

Market Watch

New Ads Featuring Elders: Innovative or Insulting?

What do aging surfers, guitar-playing grandmas and an odd group of old men swimming in a frozen lake have in common?

They're all characters in the latest TV ads by Budweiser and a sign that national advertisers may be waking up to the need to make their sales pitches more intergenerational. Older adults are also featured in new television commercials for Michelob beer, another brand from Anheuser-Busch. The spots were created by D'Arcy, Masius, Benton & Bowles (St. Louis).

Many advertisers realize the image of older folks as grumpy, doddering old misers is way out of date. They've modernized the stereotype of older adults, casting them as wacky, wild, eccentrics.

We applaud the departure from the youth-crazed formula of advertising for beer and similar products. But are these ads creating a more upbeat, but still unfair stereotype of aging for the 90s?

We think so. These ads seem to be saying that old age is okay, as long as you still act like you're 21. That's equally insulting and just as unrealistic as the obviously outdated images of aging.

What do you think? Let us hear from you. Send or fax your opinion to P.O. Box 1408, Santa Barbara, CA 93102. FAX: 805-568-0469. ♦

Look for these stories inside:

5 New national awards to honor best mature marketing.

33% of frail elders have no one to provide help. **8**

9 Baby 'Boom' ahead for savvy investment firms.

MATURITY MARKET

PERSPECTIVES

The Marketer's Guide to Understanding Older Consumers • March 92

Getting a Bigger Bang for Your Advertising Buck: How to Create Publications with Appeal for Older Adults

By Herbert P. Weiss

Hammering out the most effective marketing plan to capture the growing gray market can be confusing because of the array of media options available. One of the most popular and potentially cost-effective techniques is the use of custom publications that double as a benefit for older adults as well as a marketing medium.

Custom publishers can assist companies with limited in-house resources or technical expertise to develop high-quality newsletters, magazines or other publications that deliver objective information and/or marketing messages. For a fee,

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Addressing safety concerns:

Older Adults Hit Hard By Financial Industry Woes

When marketing financial services, banks and insurance companies would do well to address the safety concerns of older investors right upfront. One out of seven older adults has had money in a failed bank or savings and loan institution and about the same number have moved or considered moving their money from one institution to another because of concerns about safety.

Those are the findings of a telephone survey of about 1,000 persons by the Wirthlin Group last fall. People over 65 were hit hardest by actual bank failures but other age groups seemed equally concerned about the safety of their money.

One key question asked whether respondents had ever moved their money or considered moving it because of concerns about the financial health of their financial

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No Dues. No Meetings.
No Obligation.
No Fancy Clubhouse.
No Reason Not To Join.



Senior Class at Baystate Medical Center isn't like any other club you've heard of before. It's free. It's dedicated to health and wellness. It's just for men and women 55 and over. And you don't have to do a thing but join. Because a member of Senior Class and you'll be invited to join us for lots of special activities—health screenings, cooking classes, seminars on Medicare, and more. But you don't have to come to any of them. If you don't want to, you'll still receive lots of other Senior Class benefits, such as free parking at Baystate Medical Center, streamlined registration for any of Baystate's services, and discounts from area merchants, country inns, and in Restaurants during some perfect places to stop for lunch if you're visiting a friend. You'll even receive our Senior Class newspaper, mailed free to your home, four times a year.

Why not join Baystate Medical Center's Senior Class? You get great benefits, and you don't have to go out on a limb.

To receive more information, mail this coupon to Senior Class, Baystate Medical Center, Springfield, MA 01106 or call Jim Baker at 784-1200. Please send no more information about Senior Class.

Name _____
Address _____
City _____ State & Zip _____

Baystate Medical Center
SENIOR Class

Overcoming objections may be the key to increasing membership in senior programs, as this ad for Baystate Medical Center showed. (See p. 7)

65+ Spend More on Health Care in 1991

Average annual expenditures per U.S. household rose a mere 2% from 1989 to 1990, the smallest increase seen in many years. Health care and personal insurance and pensions saw the largest increase, rising 5%, with older adults spending much more than the average for the population as a whole.

Consumers aged 46 to 54 earn and spend almost one-third more than the average U.S. consumer, while those age 65+ spend one-third less. Don't let age fool you though. For many product categories,

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Custom Newsletters Can Deliver a Company's Unique Message

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custom publishers can provide research, writing, production and distribution services.

Professionally-edited custom newsletters and magazines provide a unique way to communicate detailed information to senior club members. They can become a valuable membership benefit. Periodicals as well as calendars and other more specialized publications can also serve as direct mail promotional pieces.

In many cases, publications are offered primarily as a membership benefit but if they are good enough, they also raise awareness of the sponsor's programs.

The key decision marketers and membership program managers must make is whether to pay for a custom publication written, edited and designed solely for their purpose, or to use a generic publication which contains canned editorial available to a number of organizations. Hiring an in-house staff person to produce a publication is another option, although in many cases, financial constraints make this impossible.

"When you buy a custom publication, literally every word and aspect of the design is crafted to deliver your company's particular marketing message," says Jim Hill, president of Signature Publishers, Inc., a Saratoga Springs, New York-based custom publishing company. In a generic publication, only a limited amount of space can be allocated for custom editorial content, Hills says. Most of the information presented in this type of publication is written for a nonspecific audience.

Generic publications are cheaper to purchase because the cost of printing is shared by a multitude of clients. However, the price for generic and custom products becomes comparable

when a company orders more than 50,000 publications, Hill tells us. When this occurs, "It clearly becomes beneficial to go custom rather than generic."

Dallas Hospital Turns to TurnKey Magazine

Custom publishing offers Dallas-based Baylor Healthcare System's 55 PLUS senior program a sound solution to publishing *Advisor Magazine*, a 16-page membership publication. In-house staff constraints have forced the senior program to turn to custom publishing.

The magazine, developed from membership survey data, is used primarily as a membership benefit rather than a marketing tool. The senior program attracts up to 900 members a month without media advertising.

"Our custom magazine enables us to better meet the needs of our members and allows us to tailor the information we provide to them," says Program Coordinator Jane Canon. More than 75,000 magazines are distributed to the program's 98,000 members.

Use of 12- to 14-point type sizes and extra leading between lines helps ensure that seniors can easily read the articles, she notes. In addition, matt finish rather than glossy paper stock is used to reduce glare and difficulty of turning the pages.

Baylor Healthcare System is sold on custom publishing because it gives them greater control over the publication's con-

tent. This option allows the program's message to be consistent with the Baptist beliefs of the organization, Canon tells us. "We make sure the custom publishing company understands our goals and objectives."

HMO Uses Custom Calendar

Don't limit yourself on how you deliver your marketing message to age 50+ seniors. Along with newsletters and magazines, why not try wall calendars?

Calendars have a high perceived value among older consumers, notes Gary Ford, president of American Custom Publishing Corporation (ACP). Seniors have received free calendars from their local banks and insurance companies for years. But the number of companies now offering free calendars are dwindling, he says. As a result, "older consumers view calendars as a great gift."

The Libertyville, Illinois-based company
(Continued on next page)



Senior Edition is a quarterly 8- to 12-page newspaper from Coffey Communications (Walla Walla, WA) that allows clients to localize up to 50% of editorial space. Costs range from 19 cents to 35 cents per copy, depending on quantity ordered and the size of each issue.

MATURITY MARKET PERSPECTIVES

The Marketer's Guide to Understanding Older Consumers

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MATURITY MARKET PERSPECTIVES is dedicated to helping marketing and communication professionals gain a better understanding of the life satisfaction aspirations of older adults and use that knowledge to achieve business and public service goals.

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PERSPECTIVES

The Marketer's Guide to Understanding Older Consumers • May 92

Intergenerational Marketing: Family Ties Play Key Role In Reaching Older Consumers

By Jeff Ostroff

Many businesses develop sales and marketing strategies for those over 45 as if members of this group were isolated from each other and the rest of society. In reality, most mature adults have frequent contact with a variety of individuals and groups, the most important of whom are perhaps their children and grandchildren. In this article, I'll briefly explore these two familial relationships and discuss how your business can use this information to increase sales.

Most older persons have living children, including 80% of those over 65. Many of these children live near their parents and have regular contact with them. Among the 65+ group, for example, more than half live within 30 minutes of a child; 62% see their children at least weekly; and 75% talk

to their children on the phone at least weekly.

Adults over 50 and their children often do things with, or for, each other. They may shop, travel, or attend cultural activities together. Or, they may purchase products or services for one another. It should come as no surprise, then, that adult children can play a role in determining their parents' consumer purchases for such

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NCOA Launches Effort To Help Finance Firms Reach Older Adults

Washington, D.C. - The National Council on Aging (NCOA) officially launched a new institute for professionals involved in financial services for the mature market at its 42nd Annual Conference this month.

Membership in the National Institute on Financial Issues and Services for Elders (NIFISE) has steadily climbed to more than 300 since the institute's beginning in 1991, says Betty Ransom, NCOA's program manager for NIFISE. The group became official at its Inaugural Luncheon, held at the conference.

NIFISE bases its mission on the fact that older adults have multifaceted needs, Ransom says. As a result, complex financial management needs of the mature market require an interdisciplinary professional approach.

She notes that one member, a Certified

(Continued on back page)

Long-Term Care: Public Awareness Campaign Strategies

Last month, *Perspectives* reported that many consumers in search of long-term care don't know where to find information and know relatively little about resources that might be available to them, both conclusions of a two year research initiative undertaken by AARP's Health Advocacy Services Program.

Innovative programs to address this lack of awareness and information were presented at the American Society on Aging (ASA) Conference in San Diego in March. Speakers from community organizations

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Market Watch

Targeting Specific Market Segments Is Key

Want a simple formula that can help you break the mature market into meaningful segments? Lori Ross, Assistant Director of Constituency Relations and Vice President, Burson-Marsteller, recently related her recipe at the National Council on Aging Conference in Washington, D.C.

Because seniors attend programs and make buying decisions for highly individualized reasons, Ross suggested evaluating customers' needs (ranging from survival to self-actualization) as follows:

- First, break your customers down into submarkets. Come up with one or two word names for each submarket; this will help you develop a plan for targeting each group.
- Second, determine if additional segments are necessary. "If you can't give it a nick name to identify its behavior, you probably do need another segment," said Ross.

- Third, analyze the number of people in each segment, choosing the segments that you will target.

Finally, once you pick out your market segment(s), ask yourself what is it that they need and how you can spin what you offer in a way that will satisfy them.

"Be sure to determine the barriers to satisfying that need, and develop ways to tailor the product or service you offer to satisfy the segment(s)," concluded Ross.

For more information, contact Lori Ross, Burson-Marsteller, 202-833-4204. ♦

Look for these stories inside:

3 *The "Euvlivan Concept" Revisited.*

Income Sources of Older Adults: Future Trends. **4**

5 *Percentage of Companies Providing LTC Insurance On the Increase.*

Institute on Financial Issues for Elders

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Financial Planner, reflected, "my older clients need more than my financial advice; they also need help in securing in-home and other services, and I need to know where to refer them!"

NIFISE helps its members become more sensitive to the broader needs of seniors and helps them identify additional resources that can help their clients.

While most of NIFISE's current members are financial planners, Ransom notes that the organization is now broadening its membership by recruiting bank trust officers. "We've got a planned recruitment strategy to target insurance agents, certified public accountants, attorneys, and brokers."

NIFISE provides its membership with access to technical assistance and consultation on aging that will help them better meet the needs of their older clients, Ransom says.

Other benefits to belonging to NIFISE include receiving news and information on financial issues, services for elders, legislation, and resources in the financial and aging fields.

Members can also subscribe to publications at a discount and purchase training and audio visual resources, brochures and pamphlets that will expand their knowledge about older consumers at a reduced rate.

"Once NIFISE members are trained, we even give them an opportunity to deliver NCOA's retirement and life planning programs," Ransom explains.

A top 1992 priority for NIFISE is the development of a Code of Ethics for persons who advise and counsel elders about financial matters.

Annual dues for NIFISE membership are \$75 individual, \$495 corporate. For further information, contact Betty Ransom, NCOA, 202-479-6682. ♦

Mature Media Awards: Final Call For Entries!

Is your marketing and communications program state of the art? Put it to the test by entering the National Mature Media Awards, the first major national awards for the best in advertising, marketing and educational materials produced for adults 50 and over.

Deadline for contest entries is June 1. Materials developed between Jan. 1, 1991, and May 1, 1992, are eligible. For more information and an awards entry form, contact Kathy Buksas at 1-800-828-8225 or 708-816-8660.

Maturity Market

PERSPECTIVES

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COMING EVENTS

Consumer Outlook Conference

American Demographics Magazine

June 7-9, New York, NY
Call (800) 828-1133.

Eldercare - Exploring Common Ground

National Association of Area Agencies on Aging
July 19-23, Salt Lake City, Utah
Call (202) 296-8130.

Targeting The Mature Market: Beyond the Basics

Age Wave
August 2-5, San Francisco, CA
Call (510) 652-9099.

Unlocking the Doors to Older Consumers' Minds

Phoenix Systems, Inc. & Wolfe Resources Group

- June 25-26, Portland, OR
Call (503) 644-4000.
- June 29-30, Atlanta, GA
Call (404) 659-1400.

QUICK QUIZ

Q. What percentage of persons over 50 shop by mail in an average year?

A. 76% said they shopped by mail, spending an average of \$290 each.

Source: *Fact Book on Aging*, by Elizabeth Vierck

HAS YOUR ADDRESS CHANGED?

Please correct and return this address panel to *Perspectives* at P.O. Box 1408, Santa Barbara, CA 93102. Or call 800-955-9593.