

age**BRIEF**

MARKETING TO THOSE WHO WEREN'T BORN YESTERDAY

Gerontology Strains in Advertising

There is a big problem with our views on aging and our desire to avoid completely. No one wants to be considered older than they really are a direct contrast to being young. If you ask any boy or girl their age, and if you guess them at a younger age before they can answer, you will soon recognize their disappointment, as they quickly correct you. Oh, how times have changed! The biggest complement one can receive today is, "you look like you haven't aged" or you have the body of a twenty year old. People don't want to be identified in the wrong age group or for that matter in their age group. For that reason people spend thousands of dollars trying to erase any signs of aging. A-list stars are spending thousands of dollars to have face-lifts in order to look younger.

In most advertising today there are fewer faces that are 65 years old promoting products, because advertisers trend to focus on the young, and have totally ignored all segments of the mature market. That's because advertisers assume that they can reach the mature market by targeting them through general market advertising. In the past, age based marketing was the only way to measure effectiveness of advertising. This no longer applies to this group. Clearly people want to see images in advertising which reflect who they are or who they have become.

Unlike many advertising agencies, PeterAlex Media specializes only in the over 50 consumer. The agency's unique approach helps organizations find solutions that will help their business:

- Distinguish each segment within the mature market.
- Eliminate negative images associated with aging.
- Identifies what factors influences point-of-purchase behavior.