The New Emerging 50+:
Unpacking the Most Powerful, Discerning Consumer in History

David Harry Stewart, CEO, AGEIST, US
The New Emerging
over 50 Consumer

The Most Powerful, Discerning
Consumer in History
AGEIST

Rachel, 61
This is AGEIST

Modern, Vital, Engaged, Optimistic, Forward Leaning
Global Clients:

- Humana
- Nike
- Jackson
- Monocle
- BMW
- CADDIS
- Brighthouse Financial
- Capital Group
- BBH
- Mercedes-Benz
- Hyundai
- Courageous
- Quaker
- JP
- CNN
Our Purpose

To reinvent how life after 50 is lived, experienced and understood.

Our Vision

To change how individuals and the world envision life after 50.
50% of our readers are under 50.

20% are under 30.
Aspirational framing.
Cool is ageless.
People don’t buy brands and products. They buy better versions of themselves.
Who are these people?

It’s complicated.
Okay Google, what do old people look like?
So.... what do people over 50 look like?
Okay, so what do people over 50 really look like…
We are on the verge of a revolution based on demographics alone
We need get over our obsession with Millennials
Not Done Yet.
Self Actualization: How can I become the best version of ME?

Meaning, Purpose, Impact
All people do not age the same.
Geography
Health
Income
Education
But there is more....
A new outlook.

A 50 year old now, for the first time, can believe they are only half way through their life. They have a life 2.0 in front of them.
“I think I have a good chance—I would put it at 80 percent—of getting to the point where life becomes indefinite, because you’ll be adding more time than is going by to your remaining life expectancy.”

Ray Kurzweil, 68. Futurist
74% are involved in a fitness program
72% are highly attuned to what they eat
94% are open to new technology
Legacy organizations are being disrupted:

93% of our people have negative feelings towards AARP.
“The AARP? Whatever they have got, I don’t want to catch it.”

Joe Lewis, 62, Los Angeles
Self-Empowered
74% will research health issues online vs 38% trusting their doctor.
Their greatest fear is a lack of relevance.
THEY DON’T FEEL OLD
We asked:
How old do you feel?
Average delta is -20 years
Knowledge of Self
"I think it takes a long time to work out how to live.

I’ve compiled this critical mass of experience that allows me to live better, take risk and be more specific."

Sophia, 60, Barcelona
“Are you just going to live by being safe? Ha! What fun is that? You’ve never taken any risks?”
CURIOSITY

- While all of our respondents are naturally curious, for this generation at this time, the trait has come to mean something much bigger

- In previous generations, your ability to be curious would be increasingly curbed as you aged and your world got smaller

- Today, curiosity is exponential; media exploration, fact-finding and personal interest are driven by the individual and practically limitless
“[To be healthy, you need to be] always willing to learn, always student of life, curious in people and adventure. You need to be savvy with the Internet, you always want to learn more.

What’s current? What’s going on? What are the kids doing? Are you connected with what is going in the world?”

Dr. Connie Mariano, 62

Source: AGEIST INTERVIEW
Have taken advantage of increased global mobility in their lives; air travel is casual, foreign is less “foreign”

Additionally, their repertoire of potential locations has opened up dramatically...for short-term recreation or to settle more long term

Now conscious in choosing a place to live that most enriches their lives...not where allows them to wind down
IT’S A CONNECTED WORLD

- Regularly buy new phones, apps, computers

- Slower adoption + digital loyalty means learned behaviors stick; not caught up in platform churn

- Adoption of new platforms and technology is likely to speed up. A huge opportunity.
“By Jan 2014 the YouTube views started to go up to 1000/day, and to date we’ve had 1.7million views…I’ve been on the most massive learning curve.

Everything about this business is new to me. I’ve had to really let go of any thoughts in my head of not being able to do this, not get my head around this.”

Tricia 68, London
KEY TRENDS
Key Trend:
Re-Urbanization
Key Trend:

Women Lead Everywhere
Key Trend:
Life-Long-Learning
Key Trend:

Spirituality
Key Trend:

New Norms
Key Trend:
Responsible Consuming
They have options. They are not settling.
Personalization and Customer Service
Key Messaging Channels:

Social Media
KEY CONSUMER VALUES
Key Consumer Values:

Life-Time Guarantee
Key Consumer Values:
Heritage Brands
Key Consumer Values:

Less Cocooning
Key Consumer Values:

Discerning, Self-Secure Purchasers
Aspirational framing.

Cool is ageless.
Delight them.