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

Source: United Nations
9%
A TOY STORY

MATCHBOX
ON A MISSION

20-PACK/COFFRET/CONJUNTO

9+
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
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

Average Life Expectancy = 79
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
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60 is the new 60

Top 10 Reasons Why 60 Is Not the New 40

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
FIGHTING FOR JUSTICE NEVER GROWS OLD.

40% of Super Hero programme viewers are 45 and older.
RESTAURANT of MISTAKEN ORDERS™

THE EUPHANISMS 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
✓ Microwave
✓ 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
- USB
- FM RADIO
- BLUETOOTH
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

“The Real Story...Behind Rock 'n' Roll Generation” Japan Close Up, 2011
Starting the day with dancing in the park ... typical from Beijing to Bangkok to Bangalore
The four kings
- **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

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

https://www.youtube.com/watch?v=Ko0v2ml5wV8
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 Cocakarafine Japan )

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