



GLOBAL WELLNESS
SUMMIT 2019

New Life Builders: Ageing Is Better Than You Think!

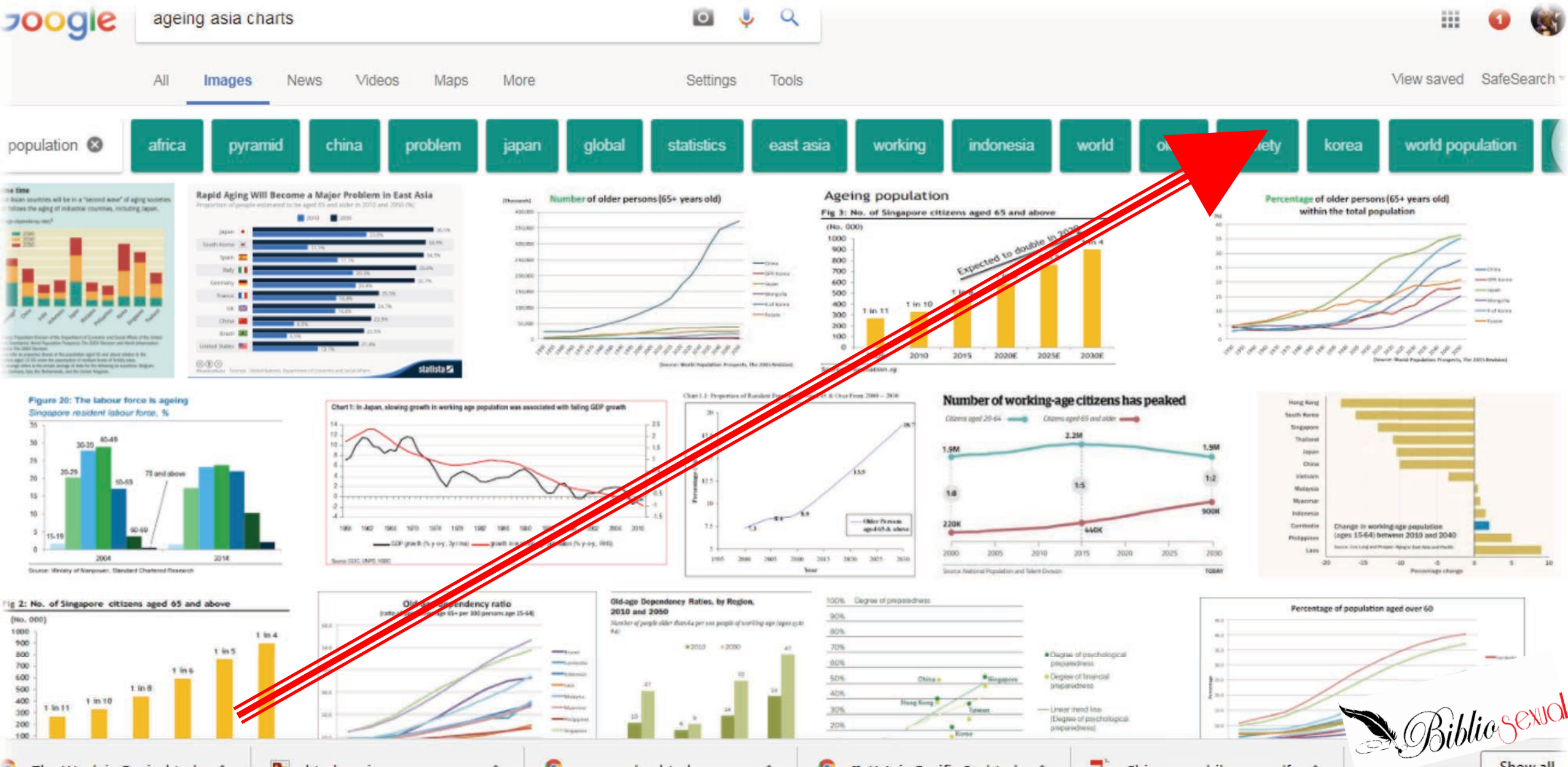
Dave McCaughan, Founder & Storyteller,
Bibliosexual, Thailand

NEW LIFE BUILDERS

THINKING
FORWARD

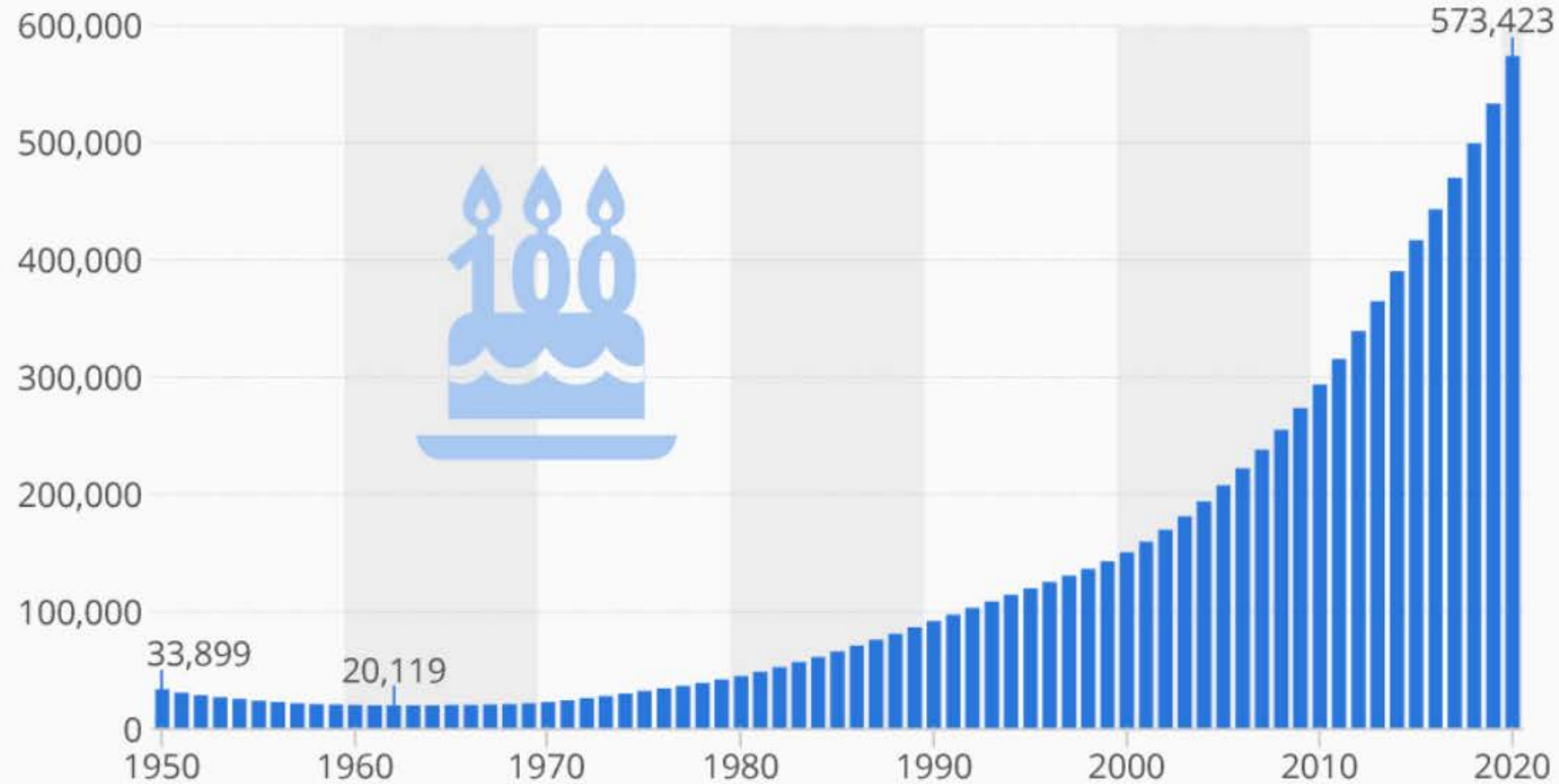


SIMPLE TRUTH : AGEING IS THE BIGGEST GROWTH AREA IN ASIA



Centenarians Are Becoming More Common

Number of people worldwide who are 100 years or older



70+



@StatistaCharts

Source: United Nations

statista

Biblicalsexual



A TOY STORY



LIFE IS ABOUT EXPLORATION



GENERATIONS ARE DEFINED BY EXPERIENCES

Optimistic

Idealistic

Personal gratification

At work: loyal, driven

Cope with technological change

Skeptical

Pragmatic

Savvy

Reluctance to commit

**At work: aligned with values,
flexible**

Want to be appreciated

Accept change

Cautious

Independent

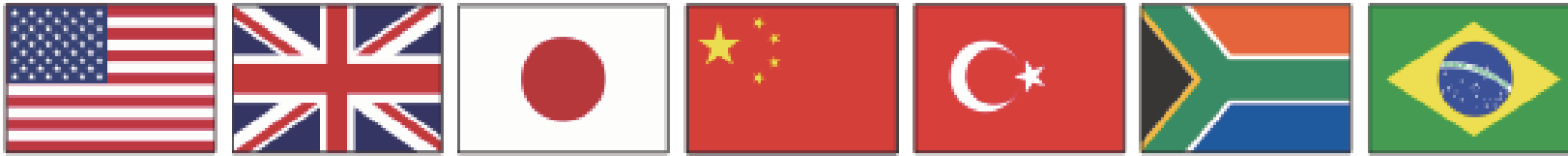
Inclusive

At work: self centered

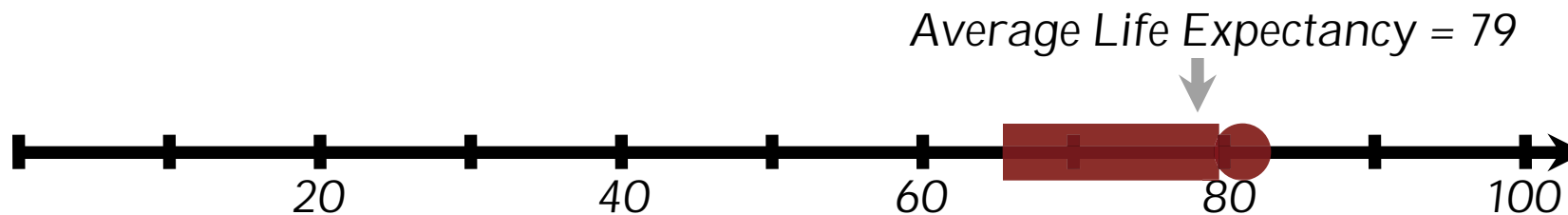
Disruption as a value

TRUTH : EVERYONE DIES YOUNG

people everywhere expect to live longer than the national life expectancy actually is



however, that becomes more pronounced with those over 65, who expect to live on average 4+ years beyond life expectancy norms



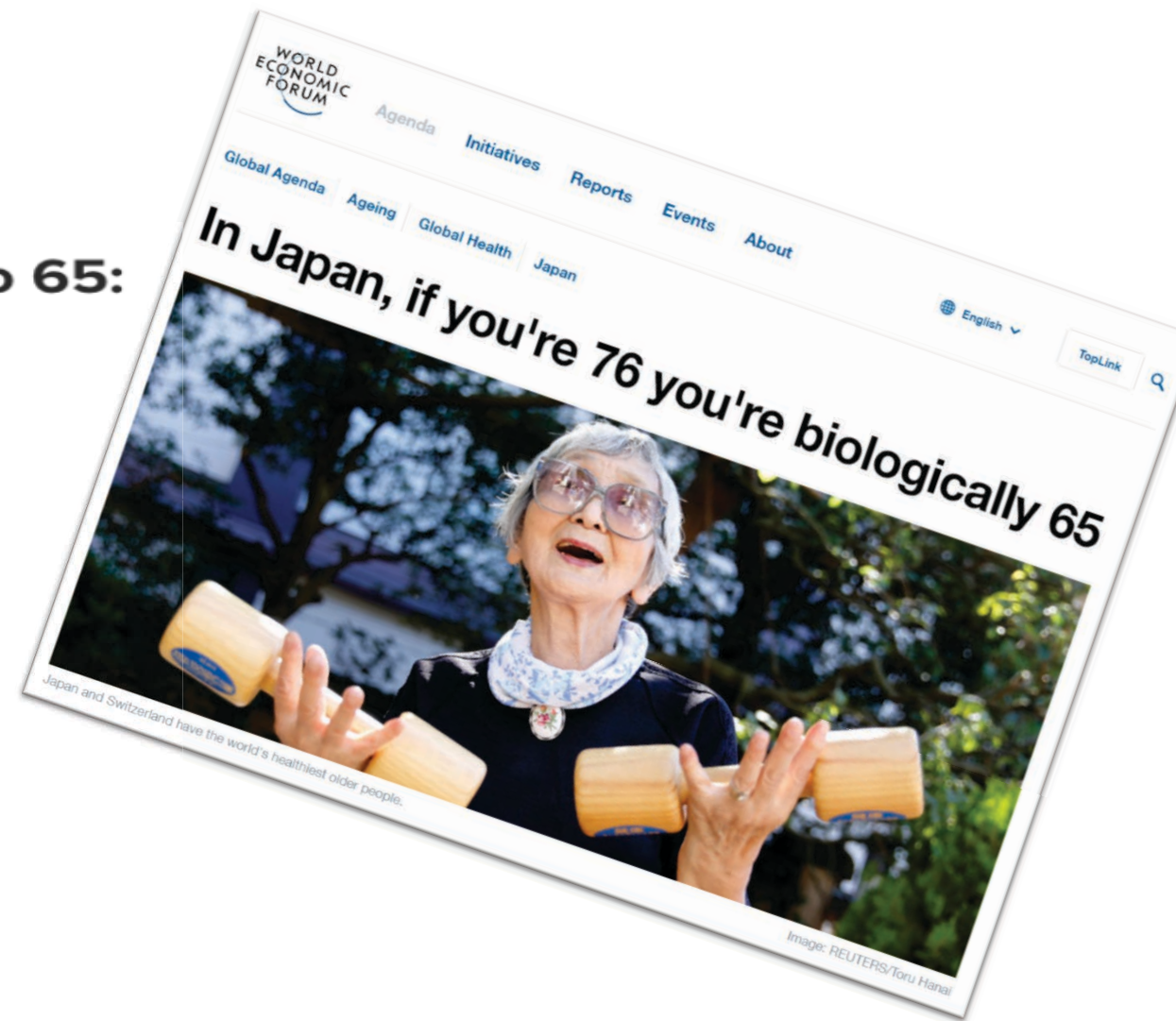
76 IS THE NEW 65

Countries with highest equivalent age to 65:

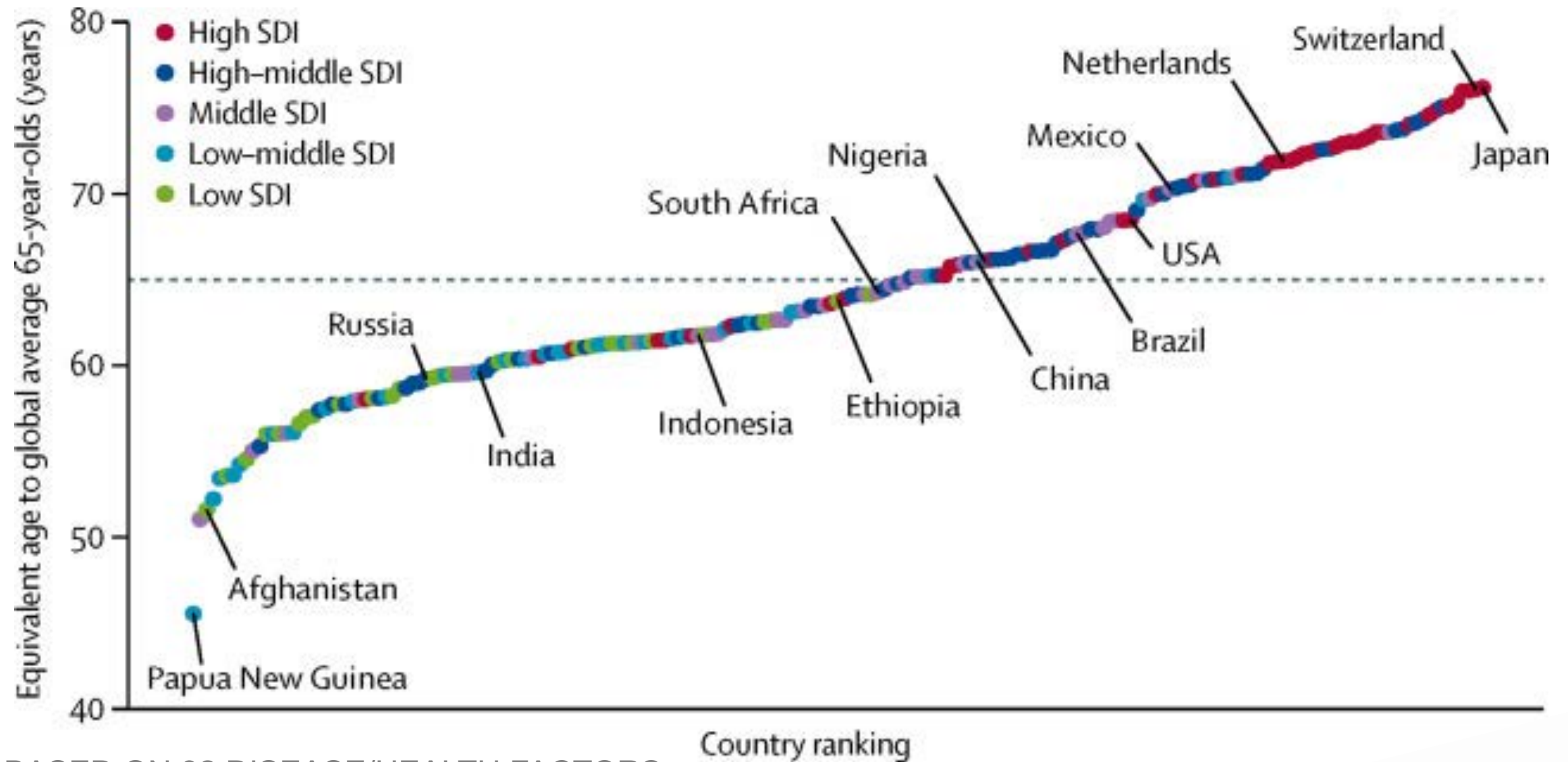
1. Japan: 76.1 years
2. Switzerland: 76.1
3. France: 76
4. Singapore: 76
5. Kuwait: 75.3
6. South Korea: 75.1
7. Spain: 75.1
8. Italy: 74.8
9. Puerto Rico: 74.6
10. Peru: 74.3

BASED ON 92 DISEASE/HEALTH FACTORS

<https://www.weforum.org/agenda/2019/03/japan-ageing-slower-76-is-biological-65-study>



76 IS THE NEW 65



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60 is the new 60

KandK Designs
@etsy



Home Videos Health Lifestyle Relationships Career Giving Back Views on the Ne

Top 10 Reasons Why 60 Is Not the New 40

[0] June 6, 2014 | Debra Gilbert Rosenberg, LCSW



Baby Boomer Generation:
Turning 60 may mean you're closer to getting those great senior-citizen discounts, but it also marks a turn in your life when the kids are grown and you can focus more on you

I just turned 60, and let me say this clearly: 60 is big. Well-meaning friends and colleagues have said to me, "Great! Sixty is the new 40." What is this supposed to mean? Should I find that comforting? Maybe feel less

close to life's end? More vital? Less marginalized? Younger? I don't really know, but I do know that I don't agree. At all.

FROM “ANTI-AGING” TO “NOW”

“IT WAS A BIG DISCOVERY FOR US. WE LEARNED THAT THE CURRENT POPULAR CATCHPHRASE, ‘*IMADESHO* (NOW’S THE TIME TO DO IT),’ – SHISEIDO





KAY IS “IN HER EARLY 80S” AS SHE SAYS

A WIDOW
MOTHER
GRANDMOTHER(SOON TO BE
GREAT GRANDMOTHER)
GOES TO CURVES THREE TIMES A
WEEK
TRAVELS REGULARLY

GOES TO THE MOVIES TWICE A
MONTH

EVERY THURSDAY SHE TRIES A NEW
RESTAURANT

Sanju Mariko

And the world of rediscovery





RESTAURANT
of
MISTAKEN
ORDERS™





THE EUPHAMISMS ARE RIFE

“THE OLD”

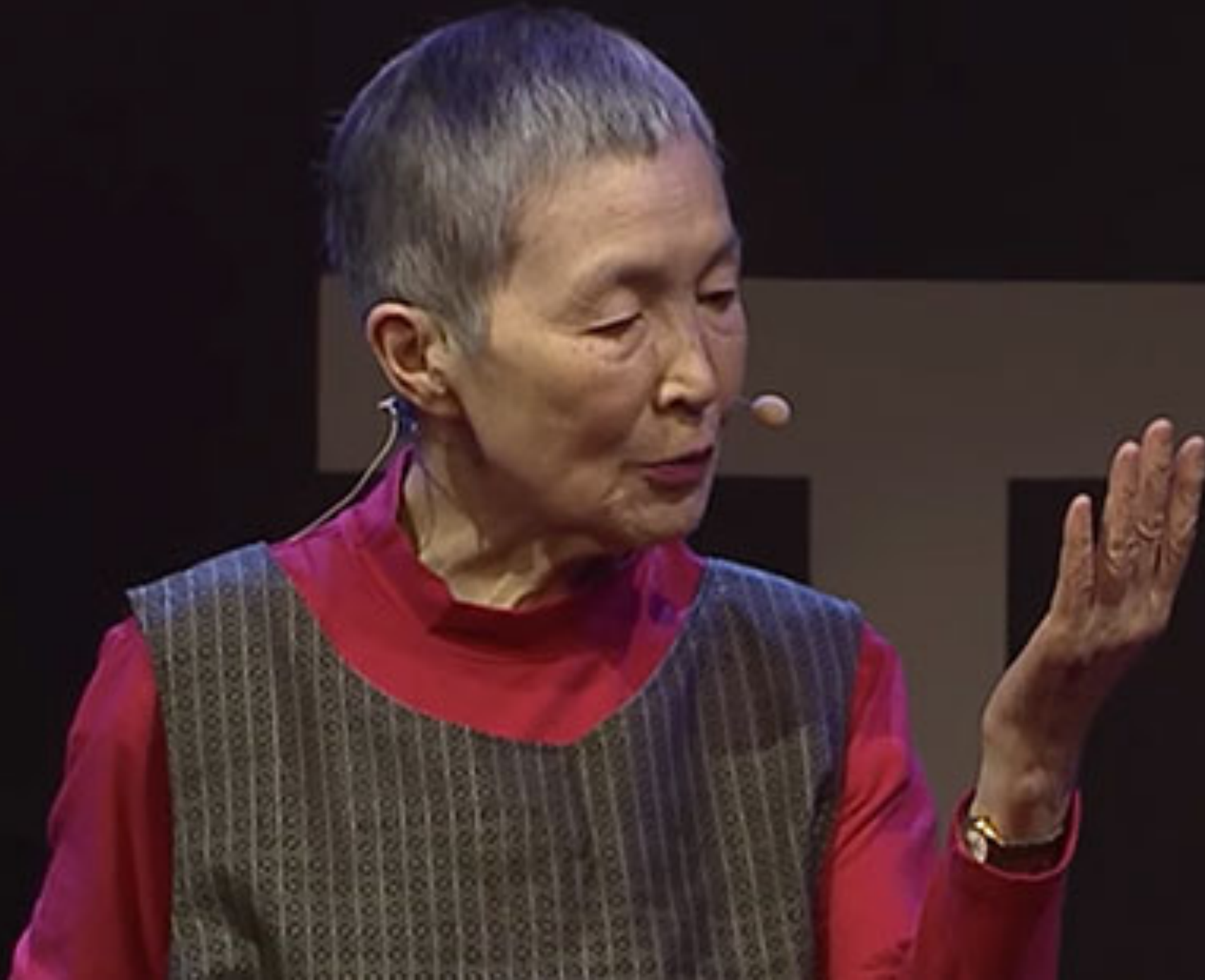
“THE GRANNIES”

“THE AGED”

“SILVERS”

“THE GOOD LIFERS”

New Life Builders



NOT TECHNOLOGY STRUGGLERS BUT THE REAL TECHNOLOGY NATIVES

- ✓ *Television*
- ✓ *Walkman*
- ✓ *Remote controls*
- ✓ *Micro waves*
- ✓ *Auto Banking machines*
- ✓ *PC ... the home PCs*
- ✓ *Video recorders*
- ✓ *Video cameras*
- ✓ *Mobile phones*
- ✓ *Internet*
- ✓ *Smart phones*



WE THINK THIS



WE SHOULD THINK THIS



RICH FEATURES FOR A RICH EXPERIENCE

5000 SONGS



Saregama

USB



USB

FM RADIO



FM

BLUETOOTH



Bluetooth



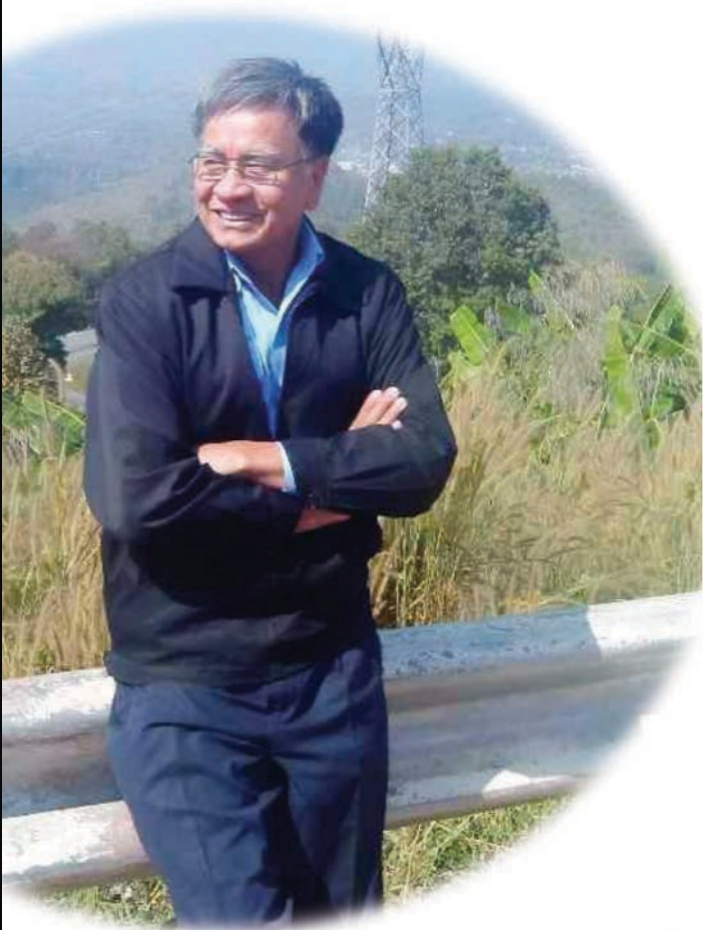
SAREGAMA CARVAAN



THE FIRST OF JAPAN'S DANKAI (BABY BOOMER)
GENERATION BEGAN TO RETIRE, AND ACCORDING
TO SOME REPORTS, THE FASTEST GROWING SALES OF
ANY CATEGORY OF PRODUCTS THAT YEAR WAS

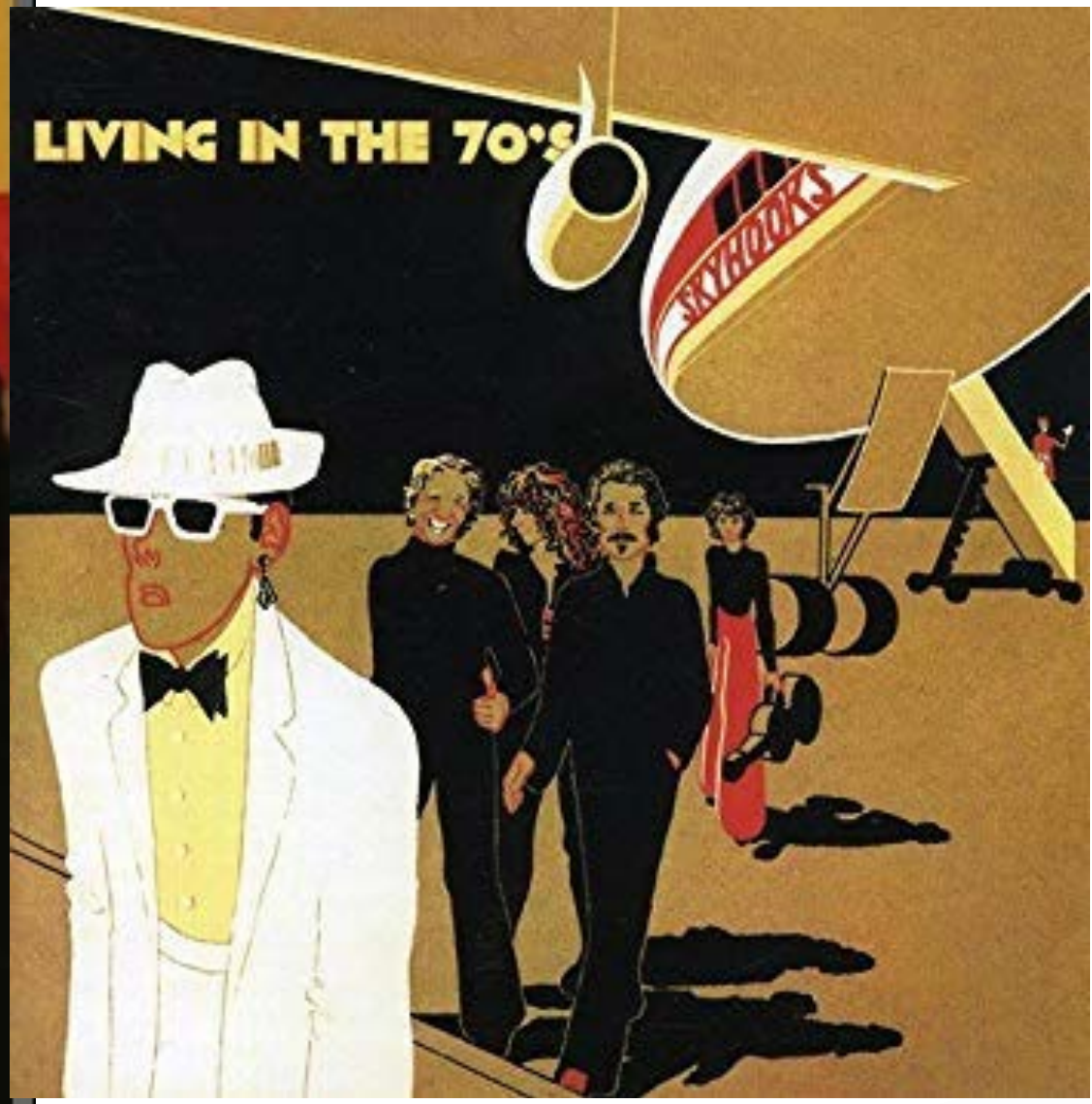
ELECTRIC GUITARS







Starting the day with dancing in the park ... typical from Beijing to Bangkok to Bangalore



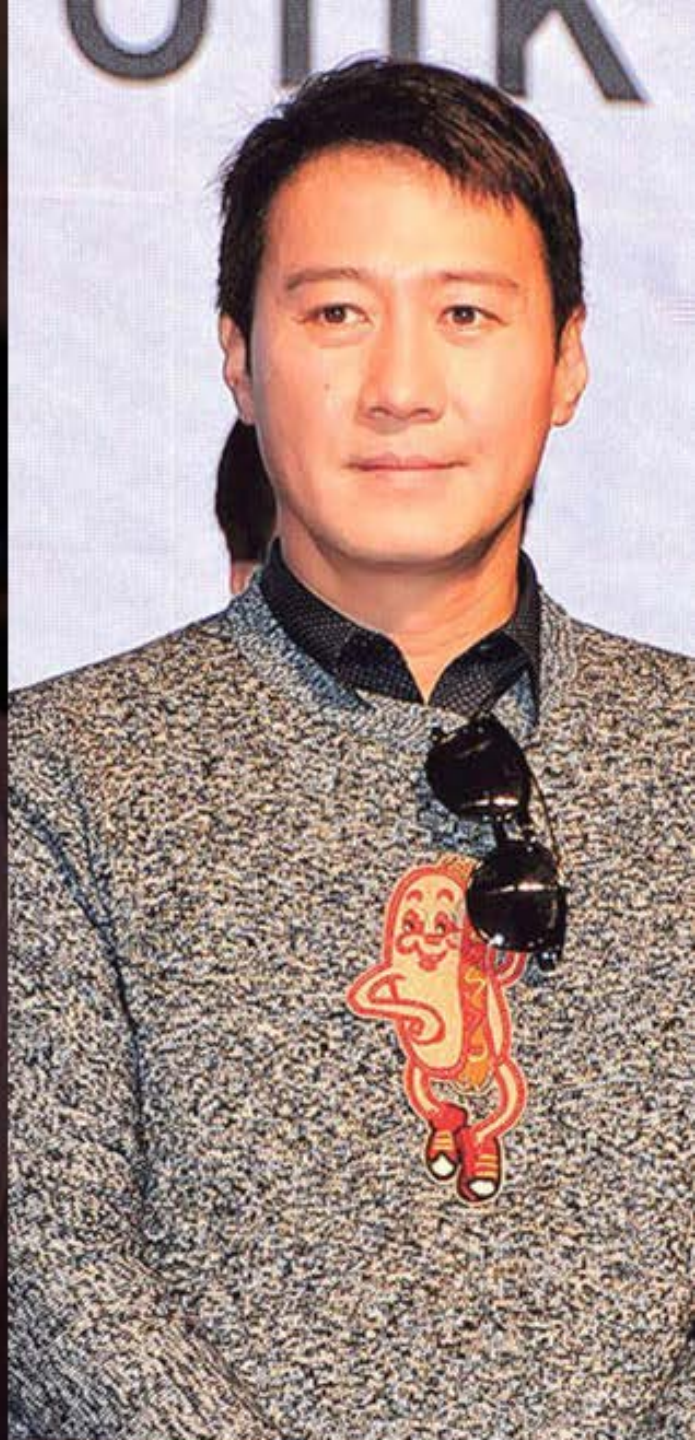


AC/DC

MARQUEE
BY
80, WARDOUR ST.
LONDON W1R
TEL. 01 437 6600

MON 26th JULY
MON 2nd AUGUST
MON 9th AUGUST
MON 16th AUGUST
MON 23rd AUGUST

THE PRETTY THINGS
OUT NOW



The four kings

BIRD

Thongchai

FANCLUB

APPLICATION



Billboard Top Rock'n'Roll Hits: 1974

From Wikipedia, the free encyclopedia

Billboard Top Rock'n'Roll Hits: 1974 is a [compilation album](#) released by [Rhino Records](#) in 1990, featuring 10 hit recordings from [1974](#).

The track lineup includes five songs that reached No. 1 on the [Billboard Hot 100](#) chart, while the remainder were Top 10 hits.

Track listing [\[edit \]](#)

No.	Title	Artist	Length
1.	" Bennie and the Jets " (Billboard peak #1)	Elton John	5:22
2.	" The Loco-Motion " (Billboard peak #1)	Grand Funk Railroad	2:48
3.	" Nothing from Nothing " (Billboard peak #1)	Billy Preston	2:37
4.	" Come and Get Your Love " (Billboard peak #5)	Redbone	3:34
5.	" I Can Help " (Billboard peak #1)	Billy Swan	2:58
6.	" Dancing Machine " (Billboard peak #2)	The Jackson 5	2:38
7.	" The Joker " (Billboard peak #1)	Steve Miller Band	3:39
8.	" Sweet Home Alabama " (Billboard peak #8)	Lynyrd Skynyrd	3:39
9.	" Boogie Down " (Billboard peak #2)	Eddie Kendricks	3:52
10.	" Rock On " (Billboard peak #5)	David Essex	3:24

Billboard Top Rock'n'Roll Hits:
1974

The image shows the cover of the 'Billboard Top Rock'n'Roll Hits: 1974' compilation album. At the top, it says '1974' in a purple banner. Below that is the 'Billboard' logo in its signature font, with the tagline 'THE INTERNATIONAL NEWSWEEKLY OF MUSIC AND HOME ENTERTAINMENT' underneath. The main title 'Top Rock'n'Roll Hits' is in large, bold, black letters. Below the title is a grid of 10 numbered boxes, each containing a song title and the artist's name. The grid is arranged in two columns of five. The background of the cover is white with a subtle pattern.

Compilation album by Various Artists

Released

September 12, 1989

Genre

Pop, Rock

Length

34:36

Label

Rhino Records

Billboard Top Hits chronology



The elderly icon group Obachaaan. Photo: Facebook

<https://www.youtube.com/watch?v=Ko0v2ml5wV8>



A photograph of a DJ, identified as DJ Sumirock, performing at a DJ booth. The DJ is wearing a dark blue long-sleeved shirt with green text and a purple star. The text on the shirt includes "style", "bijou", "poor", "queer", and "queer". The DJ is also wearing a white and pink mask with large eyes and a wide smile. They are holding a pair of white headphones. The background is dark with purple and blue lighting. The DJ's right arm is raised in the air.

DJ Sumirock

RAISED TO EXPLORE

1.THEY DON'T BUY NEW STUFF

Travel, auto, beauty, food marketers “know” they do

2.THEY DON'T TRY NEW BRANDS/PRODUCTS/SERVICES

Anyone under seventy is a lifelong switcher

3.THEY SWITCH FROM “ GOOD FUN” TO “ SURVIVE”

Try telling guitar makers that ... and the theatre ... and education

4.THEY CAN'T USE TECHNOLOGY

Really ??

Who were/are the first buyers of so many technologies ?

THE PROBLEM ...

“ it’s ok for us to come up with great plans to reach the over 60’s ... but our 30something brand managers and account directors don’t want to brag over Friday night drinks they are working on projects targeting ‘their grannies’ ... we need more people in their 60s and over working in our teams guiding them to understand and reach older potential consumers”

Toru Shibata (ex Pres J&J Japan , ex-COO Cocacarafine Japan)



Currently, the average age of marketing and agency people across asia pacific is **33**.

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