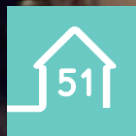


the **FUTURE** of **GENERATIONS**



the
FUTURE of
GENERATIONS

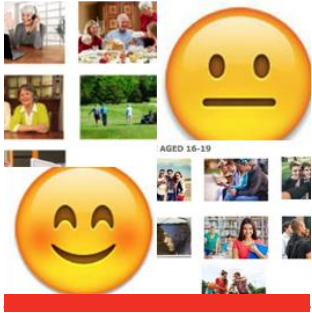




‘Stereotypes about age are stronger and more resistant to change than those about race, or gender’

Harvard University, 2015

So what did we do?



**YOUR VOICE
ONLINE
COMMUNITY**

dub



**20 MINUTE
ONLINE SURVEY,
WITH 3,000 BRITS**

PDS Populus
Data
Solutions



**CROSS
GENERATION
FOCUS GROUPS**



**MOBILE
ETHNOGRAPHY**

dub



tomsurveys2806

My favourite toy as a child has to be Pokemon cards even to the point of schools banning them because I used to argue of cards and now kids are playing viol and it probably consist of some sort of board game, I best option. I mean my elders have the knowledge o board game great family fun for all ages although kid



**SPECIALIST
CATEGORY MINI-
COMMUNITIES**

dub

**the
FUTURE of
GENERATIONS**




 We are house51



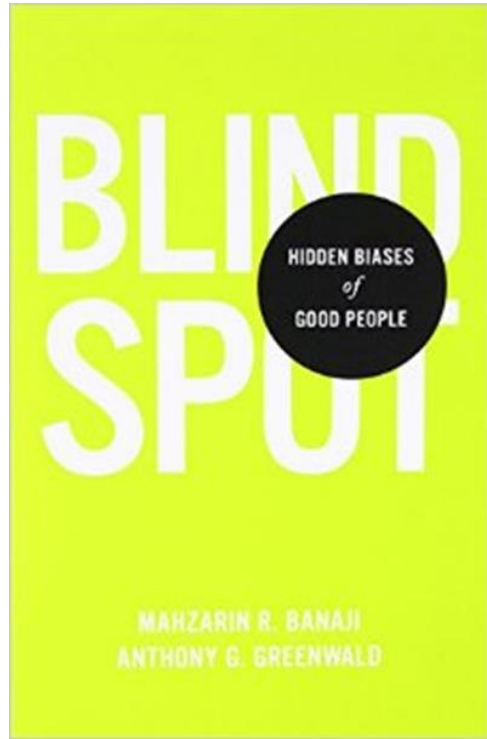
WE ARE INTERESTED IN
PEOPLE, NOT CONSUMERS

MARKET RESEARCH +
BEHAVIOURAL SCIENCE

A photograph of two elderly women standing in a grocery store aisle, facing each other and talking. The woman on the left has short white hair and is wearing a blue jacket. The woman on the right has grey hair, wears glasses, and a brown jacket. They are surrounded by shelves of various packaged goods. A shopping cart is visible in the foreground on the left.

**What is a stereotype?
A note on the psychology
behind Future of Generations**

'The hidden biases of good people'

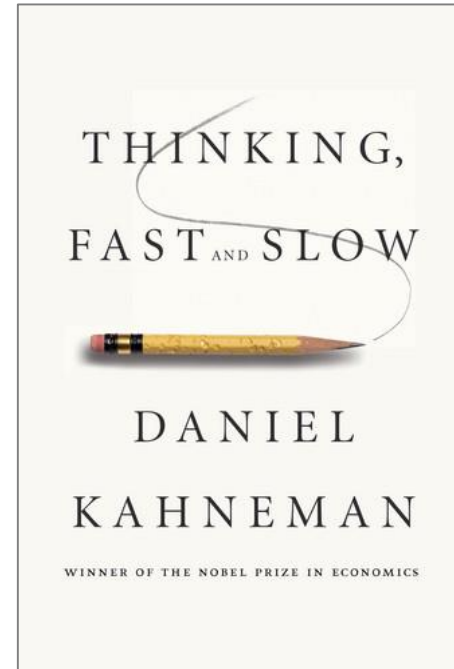
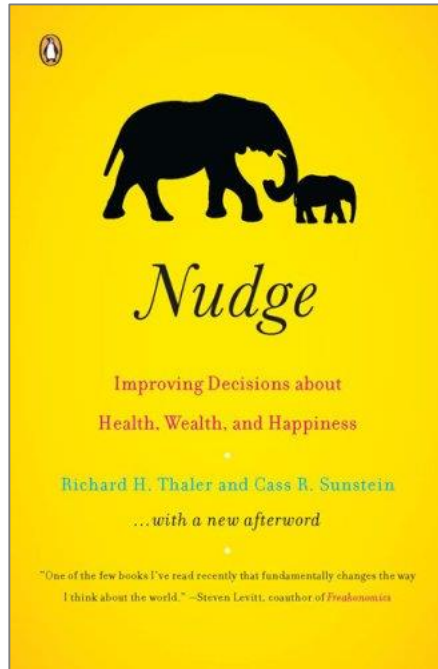


Project Implicit

Implicit Association Test (IAT) shows we all have range of hidden biases and implicit prejudices based on age, gender, race, class etc. etc.

*'by being less automatic and more reflective... we can adapt our beliefs and behaviour and outsmart **the machine in our heads.**'*

BE focuses on 'the machine in our heads'

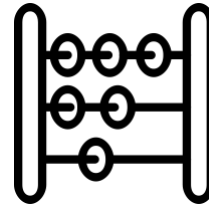


Our old friends System 1 and System 2



System 1

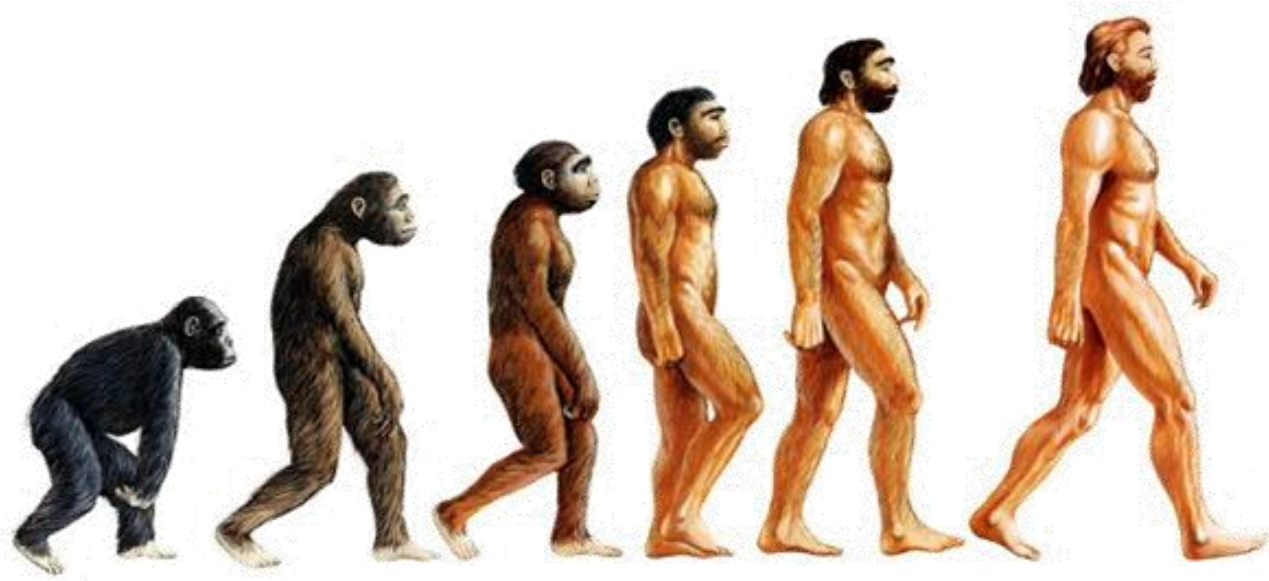
- Fast
- Automatic
- Frequent
- Emotional
- Intuitive
- Unconscious



System 2

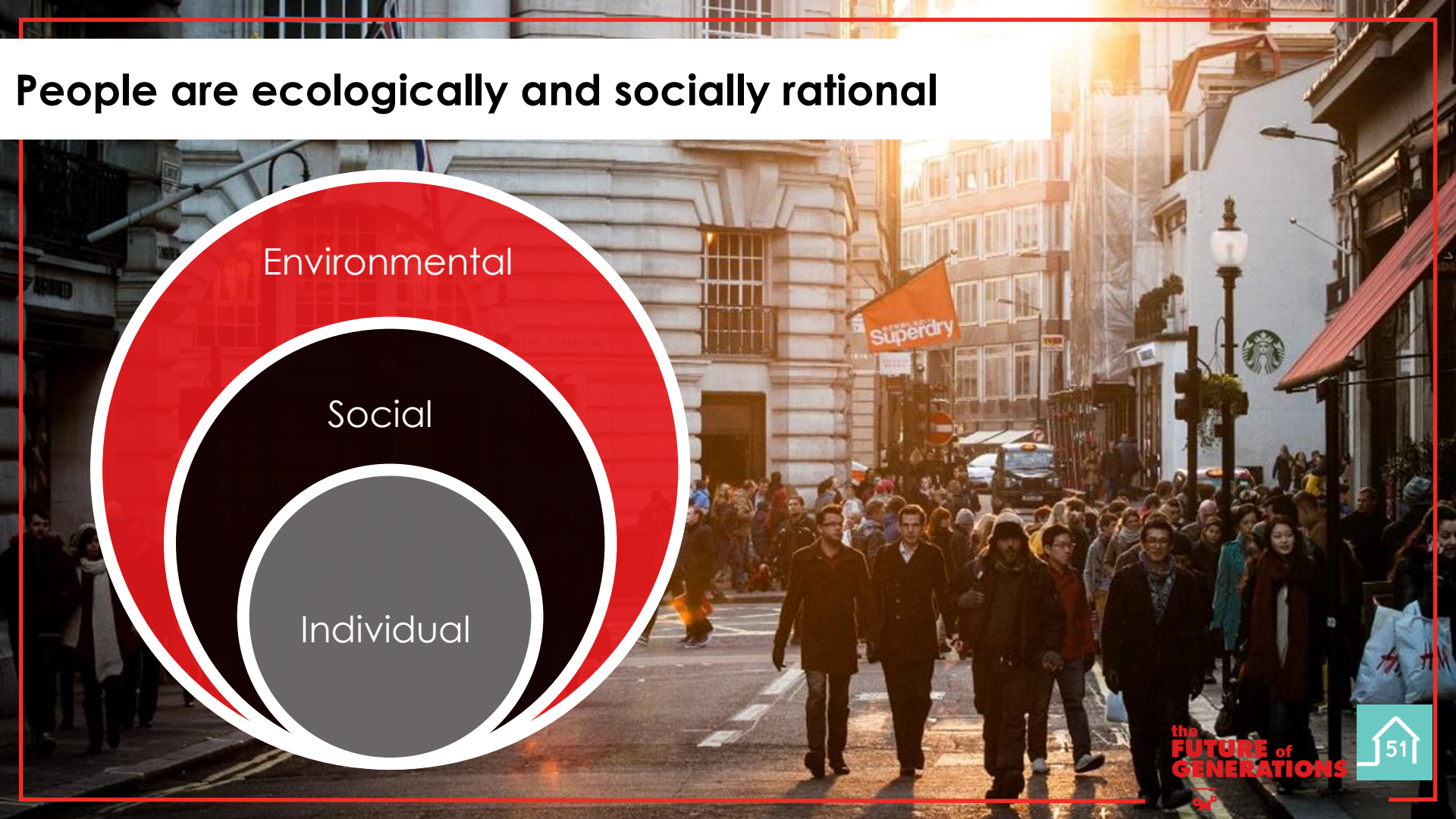
- Slow
- Effortful
- Infrequent
- Logical
- Calculating
- Conscious

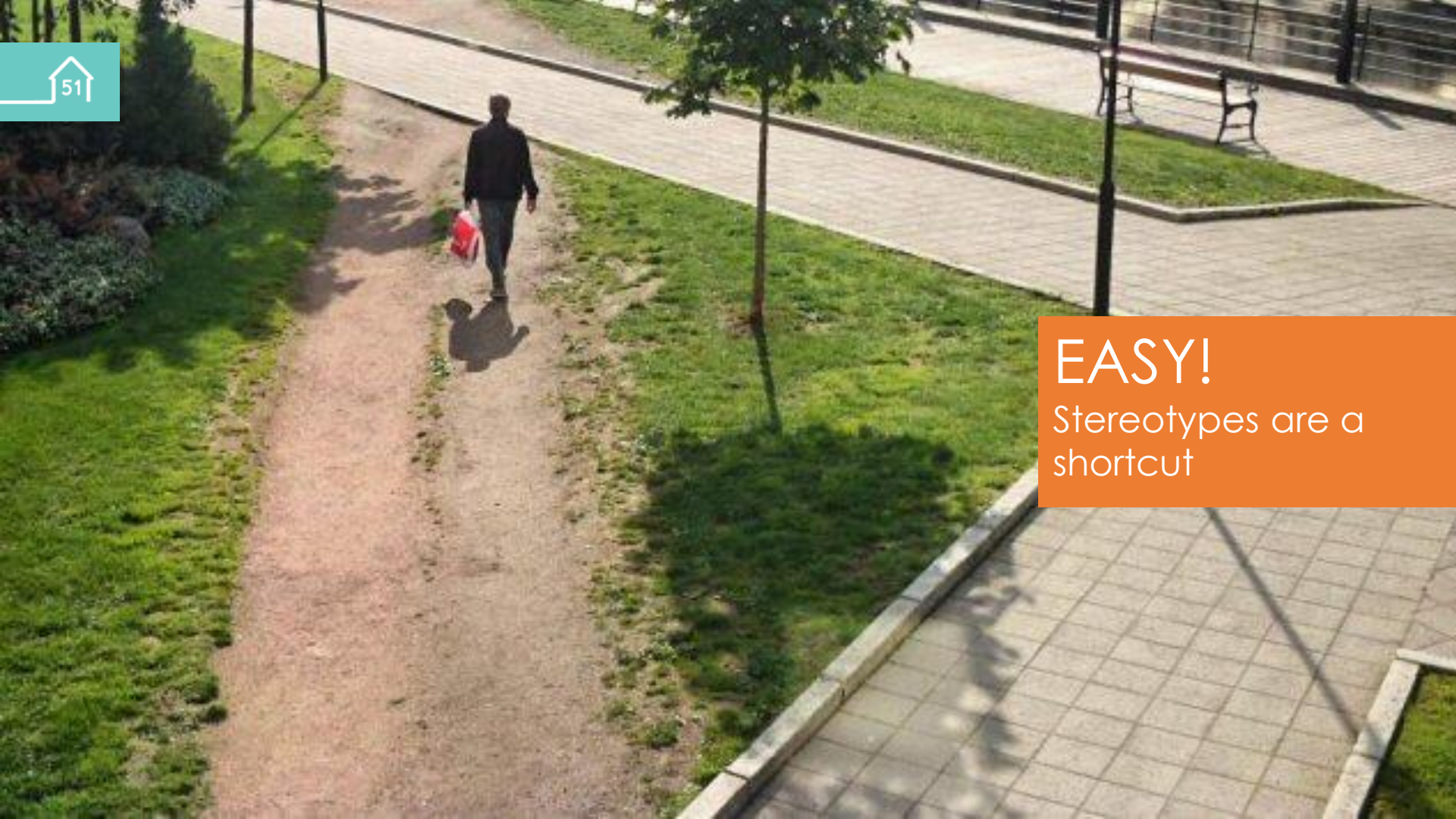
System 1 provided an evolutionary advantage



An adaptive and highly efficient way of navigating
a complex and uncertain world

People are ecologically and socially rational





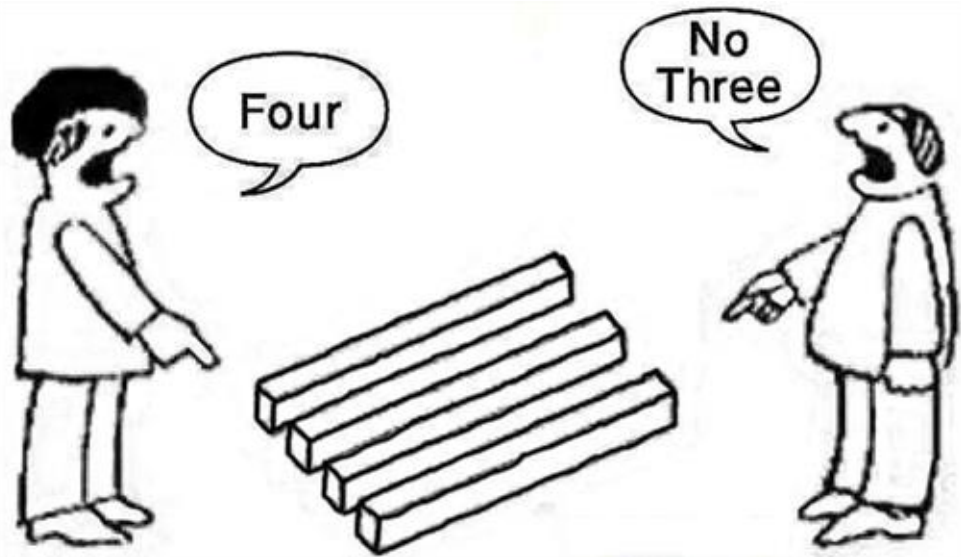
EASY!

Stereotypes are a
shortcut



NORMAL

Stereotypes are a herd response and are strongly influenced by what others do and say



SUBJECTIVE

Stereotypes change based on context and reference points

Can't say and won't say...



People **can't say** because they are unaware or unable to articulate their 'true' attitudes and motivations



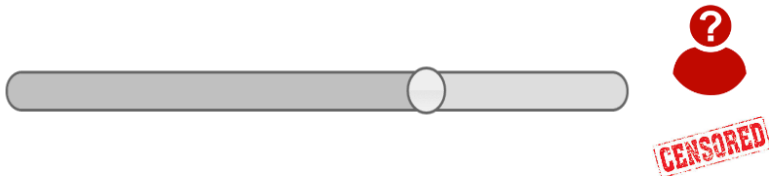
People **won't say** because of social desirability bias and a deep desire to present ourselves in a favourable light

Expanding and adapting the toolkit...

'Traditional' MR
is limited

Tends to focus on direct and
rational questions

On a scale of 1 to 5,



We need to integrate
Behavioural Science

Experiments and games that
simulate real world behaviour

Indirect methods, **framing** and **context**



Fast and oblique question module

Combining 2 innovations from psychology and behavioural science:

Implicit Response Test (IRT)

- Priming and reaction times
- Measure the strength of unconscious (hard wired) perceptions and attitudes towards each generation



Multiple frames

Measure using 3 different 'frames'

1. Me
2. My generation
3. Other generations

A close-up photograph of an elderly person's face, focusing on the right eye. The skin is heavily wrinkled and aged, with a warm, orange-brown tone. The eye is a striking, clear blue. The background is softly blurred, showing more of the person's face and hair.

1

OUR AGEIST SOCIETY

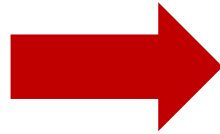
the
**FUTURE of
GENERATIONS**



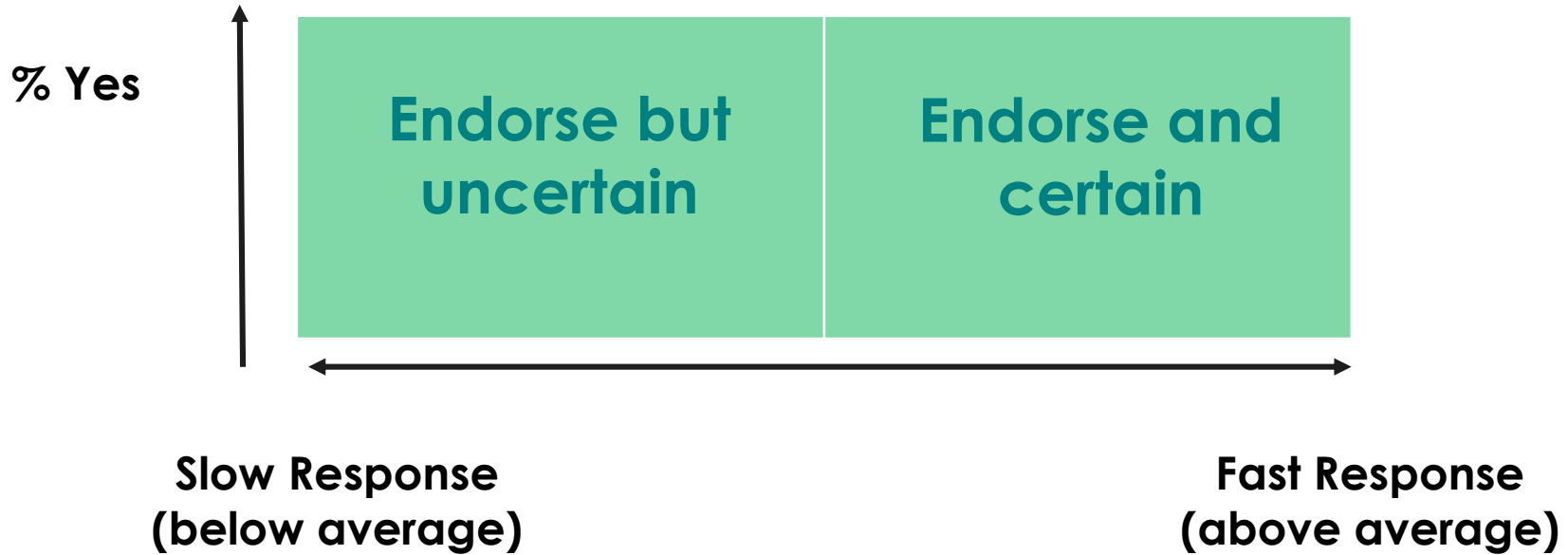
Teens are:



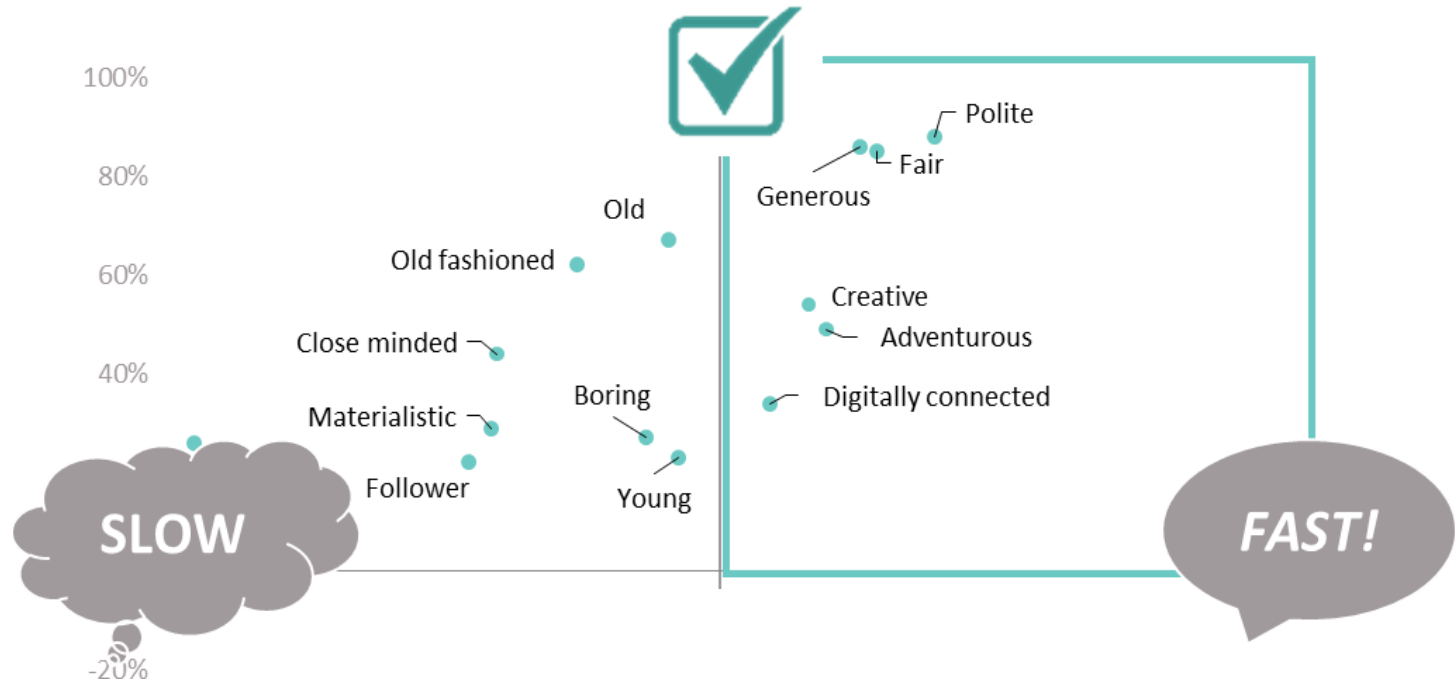
Over 65s are:



How to read Implicit Response Testing

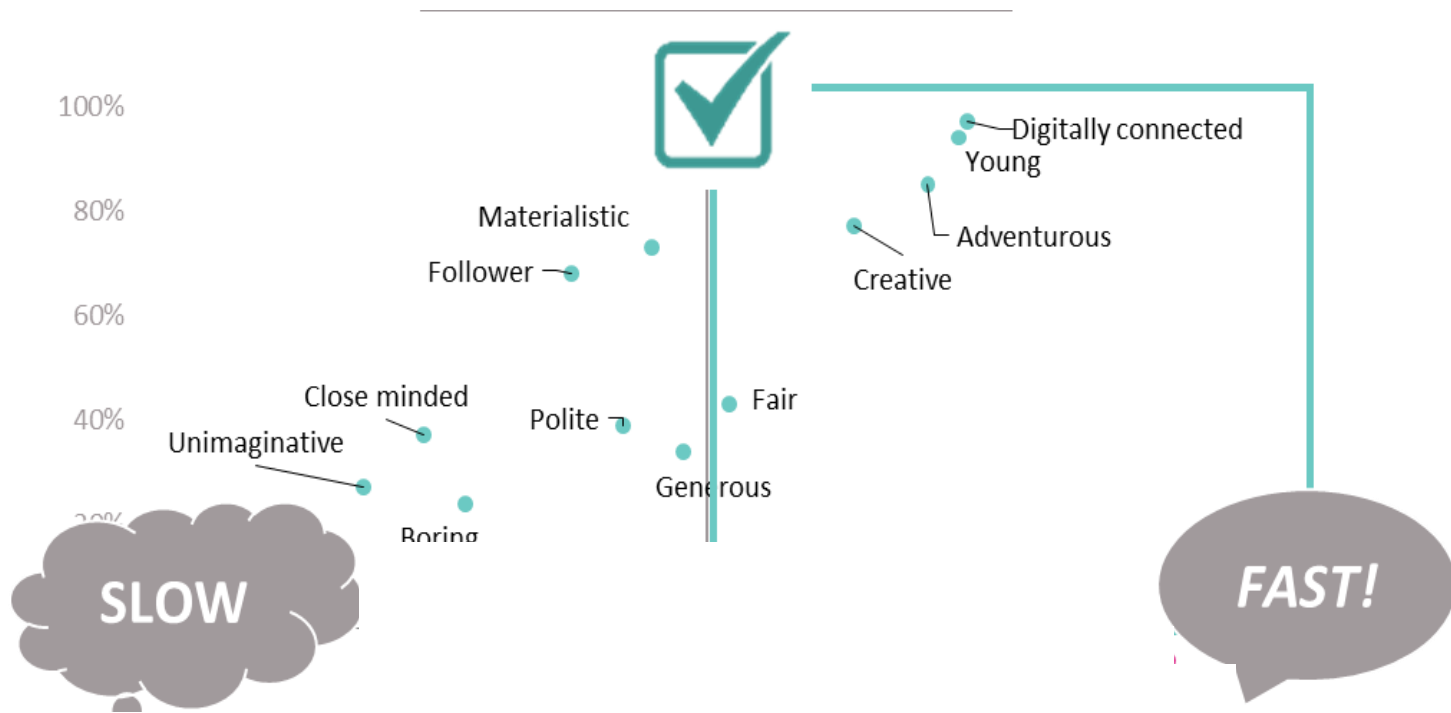


OLDEST SWINGERS IN TOWN – 65+



B4. For each picture and word combination that you see please use the keys M or Z keys to quickly indicate if you think that the word fits with the age group Base; 1,417 (half of the sample) – 16-19=151, 65+=357

TEENS – 16-19

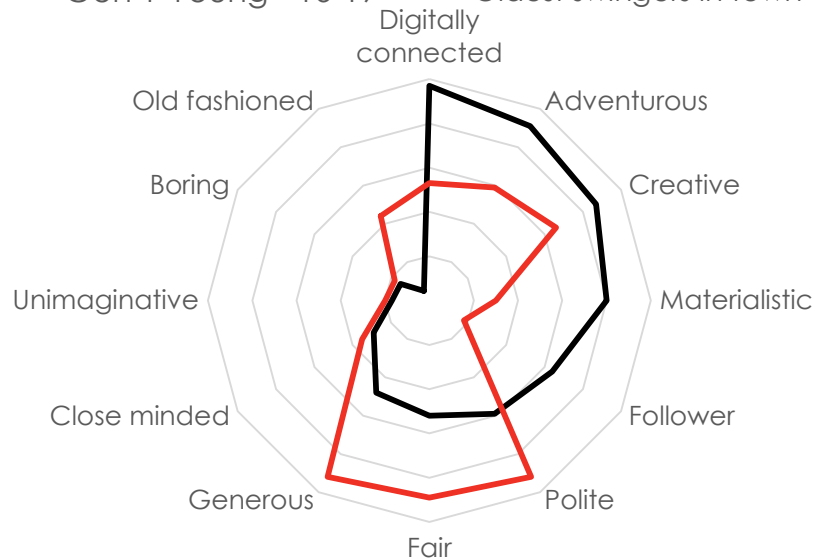


B4. For each picture and word combination that you see please use the keys M or Z keys to quickly indicate if you think that the word fits with the age group Base; 1,417 (half of the sample) – 16-19=151, 65+=357

And we are 'ageist' even with our own generation

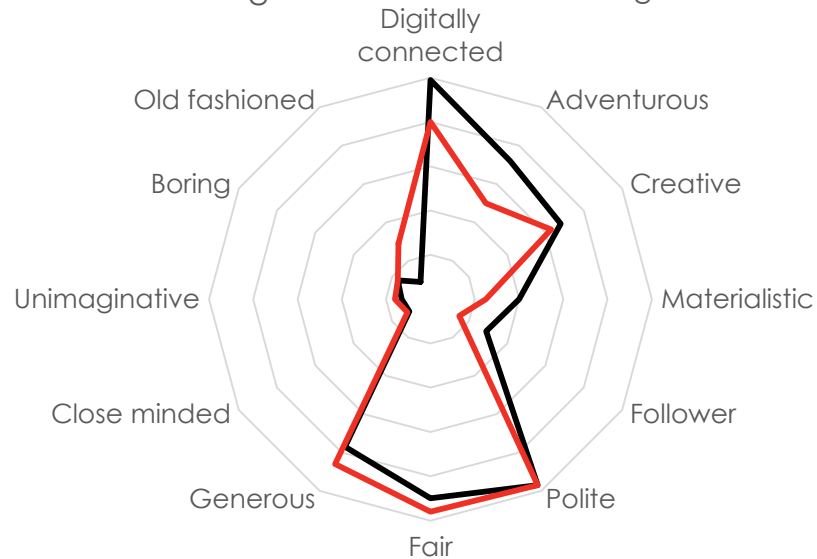
MY GENERATION

— Gen Y Young - 16-19 — Oldest swingers in town - 65+



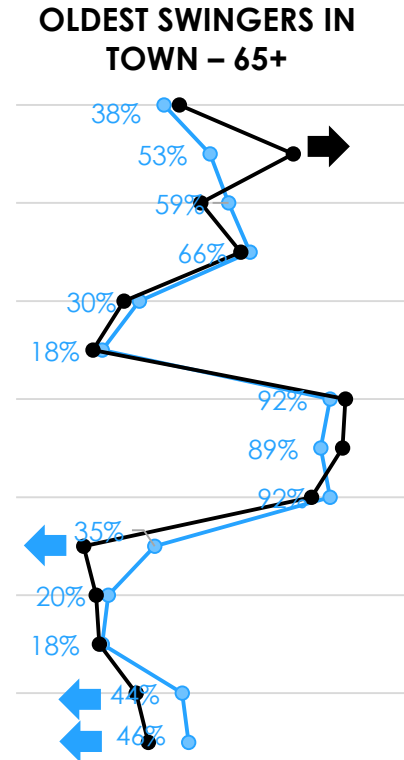
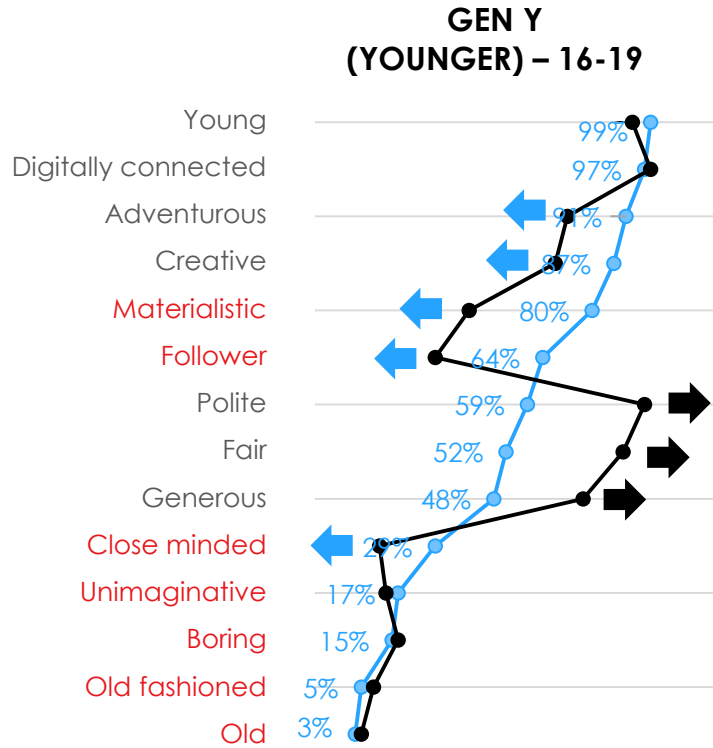
ME

— Gen Y Young - 16-19 — Oldest swingers in town - 65+



B4. For each picture and word combination that you see please use the keys M or Z keys to quickly indicate if you think that the word fits with the age group that is on the screen.
 Base: 1,417 (half of the sample) - 16-19=151, 65+=357

However we see ourselves in a more positive light than others from our own generation



■ My Generation
■ Me

B4. For each picture and word combination that you see please use the keys M or Z keys to quickly indicate if you think that the word fits with the age group that is on the screen.
Base: 1,417 (half of the sample) – 16-19=151, 65+=357

Age is a mind-set, specially the older we get we are less likely to feel in our generation

% Not feeling in their generation



I feel 10 years younger
Alex, 47

Age is just a number
Tom, 76


I feel much younger now
Sandra, 69

9.7M of 66+ in 2006
13.6M 66+ by 2026

B1. Earlier you told us your age, but now please tell us how old you actually feel
Base: 3,028 – average of 200 per age break (lowest 76+ with 100 completes)

the
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of
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We are
'ageist' even
with our own
generation



We don't
recognise
ourselves
within these
pre-
conceptions



We often
don't identify
with our
actual age



Risk of marketing that at best, does not reach or resonate and at worst, alienates

A multi-generational family of five is walking through a sunlit forest. From left to right: a smiling older man in a blue sweater, a young woman in a red and black plaid scarf, a smiling man in a light blue sweater, an older woman with white hair wearing a cream sweater and a blue scarf, and a young boy in a blue jacket. They are all holding hands and looking towards the right. The background consists of tall, thin trees and dappled sunlight on the ground.

BUSTING SOME GENERATIONAL MYTHS

the
FUTURE of
GENERATIONS

QMI

Smashing some generational myths

1

Young people are narcissistic and rude

2

Teens have little influence in household purchases

3

The mid-life crisis involves buying fast cars, travelling the world and spending the kid's inheritance

4

Older generations are lonely, isolated and unconnected

5

The younger generation are much more networked and bigger influencers than the older generation

6

Older generations have different media habits

**MYTH 1:
YOUNG PEOPLE ARE
NARCISSISTIC AND RUDE**

“

I think we, the younger, have more tangible and selfish goals and values than others.”

Ana, 20

dub



Teens are perceived more negatively than those in their 20s

4 in 10 Brits think 16-19 year olds are polite, compared to

7 in ten who think 20-30 year olds are polite

A massive **97%** of teens rate themselves as polite



But there is hope....

Social values or ethics of a brand influences their brand choice

46% of 16-19 year olds compared to 36% of the population

Have done volunteer work to support a good cause in the last 12 months

Index of 189, 53% of 16-19 year olds compared to 28% of the population

Argue that they are concerned about social issues in the world


70% of teens compared to 57% of the population

Aware which brands support social causes and are more positive than others about these brands

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No compromise



Our town is making jeans again.

(Each week we will add any spare stock to our website. We will alert you via Twitter when it goes up: [@hivtco](#).)



SHOP
STORY
TODAY
FILMS
LOVE

Your Cart

 0 items - €0

Year Book



Order yours now

[Order](#)

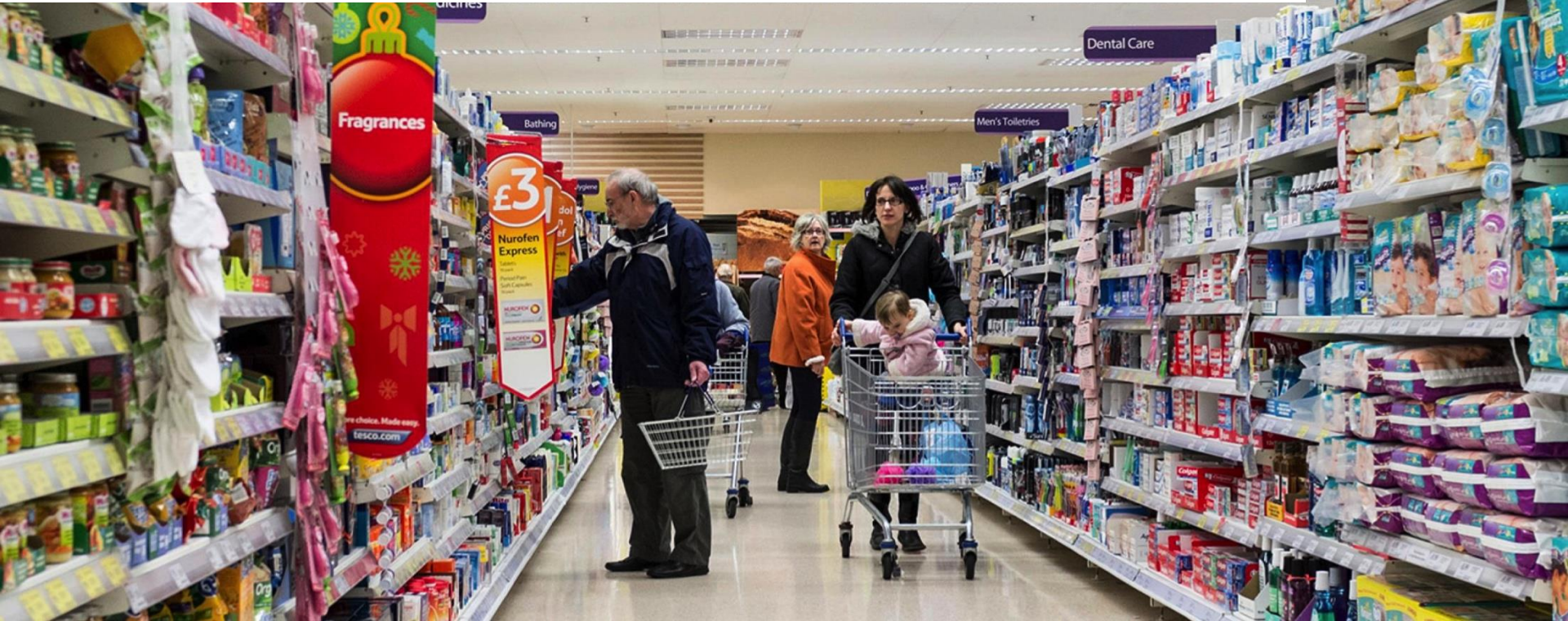
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e info@hivtco.com
t [+1 530 442 449](tel:+1530442449)
a [Our website](#)

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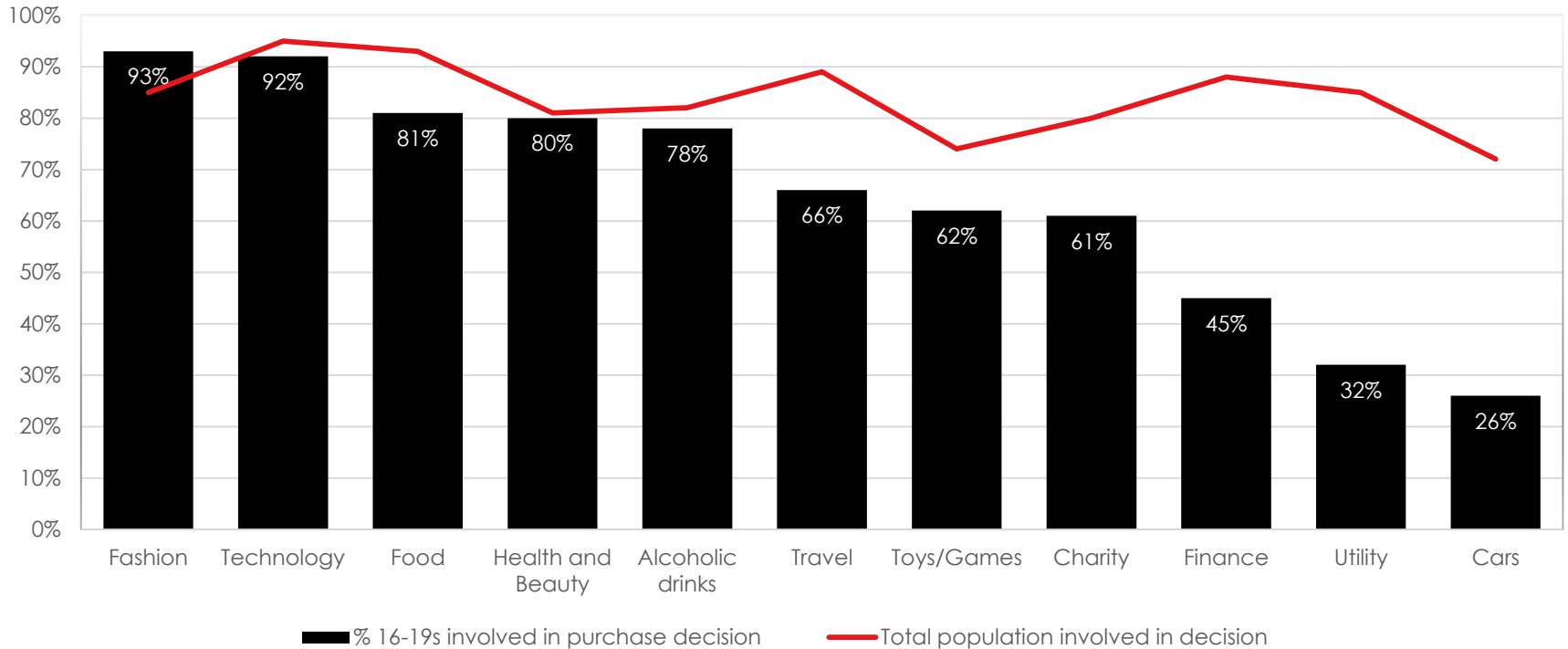


**MYTH 2:
TEENS HAVE LITTLE
INFLUENCE IN
HOUSEHOLD PURCHASES**

As marketers, we often target one main shopper rather than a unit. What impact do different generations have on decision making?



Teens have a huge influence across many categories



Source: OMD UK Future of Generations. Question C1: Please tell us which of these statements applies to you and your household for the different categories. Base: All = 3,028; 16-19s = 307

No compromise and different category attitudes:

**More
passionate
than other
age groups
about travel**

**More open
to buying
cars online**

**More reliant
on word of
mouth for
financial
services**

NO COMPROMISE

A man with dark hair and sunglasses, wearing a dark overcoat over a suit and tie, walks across a city street at sunset. The background is filled with the warm, golden light of the setting sun, with buildings and streetlights visible. Overlaid on the image is the title 'THE SNACK ARCHIST' in a large, colorful, stylized font with a 3D effect. The letters are primarily red and blue with white highlights, giving them a vibrant, pop-art appearance. The man is looking slightly to his left with a neutral expression.

THE SNACK ARCHIST



Options shown

ARRIVE *in style*

It's time to grab your future by the wheel! Raise your keys and join **TOYOTA AND TEEN VOGUE IN A MOVEMENT** to make all drivers (especially you new ones!) safe drivers.

VISIT TEENVOGUE.COM/ARRIVEINSTYLE TODAY TO MAKE A PLEDGE TO BE SAFE, BE FABULOUS, AND ALWAYS ARRIVE IN STYLE.

Plus, find out how you and your mom could **WIN A TRIP TO NEW YORK CITY TO STAR IN AN ARRIVE IN STYLE PHOTO SHOOT FOR THE FEBRUARY 2014 ISSUE OF TEEN VOGUE!**

teenvogue.com/arriveinstyle

#arriveinstyle

PHOTOGRAPHY: BLOSSOM BERENSON
Photograph featured in a promotional section of Teen Vogue.



behind the scenes

*NO PURCHASE NECESSARY. For full rules and to enter the Arrive in Style Beauty Box Sweepstakes Style Contest, go to teenvogue.com/arriveinstyle. Open to legal residents of the 50 United States/D.C. 15 years old as of the date of entry, except employees of Sponsor, their immediate families and those household. Sweepstakes starts 10:00 a.m. ET 4/2/13 and ends 11:59 p.m. ET 12/20/13. Odds of win number of entries received. A.R.V. of prize (9): \$500 each. Contest starts 10:01 a.m. ET 4/2/13 and ends 9/3/13. A.R.V. of prize: \$4,999. Sponsor: Conde Nast. This promotion is in no way sponsored, endorsed or administered by, or associated with Facebook.

THE DIFFERENCE CAN BE YOU

Visit teenvogue.com/arriveinstyle because safe driving is always in style!

#1: take the pledge #2: strike a pose

Sign the Toyota Mutual Driving Agreement, along with your mom. Then share your pledge to enlist your friends in the cause. As special thanks, enter for the chance to win a Teen Vogue Arrive in Style Beauty Box filled with the latest must-have products, handpicked by Teen Vogue, for you and your mom to share.

A dedicated mother/daughter team will star in a future Arrive in Style feature in Teen Vogue. To enter, upload a photo of you and your mom "air driving" for a chance to win an all-expense paid trip to New York City.

LEARN THE FACTS.
pass it on!

Motor vehicle crashes are the leading cause of death for U.S. teens.

SAFETY TIP: It's OK to tell your friends, and even your parents, that you need to focus on the road. When you're in the driver's seat, you're in control.

Source: Centers for Disease Control & Prevention



YOU!
And Toy
designs
and par
commit
and in s



Let's Go Places

**MYTH 3:
THE MID-LIFE CRISIS
INVOLVES BUYING FAST
CARS, TRAVELLING THE
WORLD AND SPENDING
THE KID'S INHERITANCE**

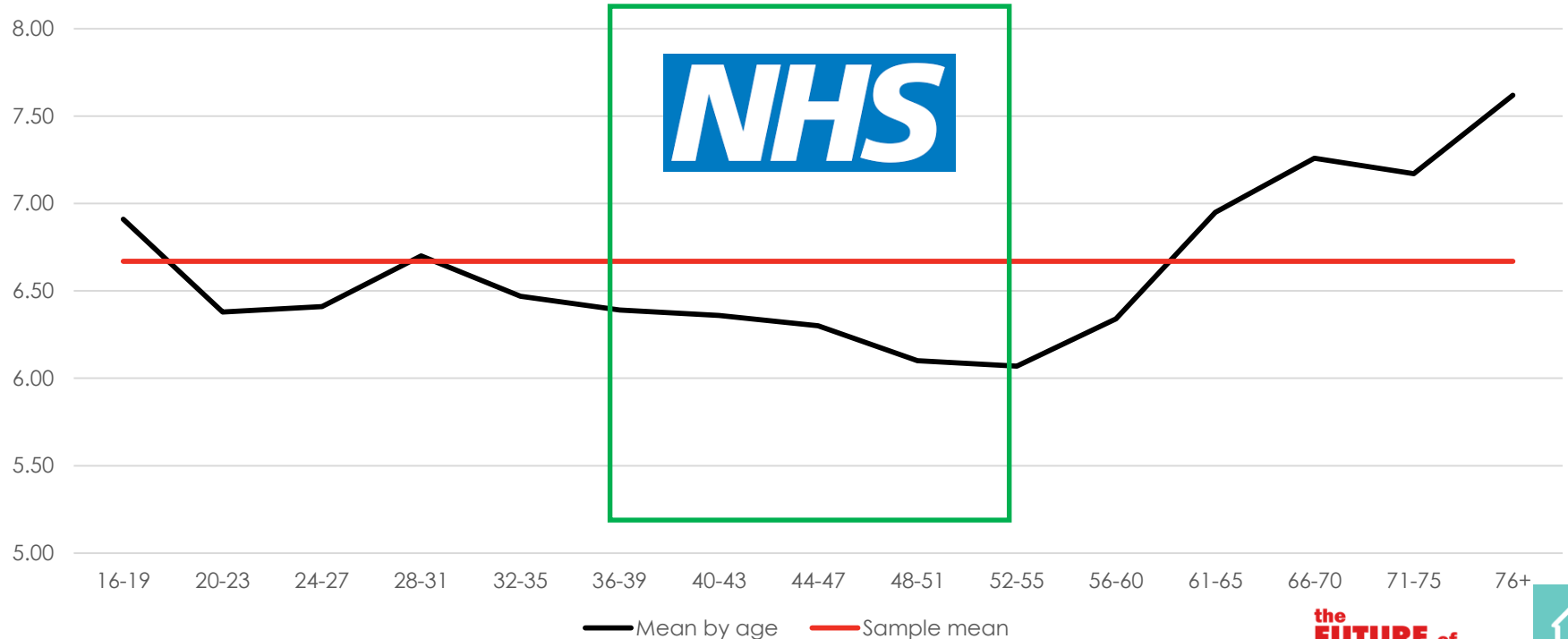
“

From my experience a mid life crisis happens when you realise life is passing you by and you start to panic about what you are doing in your life and where it was going. I wanted to experience more things.... I started going out more, I did a few rash things like buying a brand new car and I booked an expensive holiday”

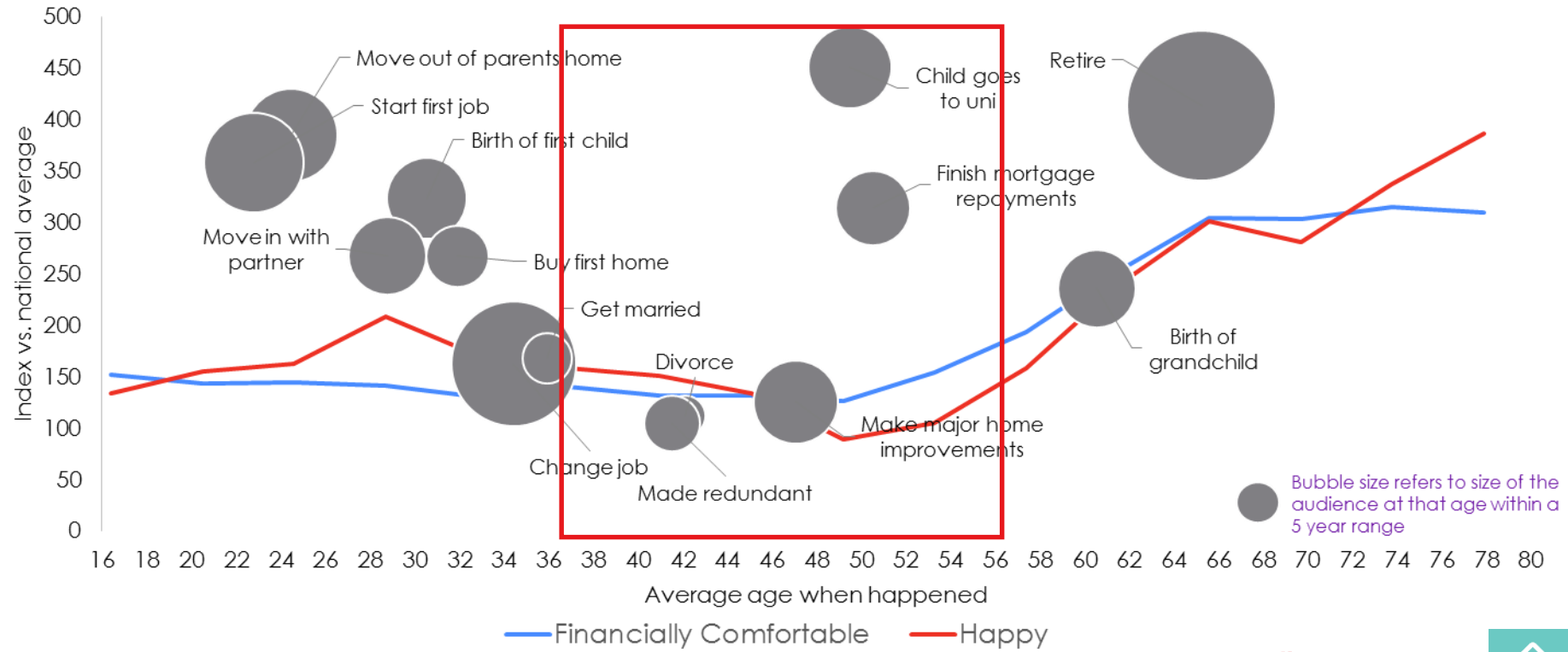
Stephen, 47

Our happiness is lowest at the time when we're most likely to experience a mid-life crisis...

Mean score for self-rated happiness (out of 10) by age group



Life events around our mid life crisis.....



Source; TGI 2016 + F4b. How happy are you with life? 10 point scale
 Base; granular age = c.190 per age group



Attitudinal changes during our mid 40's



'I am an active person'

56% 40-43 vs 45% 16-19



'Living a healthy lifestyle is important'

75% 40-43 vs 64% 16-19



'Looking young is important to me'

56% 40-43 (highest peak) – skew towards women in general



'Wearable technology encourages me to be more active'

23% 40-43 vs 22% 16-19



'I go to the gym at least once a week'

28% 40-43 vs 31% 16-19

Passive data (TGI Clickstream) – increase of usage of my fitness pal among 40-43y.o, 2nd highest after 16-19

C.2 Below is a list of things other people have said about different categories. Please answer on the following scale where 5 means you strongly agree – charted top 2 box
Base; aged 16-19=106, aged 40-43=71

the
FUTURE of
GENERATIONS



A low-angle, front-facing shot of two cyclists riding on a paved road. The lead cyclist is in a deep aerodynamic tuck, wearing a white and black jersey and a black helmet. The second cyclist is visible behind him. The road is flanked by dry, hilly terrain under a clear blue sky. The word "bikefit" is overlaid in white text on the right side of the image.

bikefit

A top-down view of a wooden table with various snacks. In the top left is a brown cardboard box with the word "graze" printed in a bold, lowercase, sans-serif font. To its right is a black bowl filled with green edamame. Further right are three rectangular, almond-studded granola bars. In the bottom left is a black bowl of mixed nuts and dried fruits. In the bottom center is a black tray with round, golden-brown crackers, a red pepper, and a small bowl of red sauce. To the right of the tray is a white bowl of brown soup with a cracker floating in it. In the bottom right is a white paper-lined box overflowing with a variety of nuts and dried fruits. The text "FREE BOX" is written in white, outlined, uppercase letters across the center of the table, with a white arrow pointing from the text towards the "graze" box.

graze

FREE BOX

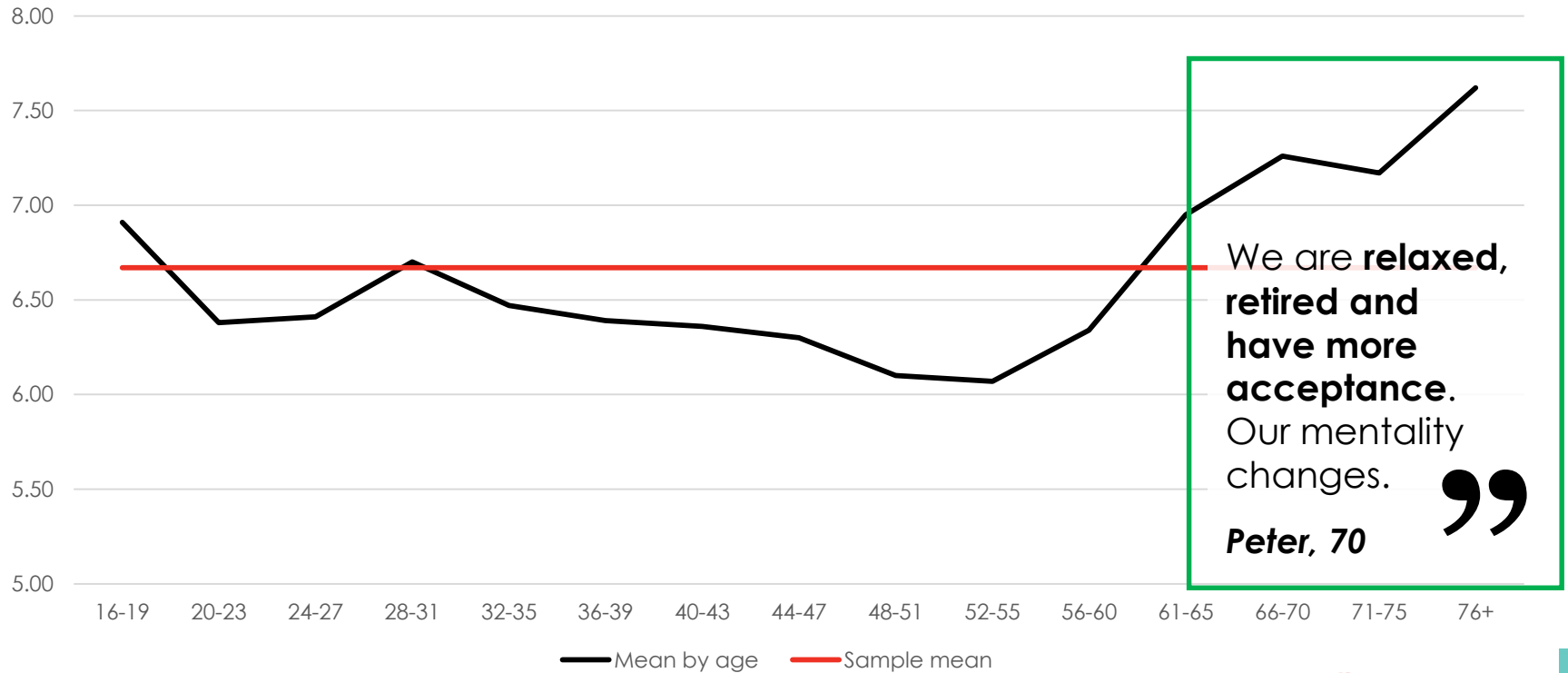
**MYTH 4:
OLDER GENERATIONS ARE
LONELY, ISOLATED AND
UNCONNECTED**

“

A lot of old people are isolated. Their family is not as close to them as it used to be. They are more scared too”

Christina, 44

Our happiness peaks during our later years



We are **relaxed, retired and have more acceptance.** Our mentality changes. ”
Peter, 70

Social and spending...

74%

socialise with
their friends
once a week
or more often

65%

socialise with
their children
each week

**Added £37bn
to UK
Economy
through
hospitality and
leisure
spending in
2015**

Source: OMD UK, Future of Generations

the
**FUTURE of
GENERATIONS**

Q&P

With active social lives

1
2
3
4

70% pub
visitors
(71% pop)

32% been
to a musical
(32% pop)

3.3 weeks
on holiday per
year
(3.1 pop)

Source: TGI 2016

the
FUTURE of
GENERATIONS

QW



NEW DS 3 AND IRIS APFEL, DRIVEN BY STYLE



DS AUTOMOBILES



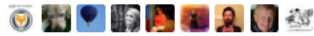
TheInvisibleWoman
@TheVintageYear

Follow

Fuck off Barclays with your patronising Digital Eagles ad. People over 50 are not all techno-idiot. #everydayageism

RETWEETS
19

LIKES
22



1:47 PM - 1 Oct 2014



Nicholas O'Neill @nicholas_oneill · 2 Oct 2014
@TheVintageYear you just cheered me right up!!



TheInvisibleWoman @TheVintageYear · 2 Oct 2014
@nicholas_oneill :))



Sophia Grace @SophiaGazelle · 1 Oct 2014
@TheVintageYear well said. It could even put some employers off hiring older people.



TheInvisibleWoman @TheVintageYear · 1 Oct 2014
@SophiaGazelle It's awful, horrible, cringe-making. It makes me so cross.



Barclays Digital Eagles Campaign



the
FUTURE of
GENERATIONS



**MYTH 5:
THE YOUNGER
GENERATION ARE MUCH
MORE NETWORKED AND
BIGGER INFLUENCERS
THAN THE OLDER
GENERATION**

“

By working with social influencers, young teens and 20 somethings with audiences who love them for their talent and personality, brands are able to move away from disrupting what people are interested in and can become what people are interested in.”

campaign



91%

agree that
young people
can learn from
older people

Source: OMD UK, Future of Generations

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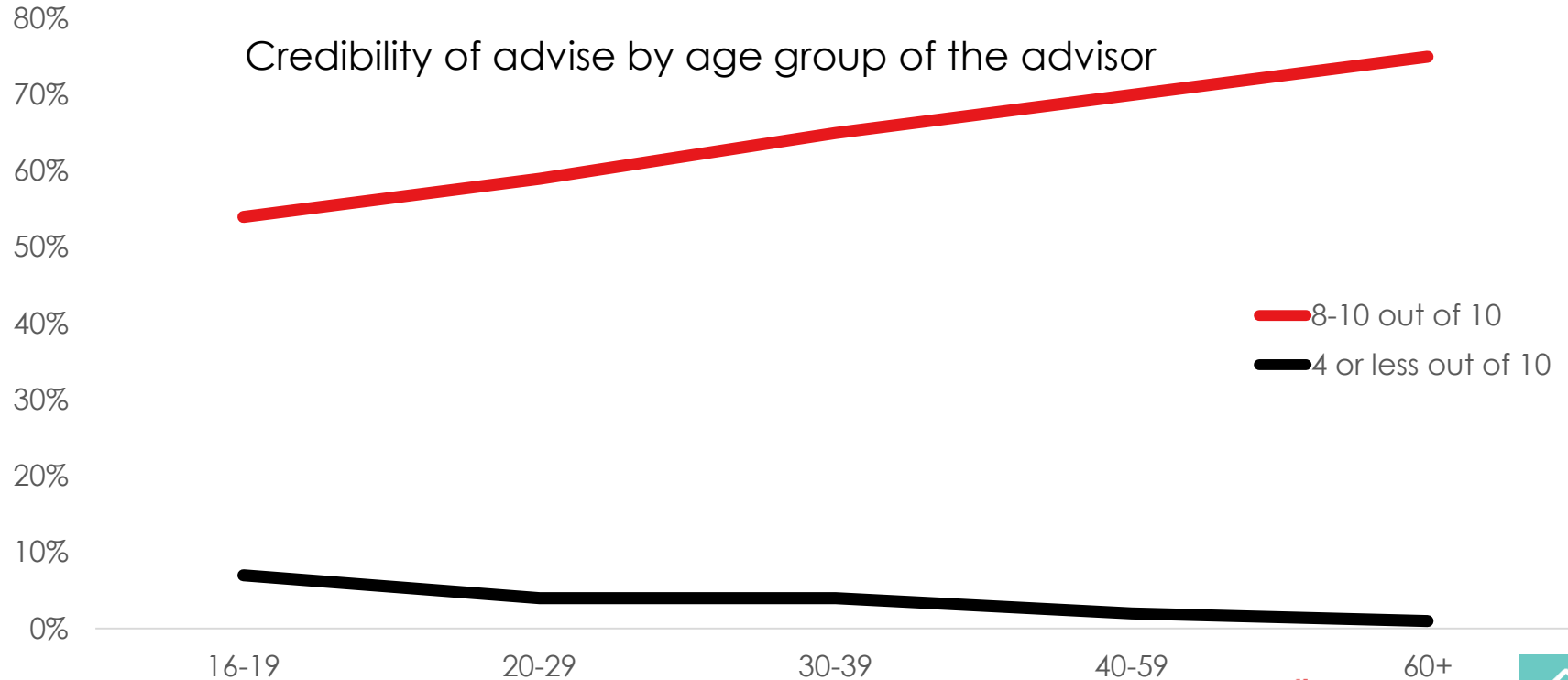
Although our first port of call is to those who we spend the most time with....

54% of automotive advice is given by over 40s

52% of financial services advice comes from over 40s

56% of advice about the home comes from the over 40s

Our advice becomes more credible as we age



MUM'S BEST BEAUTY ADVICE

We ask our favourite beauties what advice their mother gave them to keep them looking and feeling fab



MAMA SAYS:
DON'T FORGET
TO MOISTURIZE
YOUR NECK.

"Joan's son
VISITED
her yesterday.

Isn't  *nice."*

They're only a  *away.*

vline.com.au/guilttrips

V/Line

the
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94P

**MYTH:
THE OVER 65s HAVE
DIFFERENT MEDIA HABITS**

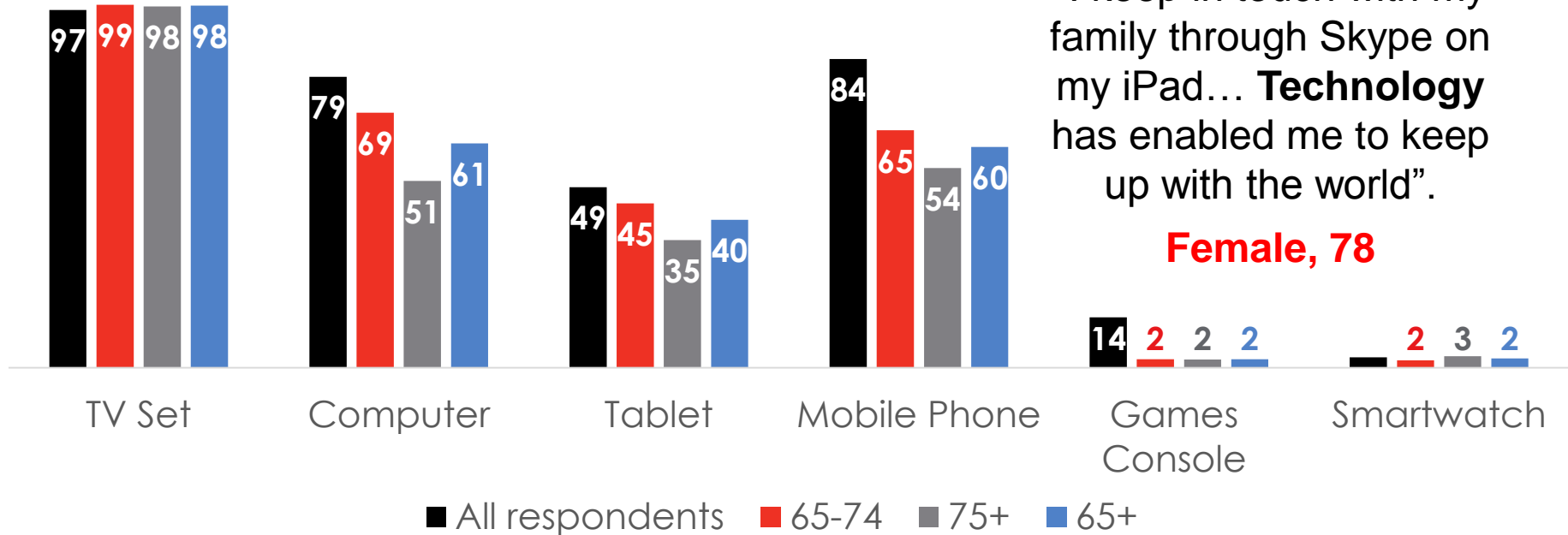
“

Well, they're over 50, they don't use the internet, do they?"

Anon



Just because they're LESS likely to be mobile and digital, it doesn't mean that NONE of them are mobile and digital



“I keep in touch with my family through Skype on my iPad... **Technology** has enabled me to keep up with the world”.

Female, 78

71% of the
over 65s have
ever used the
internet
(TGI, 2016)

1 in 5
over 50s are
Facebook
users
(Ipsos Tech
Tracker, 2016)

39% of
over 65-74
year olds have
accessed the
internet via a
tablet
(TGI, 2016)

31% of 65-
74s shop
online
(TGI, 2016)

43% of 65-
74s have
watched VOD
(P12M)
(TGI, 2016)



1. **Stop** ignoring big parts of our society
2. **Stop** making assumptions about different age groups
3. **Stop** grouping generations as one homogenous mass
4. **Start** looking beyond age to life event or mind set

Insight and Data to go beyond demographics

Primary
research

Digital
Data

Industry
data

OMD
Journey
Mapper

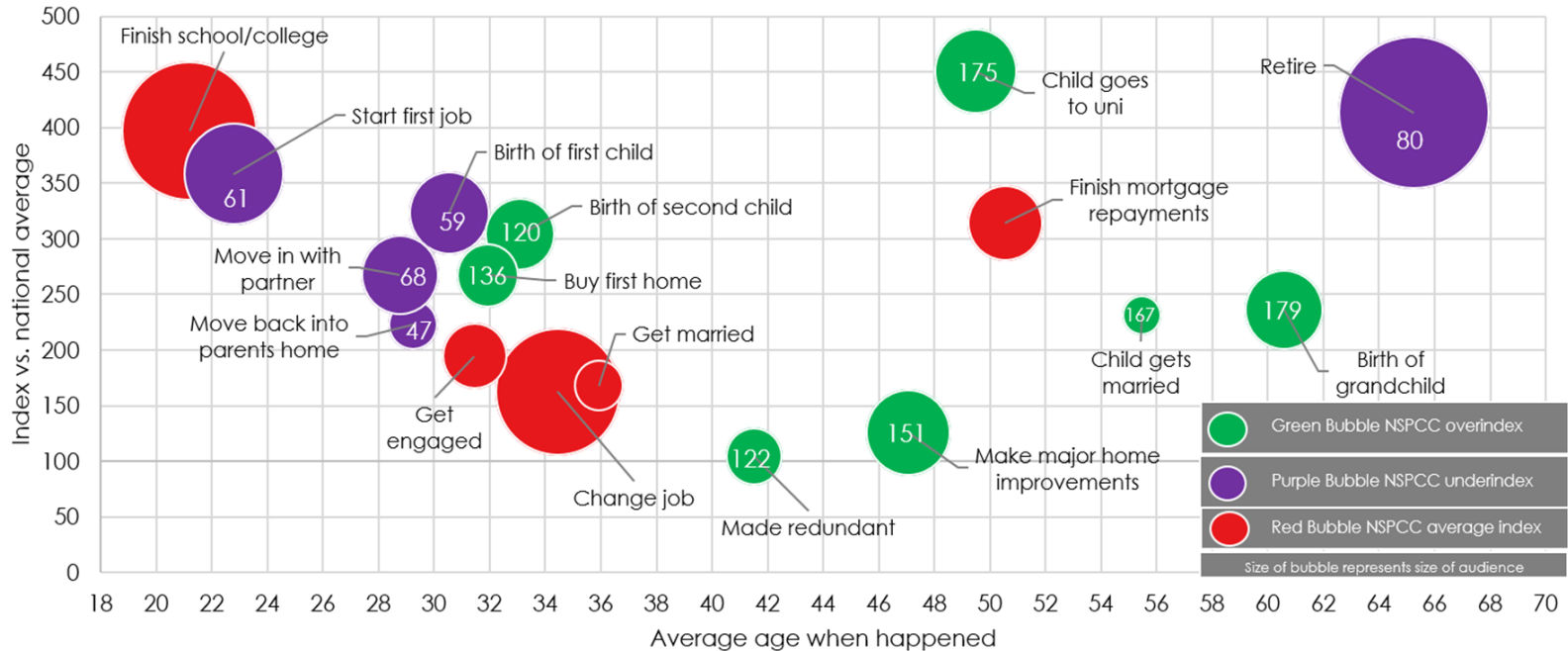
Macro-signals: Significant characteristics, life events or stages that may act as a trigger

E.g. life events, client segments, lifestyle characteristics, category ownership

Micro-signals: In the moment needs that may act as a trigger

E.g. search behaviours, websites visited, media consumption, weather, time of day

Identifying which macro life-events have an impact on charity donation





Using a combination of macro factors and signals to tailor messages



**Audience
identification**



Messaging & content
(versioning or origination)



Buying



Combining micro and macro signals deliver tailored creative

Stage 1:

Prospecting campaign.



Current customers identified and not targeted

Stage 2: Creative tailored to:



PET OWNERS



DESTINATION

Activity likely to do:



CAMPING



VINEYARDS



CYCLING