the FUTURE of GENERATIONS

I am delighted to introduce you to *The Future of Generations* - the next phase of our ground-breaking *The Future of Britain* research initiative and a study that, for the first time ever, smashes generational myths that are deeply ingrained in British society.

The Future of Britain has been at our core since 2013. We launched it against the backdrop of the fading euphoria from the 2012 Olympics and the worst recession for over 100 years when Britain went through a seismic cultural and societal shift. As the “new Britain” was unrecognisable from before, we revolutionised our approach to understanding people and launched The Future of Britain to get an in-depth view into **real** Britain.

It’s allowed us to put insight from real people at the heart of everything we do and we’re incredibly proud of the impact it’s had on our work. It was even the catalyst to launching our ‘share of life’ proposition last year, which our partners have responded to brilliantly.

In the last three years, we’ve covered a huge number of themes – each unique in its impact on our approach to marketing. We highlighted the behaviours, attitudes and values of the nation that shifted as Britain emerged from recession. *Living with Future Britain* allowed us to virtually live with British households and get to the heart of what makes British people tick. We explored changing family relationships and household dynamics in *Future of Families*, looked into how connected Britain helps people become more empowered in *Now and Next*, and uncovered the myths of Christmas shopping behaviour and attitudes in *The Future of Christmas*.

And I’m excited to share *The Future of Generations* with you which will kick off a bumper 12 months for *The Future of Britain* where we’ll delve into the issues and topics that continue to shape our nation.

In the following pages, we’re debunking five key myths around different generations, as well as the implications these have on brands. We hope you find it engaging and inspiring.

Dan Clays

DAN CLAYS
CEO, OMD UK

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INTRODUCING THE FUTURE OF GENERATIONS

We're proud to launch *The Future of Generations*, the next iteration in our *Future of Britain* research initiative. This study addresses the changes in attitude towards the youth, middle-aged and the elderly, accompanied by a blurring of traditionally perceived boundaries of age-appropriate behaviour and lifestyles.

WHILE MANY STUDIES HAVE EXAMINED INDIVIDUAL GENERATIONS, OUR STUDY IS UNIQUE IN THAT IT ALLOWS US TO EXAMINE THE WHOLE SPECTRUM OF GENERATIONS IN THE UK AND BUST MYTHS THAT WE ALL HOLD ABOUT THEM.

We have undertaken a large-scale, innovative study including a six-week online community, mobile ethnography and conducted inter-generational focus groups. We fed learnings into an online survey with 3,000 Brits, which included implicit testing to allow us to uncover perceptions that are deeply ingrained into our subconscious.

We started analysing the data by the standard Marketing Generations (Gen Z, Gen Y, Gen X, Baby Boomers and Oldest Swingers In Town), and soon realised that there were different interesting angles from which we could look at the data. Over the following pages, we will share in more detail the fascinating findings that we have uncovered whilst exploring the different generations.

OUR DEFINITIONS

For the purposes of the research, we analysed generations under the following definitions:

FIGURE 1: DEFINITIONS OF GENERATIONS

GEN Z (8-15 YEAR OLDS)

GEN Y (16-19 / 20-30 YEAR OLDS)

OLDEST SWINGERS IN TOWN (65+ YEAR OLDS)

GEN X (31-45 YEAR OLDS)

BOOMERS (46-64 YEAR OLDS)

The Pennine Hills, England

2 METHODOLOGY

OUR MULTI-STAGE RESEARCH TOOK PLACE OVER A PERIOD OF SIX MONTHS. WE HOSTED A SIX-WEEK COMMUNITY ON YOUR VOICE - OUR ALWAYS-ON CONSUMER PANEL, UTILISED MOBILE ETHNOGRAPHY AND CONDUCTED INTER-GENERATIONAL QUAD FOCUS GROUPS. WE THEN FED LEARNINGS INTO AN ONLINE SURVEY, WHICH INCLUDED IMPLICIT TESTING, TO UNCOVER PERCEPTIONS THAT ARE DEEPLY INGRAINED INTO OUR SUBCONSCIOUS.

6 MONTHS

1. ONLINE COMMUNITY

The research began with an initial exploration phase on our own community, Your Voice, with 100 participants from all generations. The community ran for the duration of the study and allowed us to explore general perceptions of Brits towards age groups and the values associated with them. We asked participants for feedback across a huge variety of topics designed to understand perceptions, attitudes and behaviours from favourite childhood toys through to health and beauty routines.

2. SURVEY AND IMPLICIT TESTING

Following the initial exploratory phase, we surveyed a total of 3,000 Brits using a 20-minute online survey. This provided an in-depth understanding of age and generations, how they relate to one another, perceptions of the world around them and the brands they use. To add depth and nuance to the findings, we also used Implicit Response Testing. By analysing the time each respondent took to associate each age group with attributes, we were able to understand how spontaneously the respondents answered the question and measure the relative strength of those perceptions.

3. FOCUS GROUPS AND GENERATION QUADS

Following our large-scale survey, we developed a deeper understanding of relationships and interactions between generations through two focus group sessions, each of which consisted of eight people from across the whole age spectrum resulting in generation quads.

4. MOBILE ETHNOGRAPHY

The fourth step of our research was a mobile ethnography with Gen Z to ensure we covered the younger end of the generation's spectrum. We visited nine households of parents with children aged 8-15. We tasked them to talk and upload content about what makes them happy, people they admire, how they play, their perceptions of generations, their technology usage for socialising and how they perceive brands.

3

OUR AGEIST SOCIETY

AGEISM IS RIFE AND ONE OF THE DEEPEST INGRAINED PREJUDICES IN OUR SOCIETY.

Research conducted by Harvard has shown that stereotypes about age are stronger and more resistant to change than those about race or gender[1]. And, in an industry where we plan, buy and sell billions of pounds of media every year using age to target, we wanted to understand if our assumption that targeting individuals based on age actually resonates with people.

1 http://www.huffingtonpost.co.uk/crispin-reed/selfstereotyping-an-age-o_b_4909847.html

OUR INGRAINED PREJUDICES

Our study confirmed the work from Harvard University – we found that a huge proportion of us naturally hold stereotypes about age. For example, we found that the older we perceive people to be, the more likely we are to associate them with traditional values like being generous, fair or polite. Younger people, on the other hand, are more likely to be perceived as creative, adventurous and digitally connected as well as some negative attributes like being a follower or materialistic.

FIGURE 2: WORD ASSOCIATIONS BY GENERATION

16-19 YEAR OLDS

20-30 YEAR OLDS

65+ YEAR OLDS

31-45 YEAR OLDS

46-64 YEAR OLDS

Millook Haven, Cornwall, England

Source: OMD UK The Future of Generations.
Question: B4. For each picture and word combination that you see please use the keys M or Z to quickly indicate if you think that the word fits with the age group
Base: All respondents n=3,028

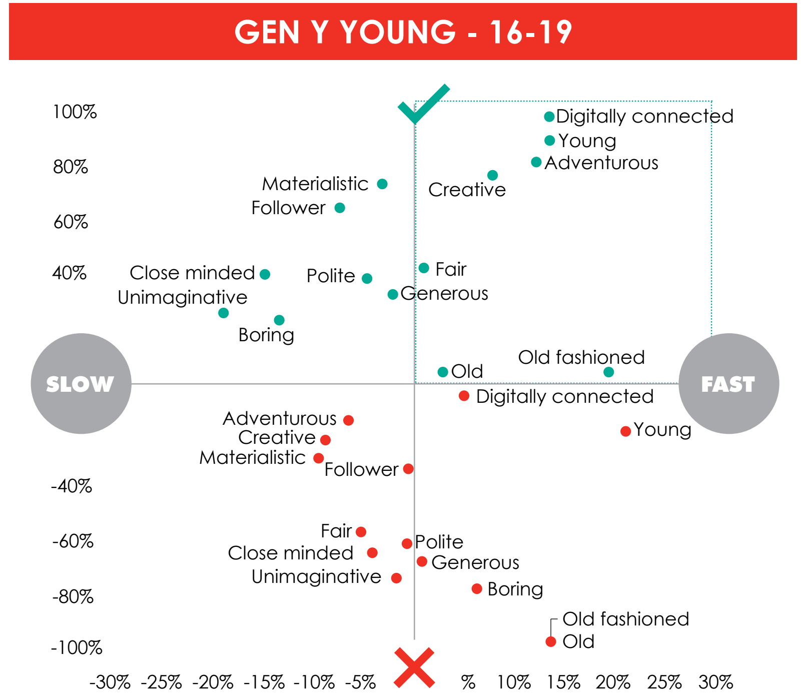
AND THE STEREOTYPES WE HOLD WERE ALSO EVIDENT IN OUR FOCUS GROUPS:

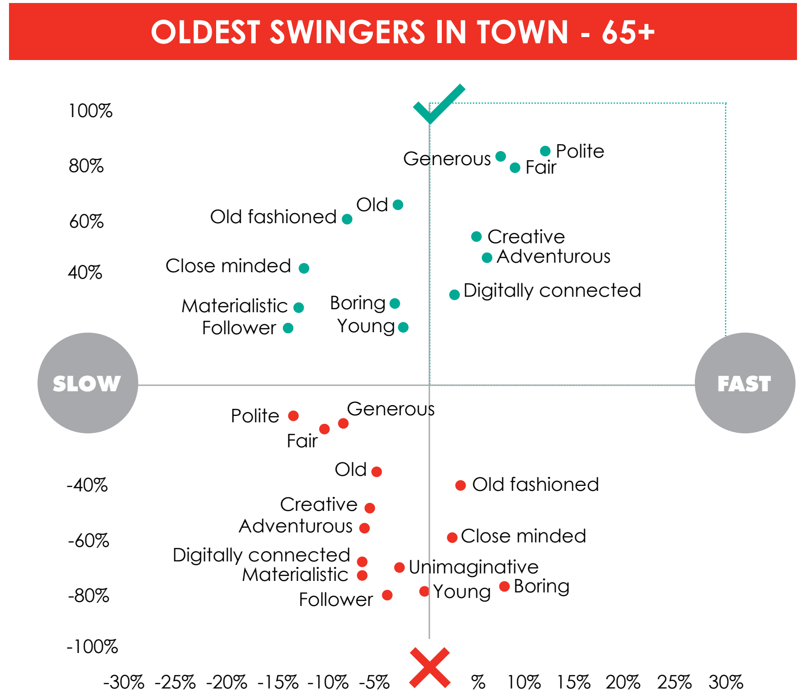
"Older people have more manners than 16-30 year olds."

Michael, 37

Our behavioural economics research partner, House 51, also conducted some implicit testing for us and we discovered that these perceptions were deeply ingrained in our unconscious, with people associating these statements at a significantly faster than average speed.

FIGURE 3: IMPLICIT TESTING DIFFERENCES BY GENERATION



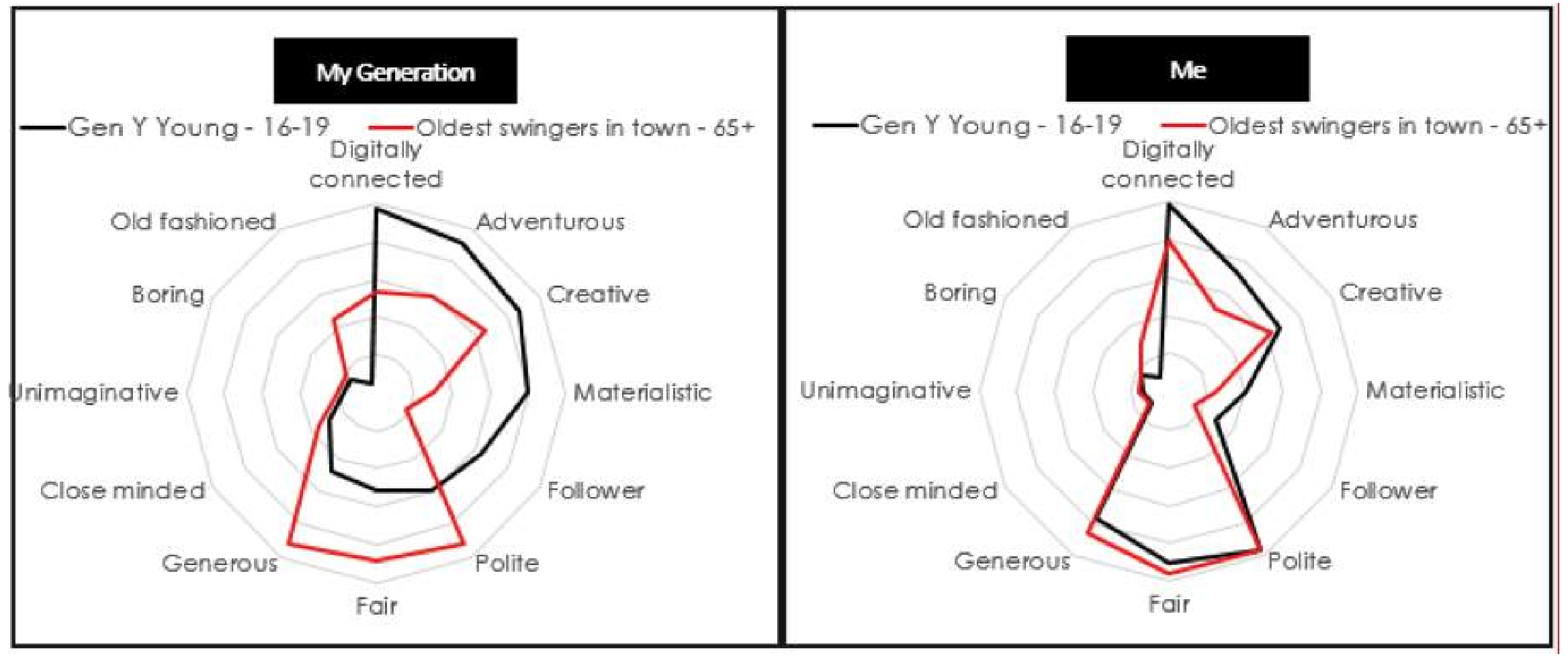


Source: OMD UK The Future of Generations.
Question: B4. For each picture and word combination that you see please use the keys M or Z to quickly indicate if you think that the word fits with the age group
Base: All respondents n=1,417, 16-19 =151, 65+ = 357

AND WE ARE AGEIST EVEN WITHIN OUR OWN GENERATION!

When people were asked for associations from their generation, they followed the traditional stereotypes mentioned above, but felt they were different from their peers. We actually see ourselves in a much more positive light than we see others. So, for example, those aged 16-19 see themselves as being more polite, fair and generous than other people of their age. Similarly the 65+ see themselves as significantly more digitally connected than the rest of their generation.

FIGURE 4: WE ARE 'AGEIST' EVEN WITH OUR OWN GENERATION



OUR PERSONAL VIEWS ON AGE SHOULD THEREFORE BE TREATED WITH A DEGREE OF CAUTION.

Not only do we hold automatic preconceptions about different generations, but we are also less likely to perceive ourselves with the same preconceptions. Using these as a base for communications may mean that we reach the wrong people with the wrong message at the wrong time.

Source: OMD UK The Future of Generations.
B4. For each picture and word combination that you see please use the keys M or Z 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 JUST A NUMBER

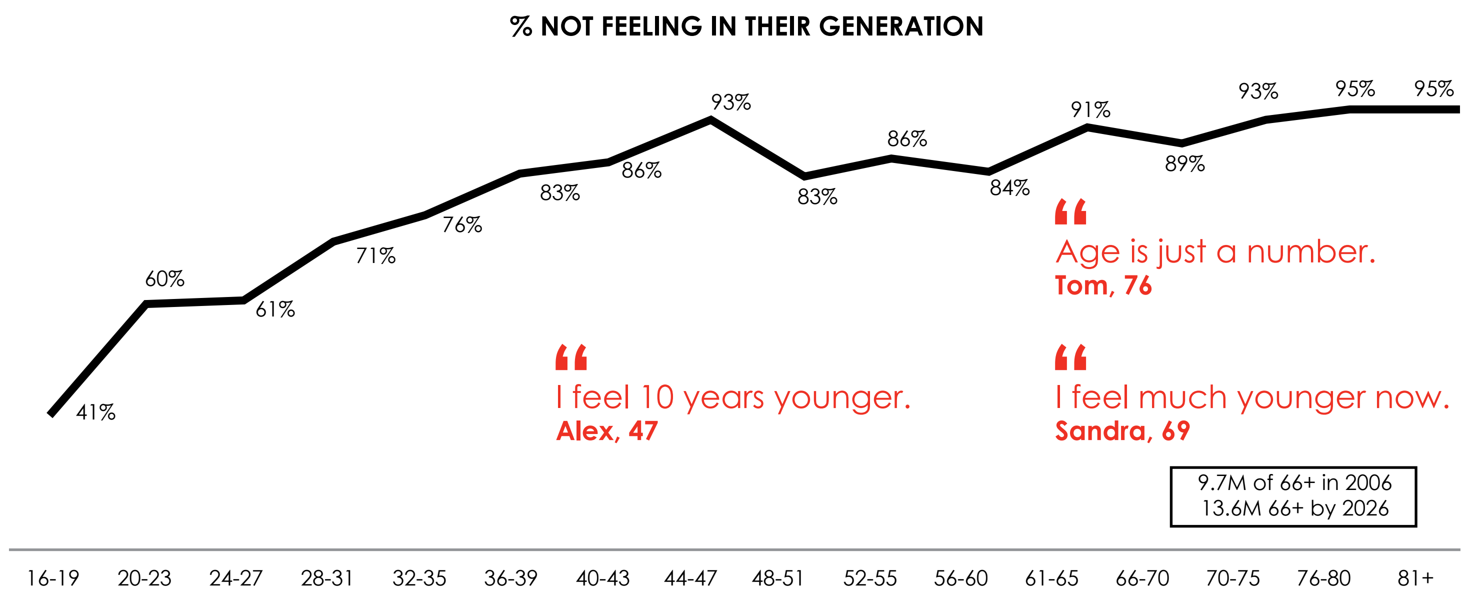
It may sound like a cliché, but people claim to actually be as old as they feel and that age is only a number.

"I don't think there is any gap between generations; it's all in the head."

Ken, 74

The older people are, the less likely they are to feel they belong to their generation: 8 in 10 people aged 65 and over feel younger than their true years. The young are also feeling slightly older, which blurs the lines between generations. Therefore, typecasting consumers by their generation is becoming increasingly complex.

FIGURE 5: THE OLDER PEOPLE ARE, THE LESS LIKELY THEY ARE TO FEEL THEIR GENERATION



Indeed, we have seen evidence in multiple cases when the oldest and youngest groups show similar traits or mindsets; for example, they both have a social conscience, watch their alcohol consumption and what they eat; and when it comes to travelling, they are both adventurous and seek authenticity and locality.

These are only a few examples proving the fact that if brands only target people based on age or stereotypes, there is a risk of the message not being relevant to the audience and not resonating with them. Brands need to target at an individual level and take mindsets and behaviours into consideration as a key starting point.

Source: OMD UK The Future of Generations.
Question: 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

TARGETING BY BROAD AGE GROUPS

Many of the traditional views of generations, and indeed the age groups that are routinely used for targeting, are broad groups often encompassing two to three decades. However, our research has found that these broad age bands often blur differences within these groups that can potentially help us to provide a more nuanced view of our audiences.

For example, we looked at happiness levels by the standard marketing definitions of the generations and, on first view, we saw a consistent level of happiness between the ages of 20 to 64 years old, where people were generally content with life. However, when we looked at it in a more granular way we saw significant differences within the different generations.

FIGURE 6: HAPPINESS BY BROAD AND GRANULAR AGE GROUPS

Happiness follows a U shape, where people in the extremes are the happiest and from the mid-40s to the mid-50s is the unhappiest time of our lives. Happiness levels start increasing again from the mid-50s reaching a peak in the older age.

Source: OMD UK The Future of Generations.
Question F4b. How happy are you with life? Please select your answer in the below scale
Base: 16-19 = 307, 20-30= 449, 31-45 = 757, 46-64 = 759, 65+= 756 / granular age = c.190 per age group

4 SMASHING FIVE GENERATIONAL MYTHS

OUR RESEARCH HAS FOUND THAT A HUGE PROPORTION OF US ARE INHERENTLY AGEIST, HOLDING PRECONCEPTIONS ABOUT AGE GROUPS THAT ARE NOT FAMILIAR TO MANY WITHIN EACH AGE GROUP.

Coupled with this, we are extremely unlikely to argue that we feel our own age, meaning that we do not identify with the age group that we are actually part of.

Uncovering the assumptions many of us hold and understanding the motivations of different generations is crucial to producing communications and marketing that people can engage with. We spoke to both planners and members of the public as part of our research to try to uncover some of these myths and set the record straight.

MYTH 1:
YOUNGER GENERATIONS ARE NARCISSISTIC AND RUDE.

A commonly held view of younger generations is one of a selfish, social media obsessed group who often have a sense of entitlement. As *The Guardian* noted earlier this year, "Type 'Generation Y are' into your search bar and Google suggests the following ends to your query: 'Generation Y are lazy', 'idiots' and 'unhappy.'"[2] This view was echoed in our focus groups, with one (Generation Y) participant stating:

"I think we, the younger, have more tangible and selfish goals and values than others. I think values change a lot during the years."

Ana, 20

The definition of Generation Y (Gen Y), which we used for our research, was those aged between 16 and 30. However, it quickly became apparent that there are some key differences within this wide age band.

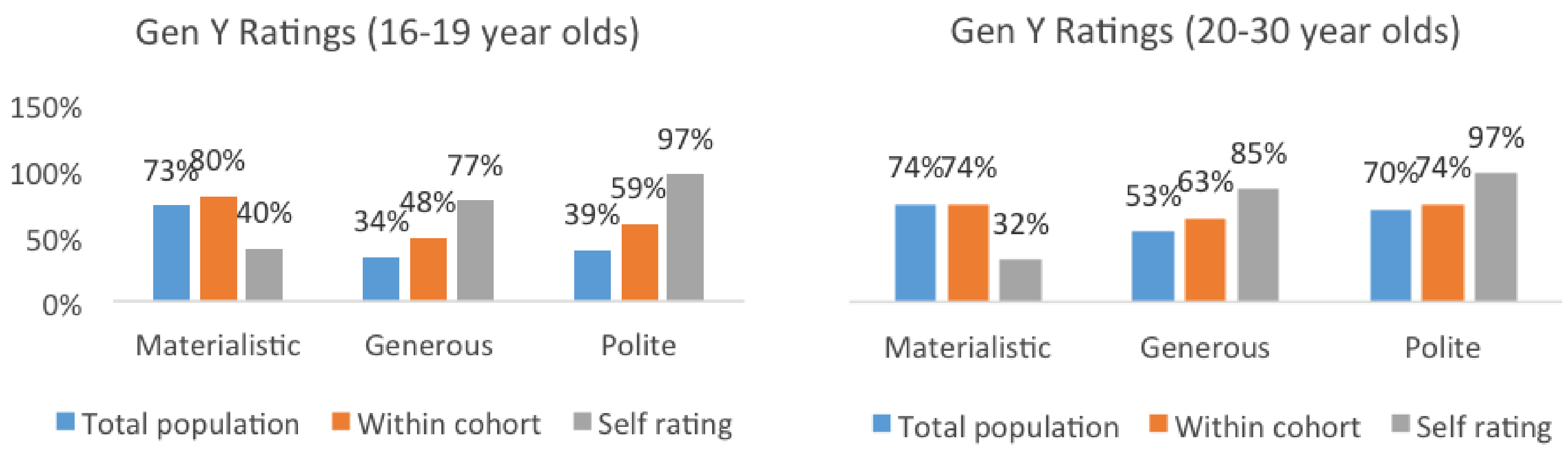
Therefore, we spilt our Gen Y group for analysis purposes, looking at those aged 16-19 and those aged 20-30. The rationale behind this was that the younger of these groups are more likely to be in full time education, whereas the older are likely to be working and living independently, meaning that their lives and experiences are likely to be very different.

2 https://www.theguardian.com/world/2016/mar/07/millennials-generation-y-guide-to-much-maligned-demographic

GEN Y AND SELF IMAGE

To gain an understanding of perceptions of Gen Y, we asked participants in our survey to rate each age group on different image attributes and also asked them to rate themselves. The results showed some big differences both in terms of the two age groups (16-19s compared to 20-30s) and between self-perceptions and the perceptions of others.

FIGURE 7: RATINGS ON DIFFERENT ATTRIBUTES



Overall, we found a relatively negative view from the population, particularly of teens. They are seen as being a combination of materialistic while not being generous or polite. The older Gen Y group, however, are much less likely to suffer from this view, with over half of them being perceived as generous by the population and 7 in 10 being seen as polite. How much of this is a preconception and how much is a real generational change is hard to tell, but there is certainly an emerging theme that younger groups tend to be less polite than others. Our qualitative research indicated that this may be linked to the perception that younger people tend to be glued to their mobile phones.

Source: OMD UK The Future of Generations.
B4. For each picture and word combination that you see please use the keys M or Z to quickly indicate if you think that the word fits with the age group that is on the screen.
Base: All (1,417), 16-19 year olds (151), 20-30 year olds (184)

“If a group of 16-19s were sitting together they would all be on their phones.”

Nicholas, 22

For both groups, we also found that there is a common misperception about Gen Y's self-image. They are much less likely to view themselves more positively than others see them and are more likely to rate others in their own group more negatively than they rate themselves. While other Gen Yers may be viewed as materialistic and ungenerous, clearly the same cannot be said about themselves.

CARE ABOUT THE WORLD AROUND US

But is this perception of a less polite, more materialistic generation a fair one or are the world views of these groups more complicated? We found that there is plenty of evidence of a more complex set of values and beliefs from the younger age group than simply a generation that are more selfish and less altruistic than others before them.

For instance, we found that teenagers were more likely than other age groups to:

- Argue that the **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)
- Be aware which brands support **social causes** (higher awareness across 9 of 10 brands presented to them)
- Be more **positive about brands** that support social causes.

It is interesting to note, however, that those just a few years older, aged between 20 and 30 are much more likely to have feelings in line with the general population across all of these areas, with less propensity to do charitable work or concern about social issues.

So, while there is some evidence of a perception of the younger generation being less polite and more self-involved, our qualitative feedback indicates that much of this perception is rooted in their use of technology and social media, taking focus away from one-to-one communication. The rise of technology and innovation has changed the way that we all communicate and, via this, the way we all relate to one another. Social rules and norms are changing and this step change requires some adjustment, but what remains to be seen is whether this is a trend or a cohort issue that will potentially resolve as the group moves into their 20s. However, this younger age group is also much more concerned and connected with social and ethical issues in the world around them. They are more likely to become actively involved in charitable causes and this translates into the brands they feel positively about and buy. Those brands which prove their social and ethical credentials will be more likely to win the hearts of this elusive group.

MYTH 2: TEENS HAVE LITTLE INFLUENCE IN HOUSEHOLD PURCHASES.

So often in marketing we look at the 'main shopper' in our work to understand the purchase behaviour and assume that teenagers eat what they've been given at home. In our *The Future of Generations* study, we looked at involvement in purchase decisions across 11 categories to try to understand the relative influence of different groups.

We found that, overall, teenagers are hugely influential in purchases across the majority of categories.

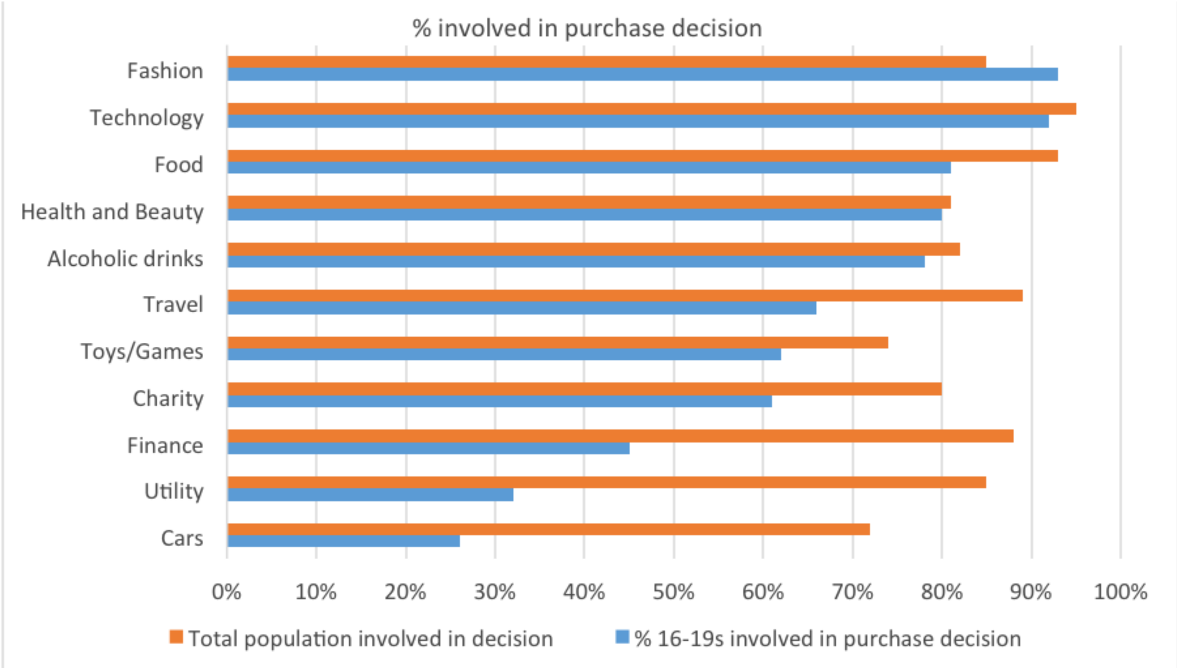


FIGURE 8: INVOLVEMENT IN PURCHASE DECISIONS

Here we can see that teenagers are involved in the majority of purchase decisions, from food (81% involvement) through to cars (one in five indicate they are involved). However, when we look at whether the teen is the main decision maker we see a slightly different picture. Teens are less likely to be sole decision makers and more likely to be joint decision makers, indicating that we need to understand their preferences, attitudes and level of influence in household decisions when we are developing marketing and communications plans for these groups.

As we have already seen, those aged 16-19 have very different attitudes across a number of different areas compared to the rest of the population. As well as their attitudes to social and ethical issues explored in Myth 1, brands targeting a family unit need to understand the attitudes of these groups when developing a marketing campaign. For example, travel brands should understand that teens are more likely to be passionate about travel and experiences, car companies should explore the fact that teens are more open to buying cars online and financial services brands should capitalise on word of mouth, with teens most reliant on advice from friends and family when making decisions.

Source: OMD UK The 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

MYTH 3:
THE MIDLIFE CRISIS INVOLVES BUYING FAST CARS, TRAVELLING THE WORLD AND SPENDING THE KIDS' INHERITANCE.

Our research tells us that our mid-40s to mid-50s are the unhappiest years of our lives, with our mean happiness score out of 10 dropping to just 6 in our early 50s. We also uncovered in our research that at the age of 44-47, it is the first time when people are more likely to be perceived as old instead of young.

The NHS tells us that, although the age can vary, a midlife crisis generally happens at some point between the ages of 35 and 50, coinciding with our drop in happiness. Traditionally, this is the time when we see a change in behaviours, with the stereotypical view being the middle aged splashing out on luxury items, going out more and travelling the world:

"From my experience a midlife 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 was fed up of the same routine all the time, so I decided to do some things I really wanted to do before it was too late! I think the forties are the age where this happens most. I started going out more, I did a few rash things like buying a brand new car (I am normally very careful when it comes to spending money) and I booked an expensive holiday."
Stephen, 47

However, we are seeing a new emerging trend of people starting to be more health-orientated when they reach this pivotal time in their lives. Our early 40s are becoming a time for reassessment and where health becomes a priority for us. During this time, we claim to be more active, go to the gym and use wearable technology that helps us to keep fit. This is the group scoring the highest for claiming that looking young is important to them.

When we looked at passive mobile data from TGI Clickstream, we saw those aged 40-43 show the highest usage of My Fitness Pal after the 16-19 year old audience.

There are opportunities for brands to tap into these difficult times when people are going through that realisation of life achievements and want to keep healthy for longer.

FIGURE 9: A CHANGE IN OUR EARLY 40S

'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

Source: OMD UK The Future of Generations.
Question: 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.
Base: Age 40-43 = 76

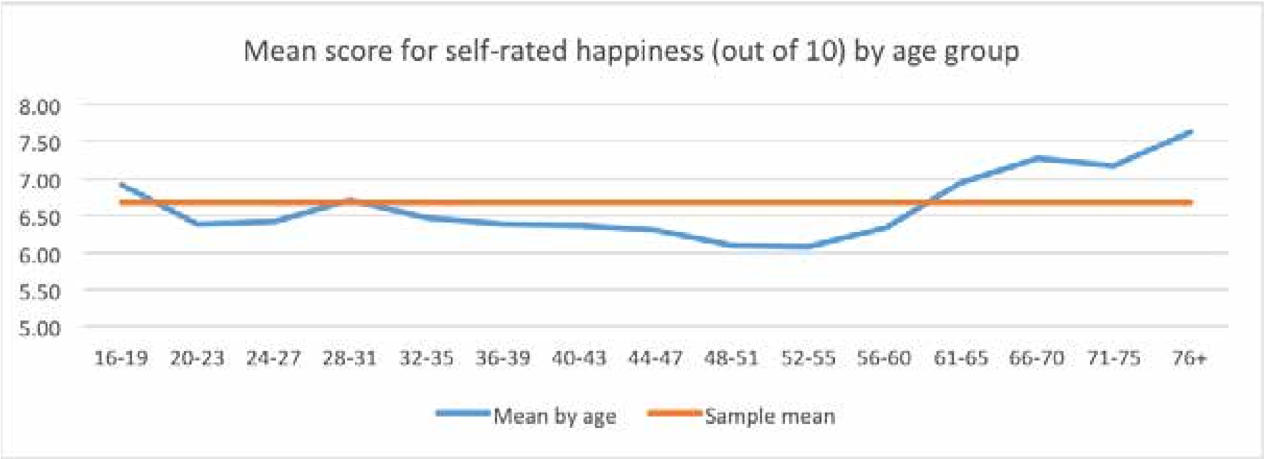
MYTH 4:
OLDER GENERATIONS ARE LONELY, ISOLATED AND NOT CONNECTED TO OTHERS.

"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

When we think of old age, we often think of decline and loss, however our research shows quite the opposite of this. Those of us over the age of 65 are the happiest group overall, with an average of 57% of people belonging to this age group rating their happiness between 8 to 10 on a scale of 1-10, compared to 42% of the total population.

FIGURE 10: MEAN SCORE FOR SELF-RATED HAPPINESS



This level of happiness doesn't decrease with age. When we look at more granular age groups, we see that those aged over 71 show a similarly high level of happiness, with 57% rating their happiness at over 8 out of 10.

In the focus groups and online community, our older participants talked about how relaxed they were at this stage of life and how they could look at what they had achieved. Far from seeing themselves as old, over 9 in 10 of those over 60 feel younger than their years, with Sandra (aged 67) telling us that she feels "much younger" now than in the last 20 years. And while it is important to recognise that there are vulnerable groups in our society, it is also important to recognise that the reality for the majority of this group is a far cry from the lonely and desperate picture painted by our focus group participant quoted above.

Source: OMD UK The Future of Generations.
Question F.6: How happy are you with life?
Base: All respondents (3,028).

GRANDPARENT FIRST?

Often, those over 60 are defined by marketers as grandparents before anything else. The words "gran", "grandparent" and "grandmother/father" are routinely used to describe older people whether or not they actually are grandparents. While we found that 83% of those in our sample had grandchildren, when we looked at how the older generation spend their time, almost three quarters of those that we surveyed aged over 65 socialise with their friends more than once a week, whereas only 29% see their grandchildren each week. This suggests a much richer life than we sometimes assume, where friends and socialising are a more regular part of lives than grandchildren – a far cry from the view of isolation and loneliness that was often cited in our groups.

OLDER GENERATIONS AND TECHNOLOGY

"Older people are unlikely to be online or using mobiles – they're technophobes"

Ginny, 23

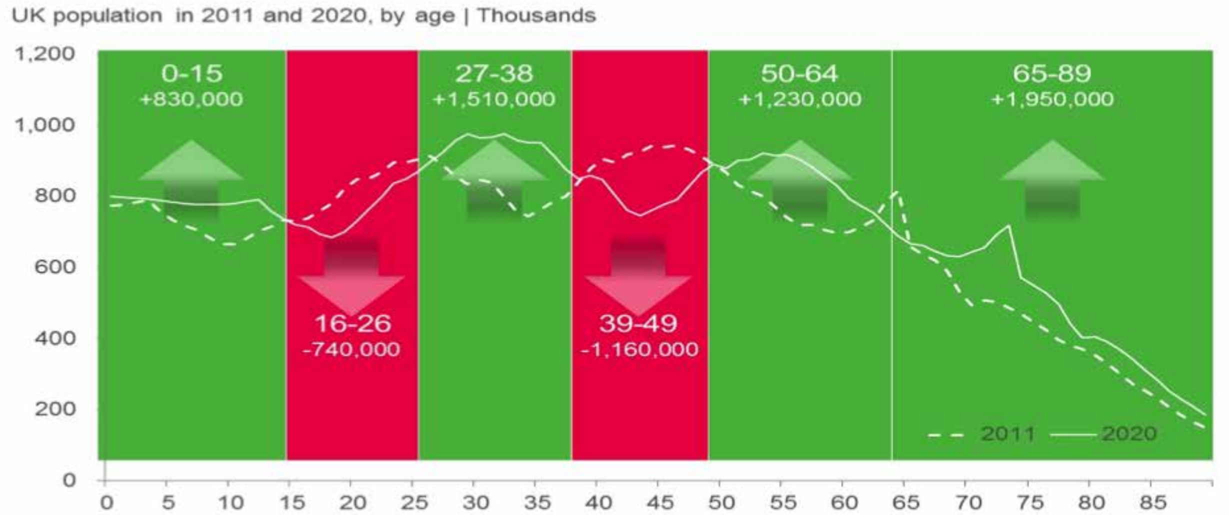
We often have preconceptions that older people do not keep up to date with technology and struggle with new technology developments. While it may be true that the over 65s are often not the first to adopt new technologies, for example only 6% use WhatsApp compared to 50% of 15-24s (Source: TGI), we should not write them off completely.

TGI tells us that 7 in 10 of over 65s have the internet at home and over half of over 65s own a smartphone, with a similar proportion owning a tablet. Again, while these levels are below the national average, it is still true that the majority of over 65s are part of the connected world. And they are often using technology to communicate with those close to them. While we must recognise that our sample was taken from an online panel, so we are likely to overestimate figures here, 51% of our over 65s are communicating with friends and family online on a weekly basis.

A GROWING AND IMPORTANT TARGET AUDIENCE

The over 65s are a fast growing group in British society. As life expectancy increases, we expect the over 65s to increase by nearly 2 million people in the UK by 2020.

FIGURE 11: UK POPULATION FORECAST



We all expect to live longer, healthier lives and this group is not one which marketing can afford to ignore. However, we so often group these spenders into one homogenous group who we assume all behave in the same way. *The Future of Generations* study has shown us the importance of ensuring that we understand the nuances within this group and are vigilant in reminding ourselves not to pre-judge this large and valuable section of society.

Source: The Future Foundation

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

> **“People influence people. Nothing influences people more than a recommendation from a trusted friend. A trusted referral influences people more than the best broadcast message. A trusted referral is the Holy Grail of advertising.”**

Mark Zuckerberg

IN A WORLD WHERE PERSONAL RECOMMENDATION AND REFERRAL ARE ONE OF THE MOST POWERFUL WAYS TO REACH CONSUMERS, IT'S IMPERATIVE THAT WE UNDERSTAND SOCIAL NETWORKS AND HOW WE RELATE TO ONE ANOTHER.

The term 'Influencer Marketing' is almost synonymous with digital, in particular social media, and, by definition, younger age groups. In 2015, Campaign wrote:

"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."[3]

Not only does this suggest that only those who are young are influenced by this kind of marketing, but it also suggests that the influencers themselves are more likely to emerge from the younger demographic.

While it may be true that the younger age groups can and should be reached effectively by social media and influencers including vloggers and bloggers, our research provides compelling evidence that perhaps our definitions of influencers should be broadened and we need to think carefully about who does the influencing and how we reach people.

Our research shows that older age groups may be much more effective influencers - they are social individuals. In fact 74% of the over 65s socialise with their friends once a week or more often. They talked about how important friendship is to them and how strong the bond you build with your friends is over the years.

The older age groups also have the power of being the hidden influencers. Older age groups are seen as a voice of wisdom and experience, with 84% of the younger generations arguing that they can learn from the older generation.

FIGURE 12: OVER 65S INFLUENCE PURCHASE DECISIONS

We analysed WOM influence data from Keller Fay and saw that there are certain categories where people from this older audience have more of an influence:

24%

OF THOSE INFLUENCING FINANCIAL DECISIONS ARE AGED 60+

25%

OF THOSE INFLUENCING ENERGY DECISIONS ARE AGED 60+

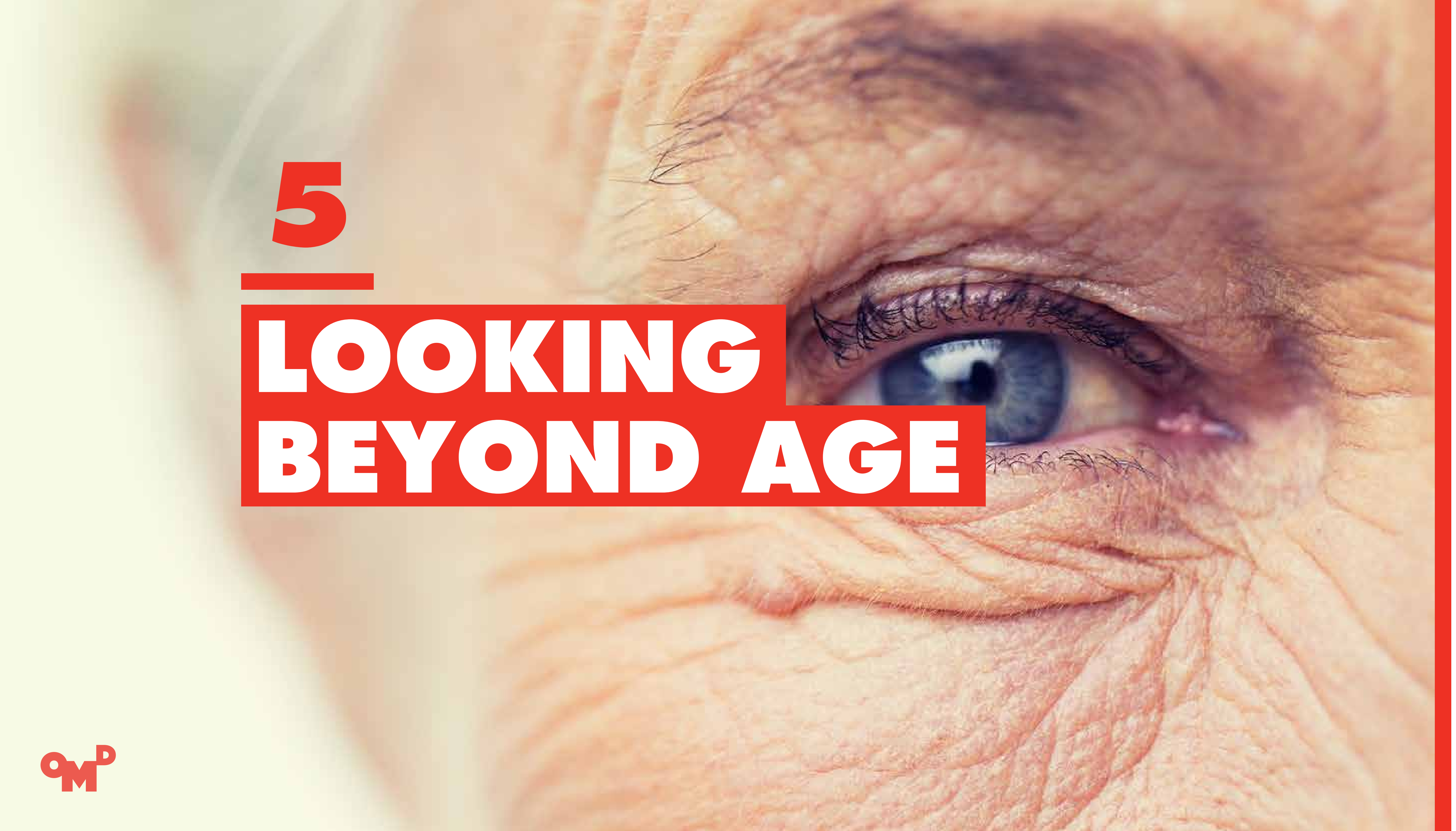
22%

OF THOSE INFLUENCING TRAVEL DECISIONS ARE AGED 60+

There are opportunities for brands to talk to this audience and remember that these people are not only grandparents.

Source: Keller Fay

3 http://www.campaignlive.co.uk/article/1362796/attention-marketers-price-influencer-marketing#



5

LOOKING BEYOND AGE

THE FUTURE OF GENERATIONS HAS DEMONSTRATED THAT AGE MAY NOT ALWAYS BE A RELIABLE PREDICTOR OF BEHAVIOURS AND ATTITUDES AND THAT MINDSETS PLAY A KEY ROLE IN TARGETING AUDIENCES.

A large number of us will hold preconceptions about different age groups that could lead us to develop marketing and communications plans that, at best, do not resonate or reach our target market and, at worst, alienate them.

At OMD UK, we are staunch advocates of looking beyond age to ensure that we fully understand our audiences and we do this in a variety of ways. New technologies and the abundance of data we have available mean that we are able to integrate behavioural data into our targeting systems, using real time test and learn to refine audiences.

We also integrate what we call micro or macro signals into our work, using research and insight to identify real moments of intent, which are integrated into our planning and targeting systems. We often find that life events, mindsets or behaviours or a combination of these can help us to get under the skin of audiences and provide us with the authentic insight we need to ensure that we help our clients to develop communications and marketing that really resonate.

Life events have a key impact on our attitudes, perceptions and behaviours. Such events as having a child, moving house, getting married or divorced have the potential to shape almost any aspect of our lives, as one of our focus group participants stated:

“It’s more about life experience than age.”

Felipe, 41

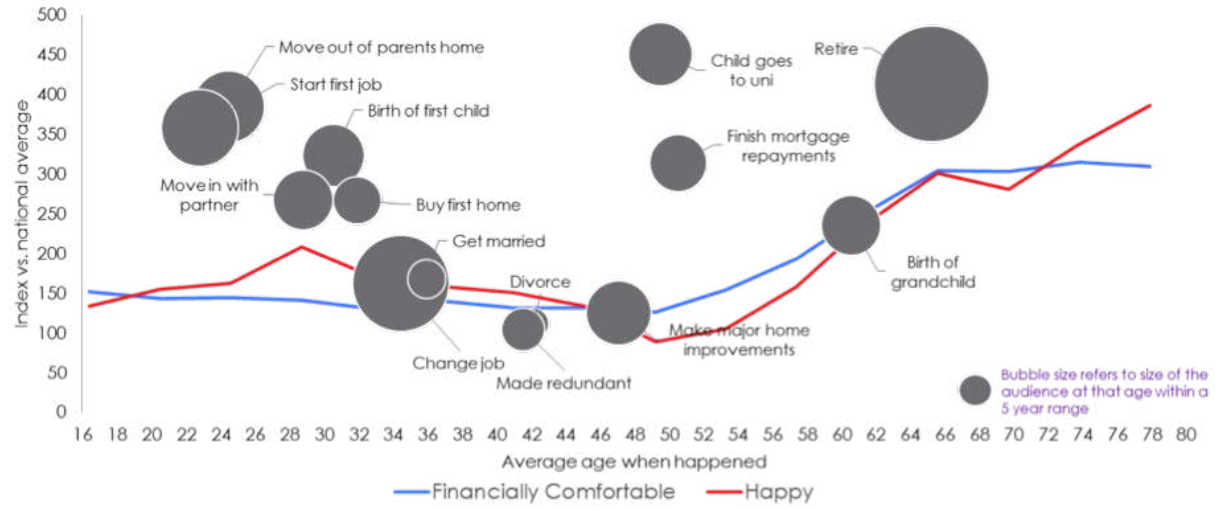
We have provided a case study of how we can use life events to understand our audiences in different, often very compelling, ways to help us to develop communications that move beyond looking at pure demographics.

USING LIFE EVENTS TO UNDERSTAND AUDIENCES

Working with the NSPCC, we understood that there isn’t one single customer journey that drives a donation. As part of an extensive piece of propensity modelling, we examined life events and the impact these have on our charity behaviours. Our starting point for this was the insight that our level of financial comfort often impacts how likely we are to donate to charity and it was often a life event that dictates this.

Overlaying financial comfort with age and happiness, we saw a remarkable correlation.

FIGURE 13: LIFE EVENTS, HAPPINESS AND FINANCIAL SECURITY



Different life events (eg. divorce, redundancy, moving home) in those unhappy years create different financial pressures which in turn could impact on a person’s motivation to donate to the NSPCC. But this was only one side to the research.

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

Using primary, survey-based research and propensity modelling, we identified that different individuals will have different triggers that affect people's emotional need to donate to the NSPCC. These again linked to life events and each was multi-faceted. The kinds of triggers we identified were having children in the household, recent news stories about children, changes in disposable income and communications. The easiest way to visualise this is to think about the UK population as falling somewhere on an 'emotional ladder', with those unwilling to consider donating at the bottom and those at the tipping point, ready to donate, at the top.

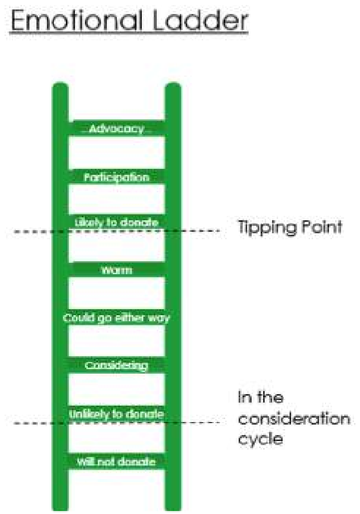


FIGURE 14: Emotional ladder and charity donations

The chart below represents a snapshot of some of the more significant life event triggers that can then be used to segment and target the NSPCC's audiences more effectively. For example, home-related triggers indicate an individual is more willing to give. For example, buying a first home or making major home improvements – both of which might suggest the audiences are thinking about nesting.

Interestingly, the birth of a second child over-indexes against the birth of a first child, potentially indicating that second time around, mum maybe comparatively more relaxed. Therefore, her conversion to donate is potentially a lot higher as she is more receptive to the NSPCC's messaging.

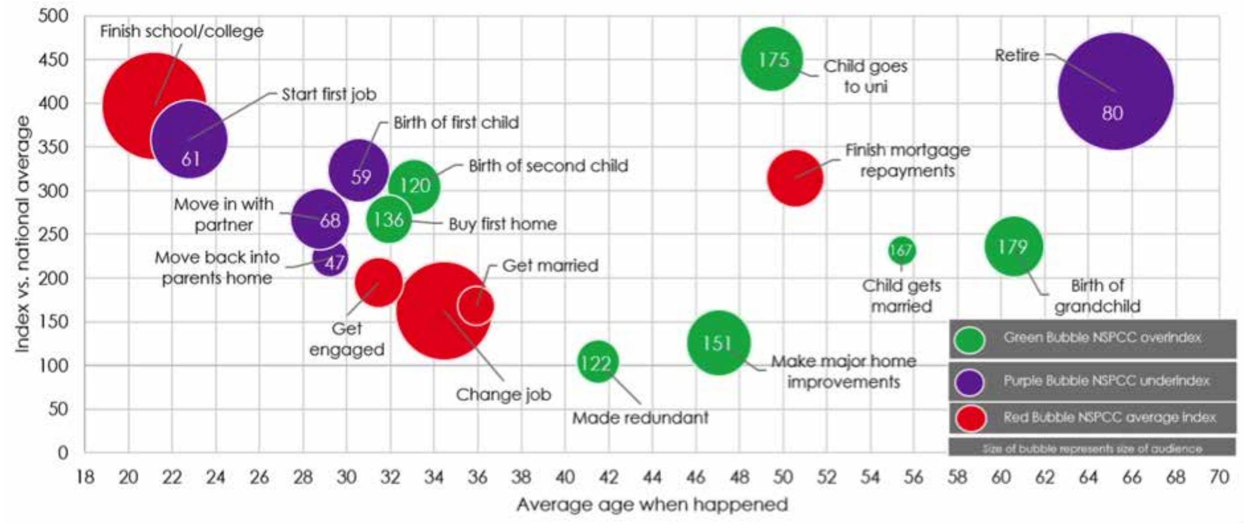


FIGURE 15: Mapping charity donations against life events

Looking beyond age to life events has enabled us to work with the NSPCC to target the right groups at a time when they are most likely to engage with the NSPCC brand. We can pursue donation opportunities more selectively, dependent on which signals are in play, reaching them with the key messages that relate to those life event triggers.

This simple example illustrates how OMD UK is working with clients to identify the why behind the what. Simply looking at generational patterns or age groups would have provided useful insight, but moving beyond this to examining the 'why' behind the 'what' and the 'when' helps us to provide the nuggets of insight that are needed to cut through in today's busy and cluttered marketplace.

Source: OMD UK and the NSPCC

The Peak District, England

6 WHAT'S NEXT?

The Future of Generations is a huge piece of research that's taken us over six months to complete. We've given you an overview of some of the interesting themes and myths that have emerged from the research but we have a whole host of information covering brands, purpose-led marketing, category perceptions and attitudes and buying behaviours, all through the lens of generations. The categories we've covered include:

- FMCG
- CHARITY
- MEDIA
- TOYS
- TECH
- HEALTH & BEAUTY
- CARS
- TRAVEL
- FINANCE
- FASHION
- UTILITY
- ALCOHOL

What all of this means is that we are able to put together category-based reports that are bespoke to you and your brands very cost effectively. Should you be interested in either having a copy of the presentation or commissioning a bespoke piece, please contact **OMD UK's Head of Insight Sarah Gale** at **sarah.gale@omd.com.**

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