Mature thinking paints a social *and* statistical portrait of the mature market. To bring the research findings to life, and find the human tales behind the trends, we have included personal profiles of a range of mature consumers. Malcolm, Jim and June, Maggie, Evelyn and Joyce are some of the people you will meet when you read Mature Thinking.

UP

SUPER SENIOR!

Article 27 looks at what's happening with ageing populations around the world. *Super Senior* features twelve men and women who live and work together to stage a play. It's reality television, over 60s style



POP ART PROMO

National Rail scores points with its promotion for the over 60s rail card. See article 25



GAP INC

The US clothing giant tried inclusive marketing on for size and revived flagging sales figures. We take a look at cross-generation marketing in article 24

EQUITY RELEASE

Out with the social stigma and in with holidays, cars and luxury goods. Articles 26, 33 and 40 look at the changing attitudes toward equity release

SILVER SURFERS

Article 30 introduces Britain's fastest growing online community - the over 50s

SPENDING THE KIDS' INHERITANCE

You can't take it with you, but you can take it on holiday. Article 33 looks at the brand new 'SKI' generation

COASTING THROUGH RETIREMENT

Perceived higher crime rates and lower quality of life is driving retirees out of the cities and into country and coastal areas. Article 44 looks at this mass migration of the mature market





SINGLES' STING

Travelling singles are being unfairly penalised - Jean Jewel calls it 'singleism' and has formed STAG, the Single Travellers Action Group. She's fighting the good fight in article 36



1-1-HATE

Watching the 118 boys putting the '192 Grandpa' out to pasture pushed the wrong buttons for active older consumers. Other ageist ads are featured in article 22

OZZY OSBOURNE

Not a popular face among mature consumers who feel older role models should be setting a good example for the rest of society. Ozzy's got no fans in article 21

COMPULSORY RETIREMENT

The concept of a 'useful working life' is under scrutiny in the UK, in Government - and in Mature Thinking article 64

AGEISM

The most prevalent form of discrimination in Britain today. We look at its effects and the new British anti-ageism laws in articles 23 and 64



LOYALTY CARDS

Mature consumers are more fickle than marketers perceive them to be. Find out why points won't buy their love, but they still like to get newsletters.

DOWN



FREE ARTICLE EXTRACT

NINE TRUTHS ABOUT BRITAIN'S MATURE CONSUMERS

01

MATURE CONSUMERS FEEL LEFT OUT OF THE LOOP

People in their fifties, the group we call Thrivers, were the very first mass market, mass media, mass consumers. This was their revolution. Or so they thought.

Today they look on as the fashion, design, music, advertising and culture of the 1960s and 70s – their culture – is recycled around and around. Only now, they're standing on the outside looking in. 'I remember it first time around,' they say. Somehow, marketing's original darlings have found themselves outside the circle – a position they are none too happy to find themselves in.

Ernest's aquarium

Ernest Blackburn, one of Mature Thinking's cover models, is typical of the mature consumers the report champions. With his thank you payment for modelling, Ernest went straight out and bought a tropical fish aquarium because he'd "always wanted one". This desire to buy and try new things is common in the market, and flies in the face of the myth that older consumers are set in their ways.



quick quiz

TRUE OR FALSE?

- 1** Mature consumers are very brand loyal and not likely to switch away from tried and tested products.
- 2** A sixty year old is likely to feel five years younger than their chronological age.
- 3** Mature consumers have concerns about the privacy and security of shopping on the internet.
- 4** The number of over 50s considering equity release as a possible form of income has doubled in the last three years.
- 5** Sales suffered when younger consumers were turned off by GAP clothing ads featuring older models.

ANSWERS ON LAST PAGE

TWO

THE PRIVATE PROTEST

Having lived through the 1960s, the over 50s are no strangers to social activism. However, they are unlikely to engage in such a public protest at their newfound position on the social sidelines. They won't paint placards, hoist banners or shout in the streets.

They wield economic clout and they know it. Mature consumers know that the smart way to make themselves heard is to vote with their wallets. Silent but deadly, this will be their private protest.

03

NOTHING LEFT TO PROVE

Having inhabited their own skin for five decades or more, mature consumers have worked themselves out. They have a strong sense of self and they know what they like and what they don't. They have nothing left to prove to either themselves or other people.

Brands built on notions of 'cool', acceptance and belonging won't fly with this market. They seek benefits, not brands; logic, not logos; information, not image.

FOUR

TOO DISCERNING TO STAY LOYAL

One of the biggest myths surrounding the mature market is that they have strong brand allegiances. Not true. Their purchasing behaviour is no less promiscuous than other age groups.

Older consumers are too astute to stay put out of 'loyalty'. They've been through and seen through more marketing than most people working in the industry. If a brand offers no tangible benefits, they will buy the generic. If another provider offers a better deal, they will switch. Leave them out of your marketing and they will leave you.

05

A LONG TIME TO BEAR A GRUDGE

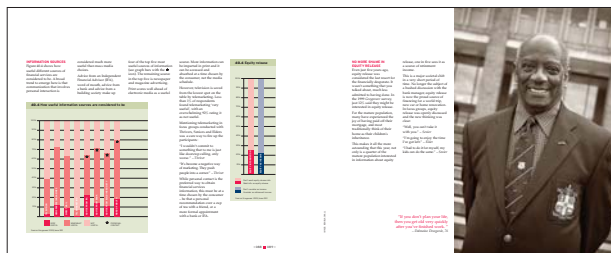
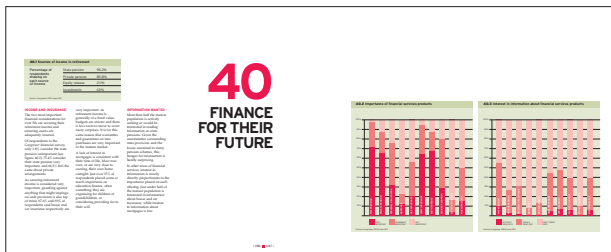
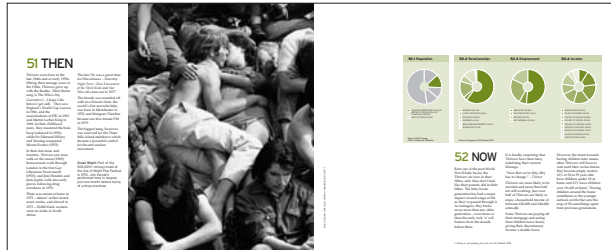
Are you 50+ and still living life to the full? Are you 30+ and still patronising mature consumers? Forgive us this stand on our soapbox, but speaking on behalf of every attendant at every focus group – tone of voice is a major issue.

There is a feeling among some marketers that the ageing population is something that we are 'heading towards', and that it can be dealt with when we 'get there'. That's too bad because if you offend, ignore or patronise those retiring today they've got a good twenty to thirty years to hold it against you.

sample spreads



more same spreads



07

NO MORE 'LEAKY BUCKETS'

The lack of new consumers coming through marks the end of businesses relying on replacement buyers to maintain sales. Now, as you lose consumers out of the bottom of the demographic bucket, there's a smaller number of new consumers coming through to top it up.

Despite industry reluctance, the best new market is the older market. But can advertisers and marketers move away from the 'youth is the future of our brand' belief that's been marketing mantra since the 1960s?

SIX

A 'NICHE' OF NINETEEN MILLION?

Why is it that marketers split the youth market into dozens of segments, then find further differences to dissect – and yet turn around and treat 19 million mature consumers as one?

Mature consumers are still referred to as a niche or specialist market and yet they form the largest, fastest growing market in the country. In fact, with our ageing population and declining birth rate, they are the only growing market in the country.

08

AGENCIES A DISTANT THIRD

Any move towards the mature market is largely being driven by the market itself. As mature consumers place increased pressure on companies to speak to them, provide for them, or just simply acknowledge them, so clients will in turn press media and advertising agencies.

Advertising agencies could do well to leapfrog their clients and put themselves back into the middle of the equation. After all, advising clients on how to bring their company and their customers together was once a core offering.

09

STUNNED RABBITS GET RUN DOWN

While an increasing number of companies are waking up to the opportunities the mature market holds, simply realising it is a vital and viable target market is not enough.

We urge you purchase *Mature Thinking* and read the research findings and case studies. Use it to work out where you stand with the mature market, but don't just stand there. Use it to make your first move, or your next move, toward making the most of the mature market.

Get more
simple
readers



quiz answers

MULTIPLE CHOICE

- 1 (A) 5% OF MARKETING
- 2 (B) 19 MILLION
- 3 (A) £77.45 PER WEEK
- 4 (C) 73% ARE SELF TAUGHT
- 5 (C) 80% OF WEALTH

TRUE OR FALSE

- 1 FALSE
- 2 FALSE (THEY FEEL TEN TO FIFTEEN YEARS YOUNGER)
- 3 FALSE
- 4 TRUE
- 5 FALSE

READ THE STORIES BEHIND THESE ANSWERS IN MATURE THINKING

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