

Marketing to the Over-55s - UK - August 2017

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“Age-related stereotypes continue to pervade the advertising landscape, with depictions of the over-55s often perpetuating a model of senior life that is at odds with how most 55+-year-olds see themselves. Campaigns that align their representation of older people more closely with the age group’s own assessment have the opportunity to engage better with the demographic.”

– Jack Duckett, Sr Consumer Lifestyles Analyst

This report looks at the following areas:

- **Reaching out to lonely seniors**

The sheer size of the over-55 population makes this group a lucrative commercial prospect for businesses. However, more often than not, when it comes to representing older people in campaigns, marketers tend to fall back on out-dated stereotypes, with many portrayals failing to align with the way this cohort view their own personalities and lifestyles.

Loneliness is a growing area of concern, particularly considering links with physical and mental decline. As CSR strategies become an increasingly important consideration for consumers, there could be a significant commercial benefit for businesses that are deemed to be helping to tackle the UK’s growing loneliness epidemic.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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