



GREENWOOD
CAMPBELL

PRESENTS

AGE

REDEFINED

Every brand and organisation has a goal, an aspiration, a story to tell and obstacles to overcome. All of these rely on creating engagement with human beings.

We use empathy, data and tech to create that engagement for your audience. We design and build award winning websites, transformational apps, inspirational voice skills and game-changing chatbots.

We are Greenwood Campbell, the human tech agency.

Look out for QR codes like the one below throughout the guide. Simply scan them with the camera app on your smart phone for extra content.



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Introduction

The world is constantly changing, especially in digital. Machines are getting increasingly intelligent, able to understand voice commands, recognise faces, understand the emotions of users and make decisions based on our data.

We are in the era of conversational UI, the use of messaging and voice as interfaces are increasing daily. Brands are using AI to recognise the world around them and add augmented or mixed reality layers onto what people see.

As changes in technology, lifestyles, and the digital sphere transform our conventional expectations of later life, how will we evolve services and products to serve consumers?

This guide was created by Greenwood Campbell to highlight which trends are going to be impacting the aging population and how we can understand and embrace them as organisations, to create empathy and lead the way within our industries.



Setting the scene

Megan Wellman

Why do we need to reconsider the way in which we view and market to the older generation? The answer is simple, and that is that life has dramatically changed for them over the last 70 years.

One of the most major changes over the last 70 years is technology. That's not only what is available to us, but also the speed of adoption.

With the smartphone, we have access to any person, organisation or information instantly.

One of the most major advances in the 1950s was the television remote control. It plugged in and was called the "Lazy Bones". In 1956, the first hard drive disk was used, and at the end of the 50s, the microchip was created, one of the most important inventions in human history. Almost everything we use today contains a microchip.

Flash forward to 2019, in the past year, 3D metal printing, artificial embryos, cloud-based AI services, genetic fortune-telling, and so many more developments have been created. The technologies available now not only affect people's personal lives, it has huge impacts on businesses too.

Large companies such as Microsoft, Google, IBM and Amazon, are all working (separately) on ways to increase access to artificial Neural Network Technology and Machine Learning. Not only do they want to make advancements in technology, they want it to be easy to access, easy to use, and be affordable too.

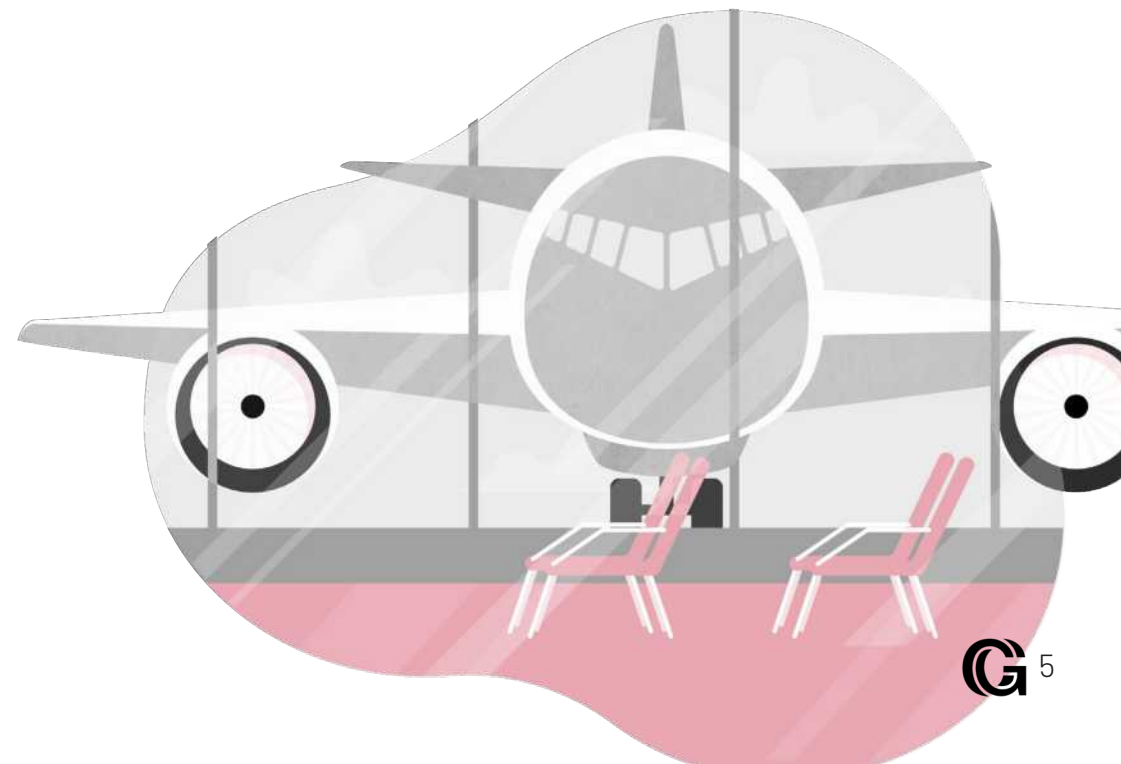
Saga, a company that predominantly focuses on the over 50 age group, was founded in the late fifties, and still thrives today, generating revenue in 2018 of £860 million. When it was founded, the over 50s expected to only live for another 15 - 20 years, so being 50 in the 1950s was similar to what we think of 75-80-year-olds now.


In 2017, Saga completely relaunched their brand, noticing that what they may have considered as an over 50 in the 1950s, doesn't reflect the same in over 50s today.

The business shifted their whole brand messaging, to suit the way of a current generation.

TLDR

Various influences over the past 60 years have elongated human life, and therefore changed the once perceived narrative that an over 65 is 'old' and 'unable'. Research has now proven, the typical over 65 is just as curious as a 20 year old when it comes to experiencing life.





People in their 50s and 60s see themselves as much younger and they are physically much younger and more able and they want to be active and contributing to society. Saga has been serving that generation for 65 years but we need to adapt to a world of retirement and the wide-ranging commitments of the older generation.

Matt Atkinson, Saga

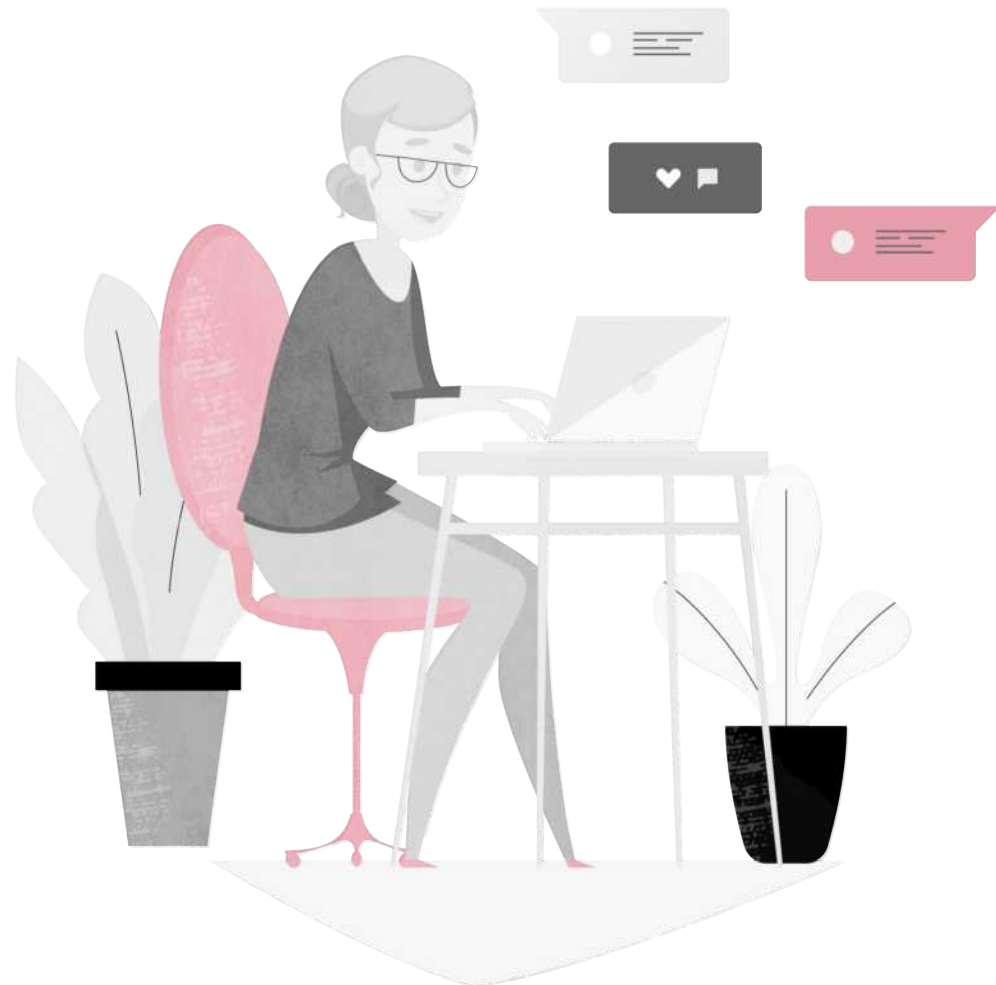
Back in 1950, a typical 65 year old would have been married for 40 years to a husband or wife they met through friends or family. You certainly didn't have a mobile phone & the internet and therefore unlimited access to information did not exist. 3/4 of all women aged 20 - 24 were married, a number that has dropped by half. Since 2017, the most common way to meet your future husband or wife is online.

People no longer feel the need to give in to societal pressure, and get married and have children by the time they are 30. Thanks to advances in technology, online dating apps such as Tinder, have become the norm. The ability to download an app on a phone or sign up to a dating site on a laptop, allows people to get to know each other virtually, with no commitment of meeting them, but the ability to find some companionship.

Grouping 'over 50s' or even 'over 65s' is no longer an effective marketing strategy and we should instead, focus on motivation and capacity. Over 65 is no longer seen as getting old, out of energy to have fun or unable, with more and more of the older generation having access to technology & better healthcare.

"Brands should celebrate older consumers because from a strict marketing perspective they are a highly valuable audience. They are loyal, cash-rich and quite frankly there is so much to celebrate from their lives and experiences," - Hugh Pile, CMO at L'Oréal

Age is not a driving factor in capacity, and is not a cause to 'right off' several generations of cognitive and smart potential customers, shoppers and service users.



How do the older generation like to interact?

Charlie Penwarden

It's official, Facebook is for old(er) people – Mark Sweeney (The Guardian)

This statement has been coined from a 2018 report by eMarketer, that fewer young people are using the platform and the biggest growth area is those in the 65+ age bracket.

This may not come as a surprise as Facebook, one of the original social networks, is celebrating its 15th birthday this year and considering the rapid growth of youth-focused social media platforms (think Instagram, Snapchat, TikTok, etc.) Facebook is comparatively in its mature years.

Social networks like Facebook have the perfect use case for older adults, in that they can stay connected with their family and friends when they otherwise wouldn't have done. Brands whose target audience is those living in later life and are directing marketing efforts away from traditional methods, and leveraging Facebook as a more cost-effective platform to drive campaign success.

This is all well and good on the surface, but how can brands sustain commercially beneficial engagement with the older generation, aside from through social media platforms? Do they even need to? Is social media interactive enough?

Arguably, the two most interesting findings are the distinct unwillingness to communicate via phone across all generations and, secondly, the standout finding of in-person communication for the older generation.

In-person communication is an increasingly difficult engagement strategy considering that almost 2,500 shops lost from the top 500 UK high streets in 2018 marred with business rates increasing across the UK for the second year in a row. But this doesn't have to be the way considering that Nationwide Building Society has pledged to keep branches open for at least two years.

NBS has consulted one of their key demographics and made the commercial, and moral, decision to continue servicing them for the foreseeable future. Considering the majority of high street banks have been forced to close branches, this strategy will ensure continued engagement with the organisation for the older generation.

How generations prefer to communicate

According to a recent research study by Raconteur, the top three methods of communication with brands, defined by generation, are as follows:

Baby Boomers: (1946-1964)

40% of communication is in person, 35% by email, and 13% by phone

Generation X: (1965-1981)

34% of communication is in person, 34% by email, and 13% by phone

Millennials: (1981-1999)

33% of communication is by email, 31% is in person, and 12% by chat

Generation Z: (1995-2005)

31% of communication is by chat, 26% is in person, and 16% by emails

TLDR

The proportion of older people shopping online has trebled in the past decade, the organisations that will capitalise from this are the ones that focus on inclusion.



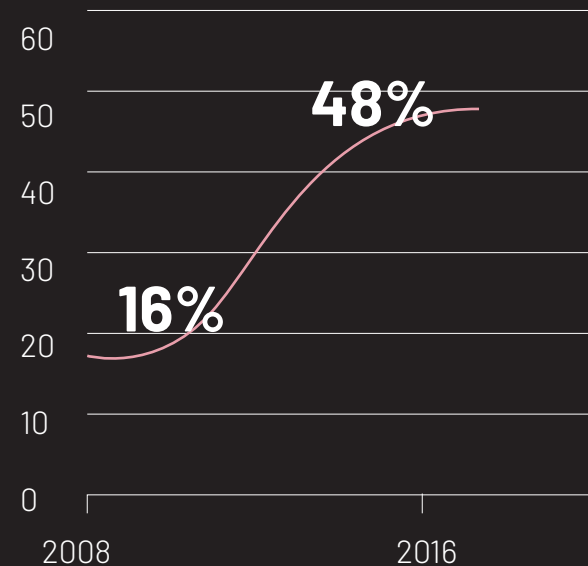
The older generation buying behaviours

Historically, the older generation has been influential in keeping high street shops trading with their weekday trips and daily outings. Without them, the writing on the high street wall would be quicker and bolder, for sure.

Considering the findings from the report to the right, the proportion of older people buying goods using online websites, from the comfort of their own homes, has trebled in the past decade from 16% to 48%; that's according to the Office for National Statistics.



Proportion of pensioners shopping online



What share of pensioners are purchasing the following items online



Devices used by pensioners to browse the internet

Tablet
42%

Laptop
36%

Mobile phone
36%

Desktop computer
25%

Other device
4%



The older generation and digital public services

As more and more public services from the government move into the digital space, and with a focus on inclusion for all, ensuring that the older generation can use these services without being excluded is of paramount importance to organisations like Age UK.

Moving public services online without adequate support, or an alternative is making it harder for those who do not use the internet to access services. It could deter people from seeking the support they need and can increase dependency on other social services.

Some groups are at particular risk: 30% of aged 65-74 and two-thirds of people aged 75 and over are not online. There's also a link to social disadvantage too; for example, while only 15% of people aged 65-74 in socio-economic group AB do not use the internet, this rises to 45% in group DE. In order to ensure that those who do not use the internet are not disadvantaged by the constant change of digital in the public and private sectors, we need three complementary approaches.

Grade	Social class	Chief income earner's occupation	Frequency in 2008	Frequency in 2016
A	upper middle class	Higher managerial, administrative or professional	4%	4%
B	middle class	Intermediate managerial, administrative or professional	23%	23%
C1	lower middle class	Supervisory or clerical and junior managerial, administrative or professional class	29%	28%
C2	skilled working class	Skilled manual workers	21%	20%
D	non working	Semi-skilled and unskilled manual workers	15%	15%
E	working class	State pensioners, casual and lowest grade workers, unemployed with state benefits only	8%	10%

Three key approaches to older generation digital inclusion

1. Greater support to increase digital inclusion.

Local support groups or volunteering services can help take those 'not digitally savvy', learn how to use devices and access online services. Workshops are great for this especially when run by council officials who provide public services. For example, Barclays have been running 'Digital Eagles' since 2013, which has been designed to help people gain confidence in technology.

2. User-friendly technology and design.

Making sure that all digital services meet the requirements of Google Lighthouse for accessibility is key to inclusivity. Not only that, but having helpful, easy to follow guides or tooltips assist the new user in familiarising themselves with the site.

3. Alternative access for people who aren't online.

Understandably, being online just isn't viable for everyone. By having alternative access to these services, either in-person or a nominated individual can use the digital service on behalf of someone, ensures total inclusivity for all.

How to ensure your brand doesn't alienate baby boomers

The older generation is known for their buying power in the economy and that doesn't look like it's slowing down either on the high street and now online considering recent growth.

First and foremost, your brand needs to communicate with this particular demographic and ask them how best to position your services to best suit their needs. Without this, then any commercial or marketing decision you make has too high a risk at stake.

The key principles of inclusivity when it comes to the older generation are paramount. Review these related to your offering and then see if there are improvements that can be made. Utilise Facebook as your paid marketing strategy and look into the traditional methods that are still advantageous for the right brands.

Who wants to live forever?

Adam Smithson

Why are we living longer? Well, the short answer is - we're not...but we could be. The average life expectancy at birth (LEB) for a male born in the UK in 2019 is 79.2 years and for a female, it is 82.9 years. Why is this significant? Because for the first time since records began in 1982, the average life expectancy at birth in the UK has actually dropped. Up to that point, the human race was actually doing a pretty good job of extending its life. Rewind c. 3.3 million years ago to the Paleolithic Period and 33 were seen as good innings.

So what caused such a meteoric rise in life expectancy in humans? Why has it suddenly ground to a halt? But perhaps most importantly, what does the future hold for homosapiens and our longevity. Who wants to live forever?

Well, to go some way to exploring the answers to the questions posed above we have to return to our friends in the Paleolithic Period. Back then, pretty much everything wanted to kill you.

Rival species of early man, wild animals, malnutrition, exposure...in fact, you had to work pretty hard day-to-day just to stay alive. And frankly, things didn't get much better for our early humanoid cousins until a lot further down the track.

Through the Neolithic Age, the Bronze and Iron Ages, you were still doing incredibly well to get out of your 20s. In fact it wasn't until Classical Greece and latterly Classical Rome that your average man on the street could comfortably expect to see his 40s.

TLDR

It is clear from research that we could significantly lengthen human life expectancy at birth, but perhaps the real question here, is whether we should?

It took the arrival of The Islamic Golden Age (generally considered to be from the 8th Century to 14th Century) for adult men and women to expect to see six decades. With scholars, members of the aristocracy, nobleman and royalty seeing the ripe old age of 84. A figure somewhat resembling what we see today.

However, if we continue to look at the data across Europe in the 18th Century, life for your average Joe continued to be a struggle, albeit a brief one. Young men in 18th Century France, Prussia, Japan, China and India would be lucky to see 40. Now there are many environmentally, socio-economic, nutritional reasons for this which we will look at closer later but the truth is, we didn't see any significant progress in LEB until the 1950s where the advent of modern science as we know it came in to play.

So what has changed over the last 150 years? In a nutshell, the extended longevity of human existence can be attributed to the following:

- **Better sanitation**
- **Access to clean water**
- **Improved nutrition**
- **Medical science**

However, where death was once capricious and indiscriminate, it is now avoidable and selective. Where you are born, how wealthy you are, your genealogy are now bigger factors than ever in the hand you are dealt and the number of years you are given on this planet to play it.

For as long as man as a species has been conscious of its own mortality he has been trying to extend it, kind of like existence FOMO. We literally can't bear the idea of missing out on what's next.

History and then latterly pop culture and science fiction are littered with examples of men trying to extend their existence in unnatural ways. The Fountain of Youth, a spring on the island of Bimini (now a part of modern-day Florida) that is said to return any who bathe in it to their former glory days.

The landmark features in the 1546 painting by Lucas Cranach the Elder and has featured in folk stories since the 5th Century.

In cinema, an oft used sci-fi trope is the pursuit of never-ending youth. Indiana Jones and the Last Crusade featured the relentless pursuit of the grail, said to provide whoever drank from it with eternal youth.

In 2012, Alien prequel Prometheus takes us on a voyage to discover the origins of mankind in the hope that it will extend the life of the mission's wealthy benefactor, Peter Weyland. Elysium, In Time, Interview with a Vampire, are all movies featuring humans trying to cheat death and live beyond our intended years.



The same can be said for theology, Methuselah, the character from the Bible, who later gave his name to the oldest tree on the planet, which is still going strong at a very stately 4850 years old (a Great Bristlecone Pine tree for the botanists amongst you) is said to have achieved his feat by living a life of piety and morals. How true this is we will never know but something else Methuselah lent his name to is the portmanteau Mesthusilarity (a combination of the words Methuselah and Singularity).

This phrase was coined by Dr. Aubrey de Grey and describes the future point in time when all known medical conditions that cause human death would be eliminated and death would only occur by accident or homicide. If the rate of scientific discovery continues at the rate it has been for the last 200 years, Dr. de Grey sees this happening in the next two decades.

Dr. Aubrey de Grey, Dr. David Goldhill along with other notable scientific commentators think it is now entirely feasible someone alive today could live to be 1000 years old (yes, you read that right). Using modern medical techniques like SENS and CRISPR humans could essentially be regenerated from the inside out indefinitely. Rather than treating the inevitable diseases that are caused by old age, they suggest that humans are 'maintained'.

The 'seven deadly things' & their fixes

Damage type	The maintenance approach
Cell loss, cell atrophy	Replace, using stem cells
Division-obsessed cells	Reinforce, using telomere control
Death-resistant cells	Remove, using suicide genes etc
Mitochondrial mutations	Reinforce, using backup copies
Intracellular waster products	Remove, using foreign enzymes
Extracellular waste products	Remove, using immune system
Extracellular matrix stiffening	Repair, using crosslink-breakers

Existence of any 8th is looking increasingly unlikely

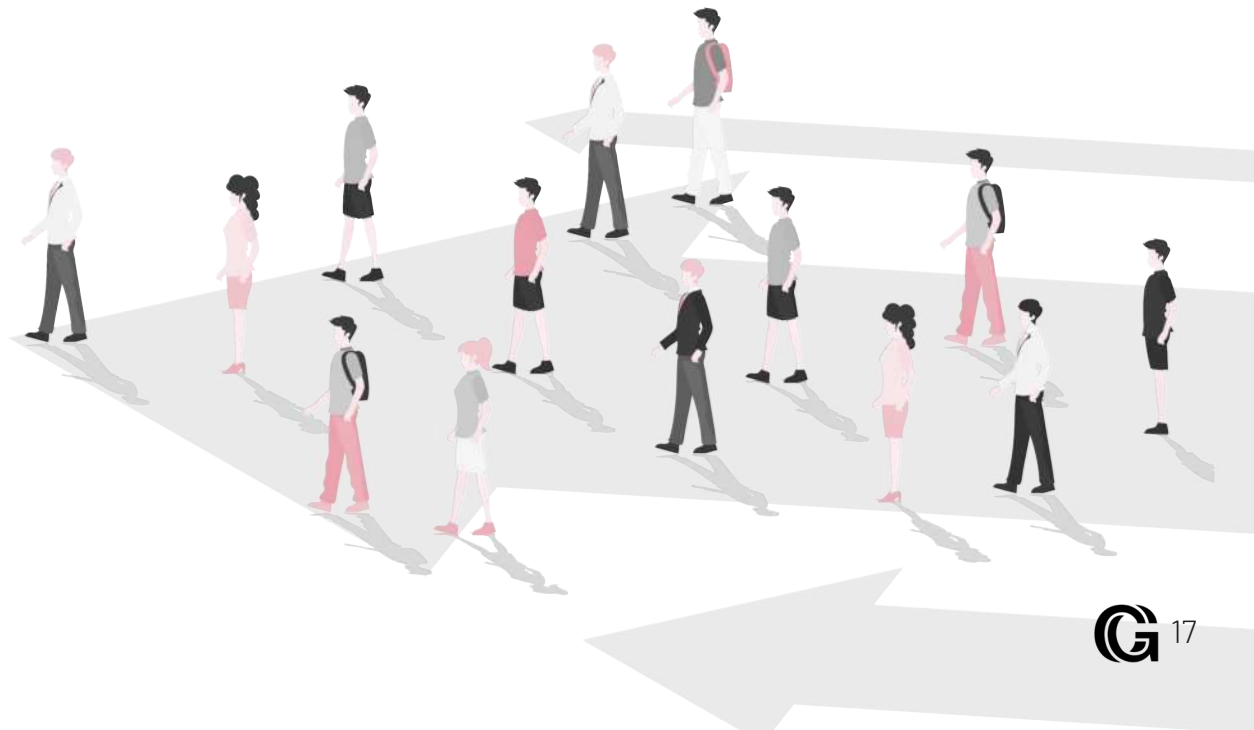
The concept is relatively simple; treat humans like machines. Dr. Aubrey de Grey started with the idea of 'comprehensive damage repair' back in 2000 and this quickly developed into the field of SENS (Strategies for Engineered Negligible Senescence). The basic principle of SENS is periodic preventative maintenance. For example, if you take a car that was first built 100 years ago, with regular servicing, parts, lubrication changes the car can still work as well today as it was intended to when it was first built, even if it was only designed to work for 10-15 years.

The same can be true of human beings, as we, from a physiological point of view, are just the same. Constructed from a series of moving parts. So assuming there is no foul play involved and no accidents the things that can kill us can be categorised in 7 areas.

In the second column, you can see the solution to alleviate this problem. So with regular maintenance using the medical techniques described, we can reach the Methusilarity Point or put another way, humans can live forever (or at least 5000 years if you are born in the year 2100).

But what are the moral implications of such a hugely increased lifespan? We know our home planet of Earth is struggling to support the 7bn of us currently residing on it so if human beings were to live to 1000 or even 5000 years old, how would we cope?

Overpopulation would become an even greater issue than it is now, resources would run out even quicker than they are now. Would life extension only be available to the super-rich? This would cause social unrest and widen the poverty gap further. It is clear from the research that conceivably we could significantly lengthen human life expectancy at birth, but perhaps the real question here, is whether we should?



The Connected Home

Gemma Bianchi

The aging population is resulting in people in the UK living longer; by 2037, it is predicted that around a quarter of the population will be 65 or over. Studies have also shown that many in later life feel younger than they are. As changes in technology, lifestyles, medication and the digital sphere transform our conventional expectations of later life, how can we evolve services and products to serve consumers? What will it mean to 'grow old' in the future? Will we 'grow old' at all? Smart homes will play a significant role in what this looks like.



What is meant by Smart Home?

With central control, the smart home, also referred to as 'the connected home' or 'domotics', allows individuals to control their entire home from one place. Either by a physical control panel or using voice commands and dictation.

How can a Smart Home benefit the older generation?

Smart home devices offer a peace of mind for family and caregivers that is of a much higher scale than that of just providing an emergency necklace or pull cord. Smart homes can provide independence, reassurance and security.

Convenience

- With gentle reminders for everyday tasks such as taking medication, appointments or to put the bin out on collection day
- Mobility is one of the main reasons the elderly require additional support in their homes. Getting in and out of a static, manual bed is challenging. A fully mobile bed that is controlled entirely by voice, lowering enough for an elderly person's feet to touch the ground and raising back up into a standing position will invoke independence
- Lights, lamps and blinds can be entirely automated for particular times of the day, or controlled as and when by the user
- Replenishing a fridge is as simple as asking it. Artificial Intelligence means it can know favourites and allergies, the address and preference for delivery days and times
- Robotic Vacuums like the Roomba. Set it on a regular schedule and monitor and schedule it from your smartphone. They go right back to their charging station when they are done and the only thing that has to be done is empty the dustpan
- Cookers to heat food at the optimum temperature, for the perfect length of time
- Opening and closing windows when the air condition inside is poor
- When there's been no rain and sunny days, turning on the garden lawn sprinkler
- Controlling the heating and the temperature of the house
- All electronics - turning the TV on and off, playing music



Health

Philips Sonicare FlexCare Platinum Connected is a full-featured Bluetooth toothbrush. It uses smart sensor technology which sends brushing data to the Sonicare app which provides advice on how to improve. It allows the user or caregiver to see exactly how good your oral hygiene is.

There are a variety of smart pill dispensers on the market that alert an individual when they haven't taken their medication, but also will not allow you to accidentally take two days by sealing the dispenser for future days.

TLDR

With the recent advances in Smart Home technology, brands and organisations have an opportunity like never before to have a presence in peoples homes.

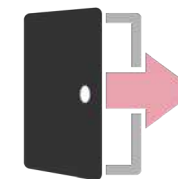


Safety

Right now, we have technology available to us such as 'ring', that allow an individual to see who is at their front door via a smartphone. What about using AI and facial recognition to pre-program 'safe' visitors and allow an elderly person to unlock the door from wherever they are in the house? Motion detection can track movement within the home. If the resident has been sedentary for a prolonged period of time, a caregiver or family member can be alerted.

Other benefits are automatically turning off an accidentally forgotten cooker, turning on an alarm at night or locking the doors when it knows the house is empty.

A connected home can also track changes in air quality, temperature, humidity, or carbon monoxide.



What are the barriers to entry?

Cost - with the technology for smart homes still being in the early stages, the cost can be high. The positive is that you don't have to go for everything all in one go. IoT and smaller devices can be bought into the home incrementally. Some new build houses now are being sold with all IoT included.

Experience with digital - lack of instructions and guidance with new products can make them inaccessible to an individual that isn't used to using digital. Lack of confidence may deter some people from embracing new technology.

It takes time - setup for a lot of the items on the list such as smart cookers and security systems require professional installation which means planning and waiting. Understanding older adults' perceptions of technology are important to assist with introducing it to this population and maximize the potential of technology to facilitate independent living.



Alleviating social isolation

Jodie Simpson



It could be argued that technology has encroached on nearly all aspects of our lives. From communicating with friends, gaming, managing your home and even to tracking your exercise.

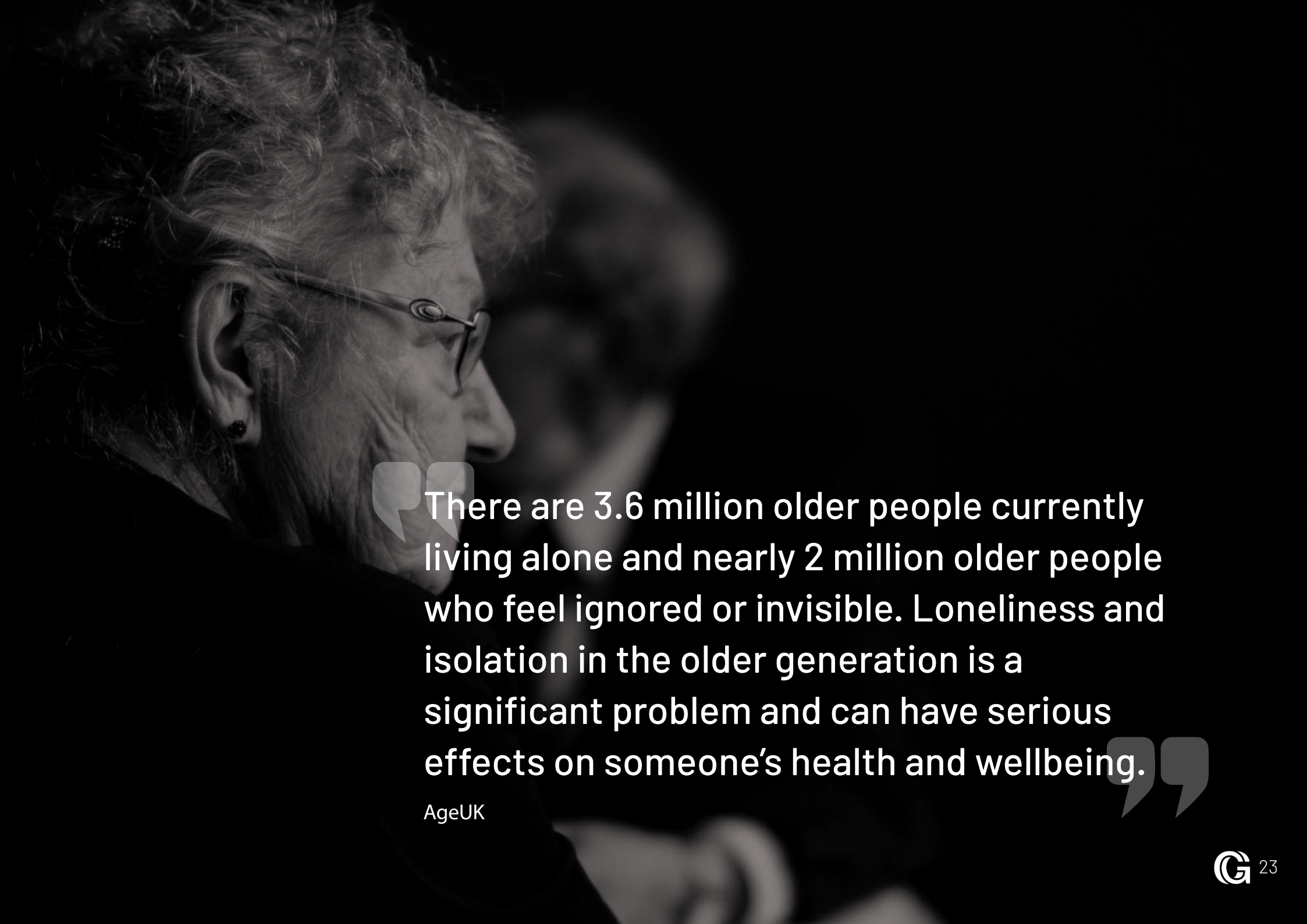
Many people have researched into the effects it is having on the younger generation, how they may be losing the art of conversation, have lost the beauty of boredom and ability to just sit and be with their own thoughts.

Let's flip this research on its head, let's move past the negative impacts on the younger generation and, instead, let's focus on how technology can empower and improve the lives of our older generation.

Loneliness

As an aging population, this is a pivotal moment whereby we look to technology and how it can combat loneliness and alleviate isolation. As a society, we have a significant role to play in ensuring our aging population is empowered, skilled, healthy and able to contribute fully to society.

This is not about getting our grandparents on Instagram - it's much bigger than that and there are so many use cases on how technology can go a long way in giving older people their independence back whilst ensuring they are connected in this ever-changing world.



“There are 3.6 million older people currently living alone and nearly 2 million older people who feel ignored or invisible. Loneliness and isolation in the older generation is a significant problem and can have serious effects on someone’s health and wellbeing.”

AgeUK

Breaking barriers

In a report written by the Government Office of Science, they discuss the importance of moving away from the model where education only happens at the beginning of our lives.

There are huge benefits to ensuring our learning and development continues throughout our lifetimes - it ensures we stay up to date with our rapidly changing environment, remain engaged with society and do not detach ourselves through fear or intimidation of new technologies.

We should be encouraging our older generation to embrace technology and not avoid it. From showing our grandparents the ropes on our smartphones to companies like Barclays, who have set up Eagle Labs, to teach more and more people about tech. We should all be striving to keep learning.

Technology is quickly becoming more and more accessible to all demographics, from very young children to people living with disabilities - technology should no longer be seen as 'too complicated' to use. When it comes to combating loneliness, alleviating isolation and encouraging independent living in the older generation, here's how we see tech playing a key role:

Mobile

Research from Mobiles.co.uk found that 90 percent of over-50s love getting a brand new smartphone, while 42 percent has a phone that's less than two years old.

According to Mazuma Mobile, over 50% of the older generation use their smartphone every day. Smartphones are a great way to keep connected with family and friends with apps like WhatsApp, FaceTime & Social Media.

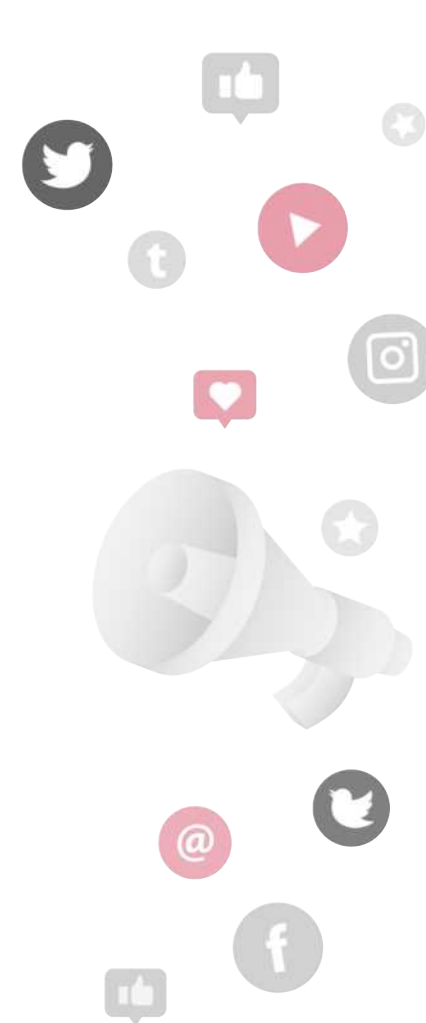
Social Media

'Silver Surfers' as they've been suitably dubbed, can benefit greatly from the rise in popularity of social apps like Instagram, Twitter and Facebook.

Facebook's new mission is to give people the power to build community and bring the world closer together. People use Facebook to stay connected with friends and family, to discover what's going on in the world, and to share and express what matters to them. Meetup groups can give an elderly person suffering from loneliness the opportunity to engage with others in a similar position.

TLDR

The key is to break the barriers and stigma around the older generation accessing and using tech and instead encourage them to embrace it.



Voice

Voice devices are becoming hugely popular and it is said that 50% of all searches will be done via voice by 2020. This has huge potential for the older generation as it can assist someone's day to day living. From phoning family and friends to being able to say 'Alexa, Good morning' and having the device reply with a set morning routine like detailing the weather, reading the news aloud and playing your favourite radio station. Not only does it encourage older people to reconnect and have something/one to speak to, but it also enables them to live an independent life.

Conclusion

As an aging population, we should be looking to support and empower the older generation to remain connected with society and able to live independent lives. In today's world, isolation should not be as much of an issue as it currently is. The key is to break the barriers and stigma around the older generation accessing and using tech and instead encourage them to embrace it.



What do the elderly population want from tech?

Sarah Caseley-Austin

It's easy to write off the older generation and assume that they all want to cling to 'the good old days' and don't want to learn how to work iPads and Google Homes.

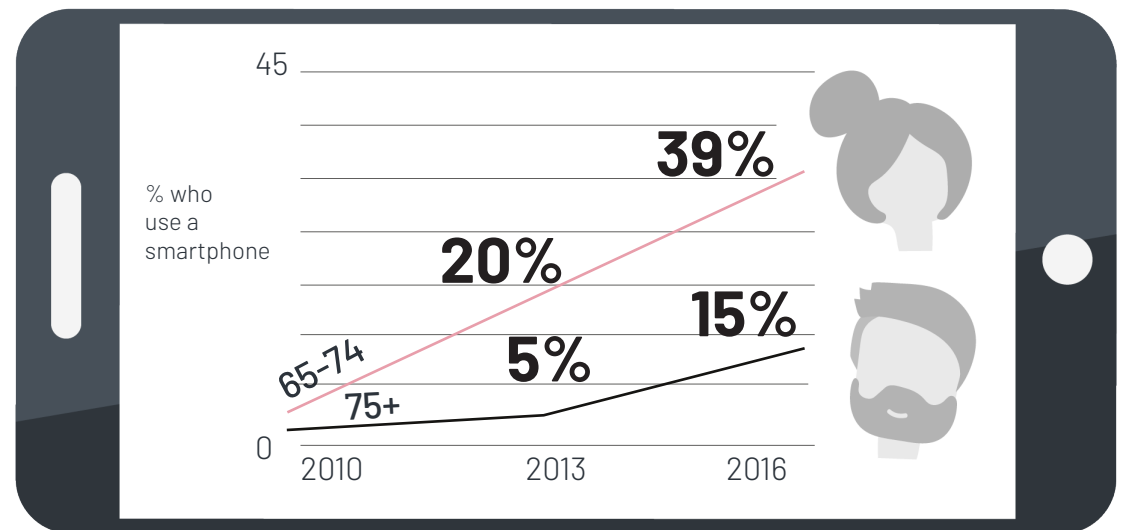
But for those willing to embrace the innovations of their descendants, what is it that they actually want to use? and how do they want to use it?

TLDR

Technologies that make using websites, social media, Smart TVs or an Alexa, simpler and more accessible are much-needed developments



The rise in smartphone use among over-65's



"Aging is often framed as a problem technology can solve, and older people are positioned as lonely and disengaged," says Amanda Lazar, professor of information studies at the University of Maryland.

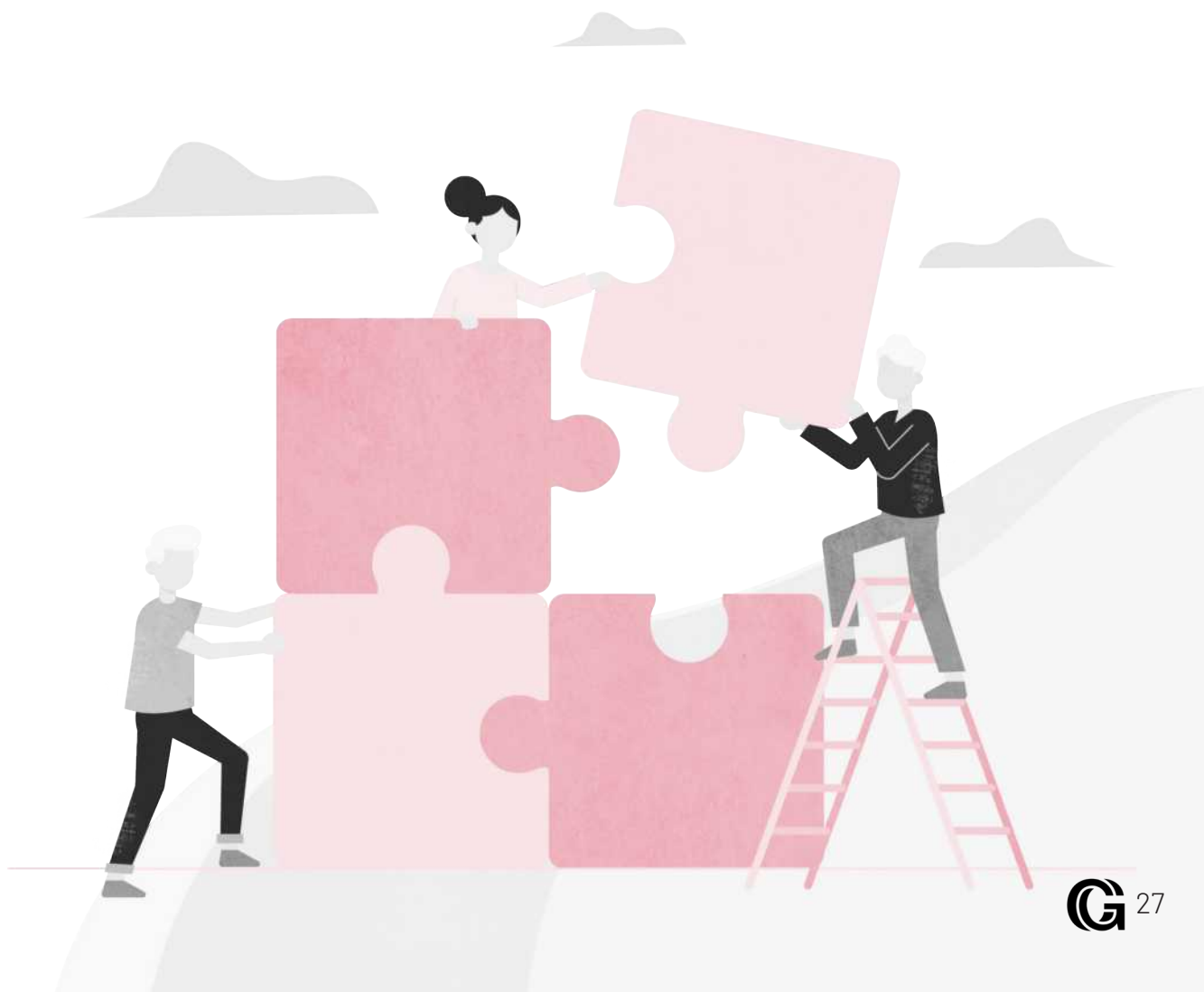
Products are invented that make typefaces bigger or buttons easier to press, but Lazar's research shows that by continuing to design special products marketed solely at over-65's, the intended demographic will continue to reject them. "Seniors know that it has stigma and they don't want to be associated with that stigma". Her suggestion to continue using tech to enhance the lives of the elderly without the stigma attached is Incorporating assistive technologies into products that everyone uses, such as Alexa or other personal digital assistants.


The most used piece of technology by the over 75-year-old is the television, with 99% having access in one shape or form and 65% of these quoting their TV set as their most missed device, if it were to be removed.

Stand to reason that with this being such a staple piece of kit for your average OAP, enhancing the standard television with a Smart TV, Voice-activated channel changing or a tracked remote control is tech that may be welcome and embraced. 25% of the aforementioned 99% have upgraded to Smart TV's in their homes.

Rick Phelps bought an Echo in February 2016. He's 63 and was diagnosed with Early Onset Alzheimer's disease in November 2010. After his diagnosis, he became an advocate for dementia awareness and founded the Memory People.

Amongst many dementia carers, Rick is a huge advocate of using the Echo to enhance not just his life, but anyone suffering from memory loss.





Alexa, play New York, New York, by Frank Sinatra. Alexa, add paper towels to my shopping list. Alexa, what is the weight of an elephant.

All you need to do for this thing to read books to you, is to have this book on audio. Which I buy all my books like. Since I can no longer read. That alone makes this thing worth it's weight in gold to me.

Rick Phelps

Ofcom's annual media use and attitudes report 2019, highlights that the use of a tablet amongst the over 65 population is higher than that of smartphones.

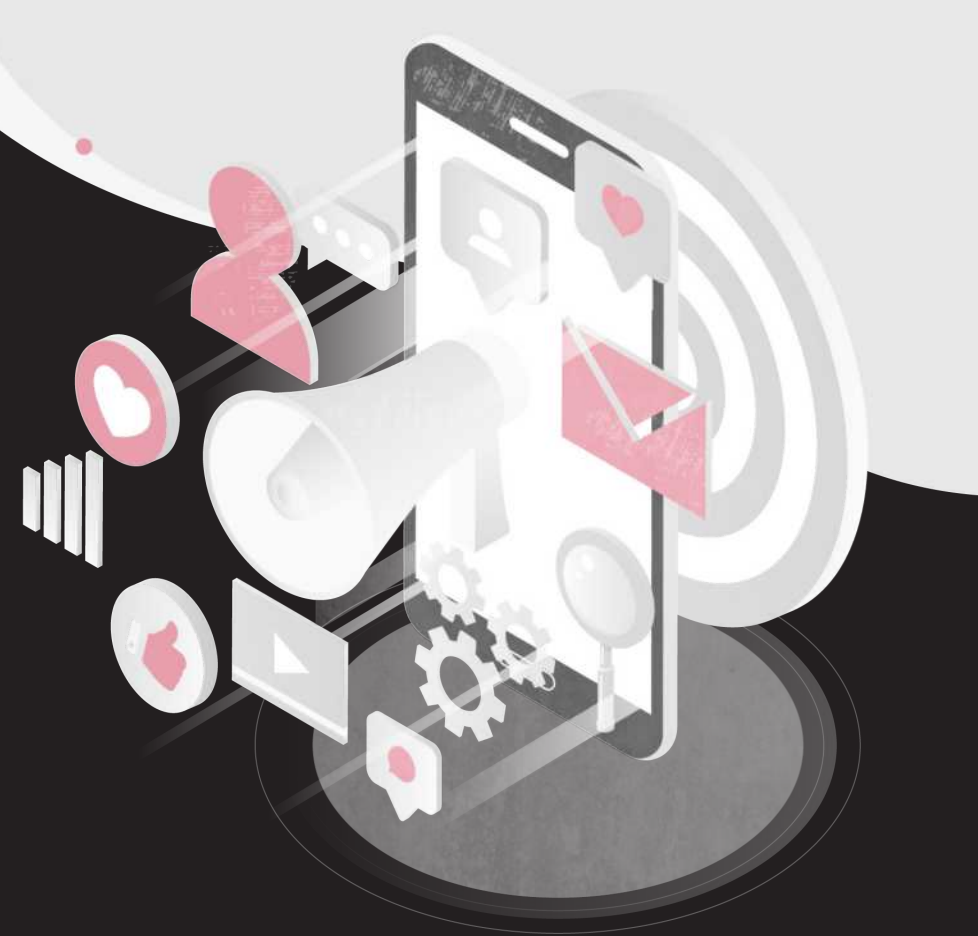
If you think logically about it, it is easy to see why this would be the case. For an older generation, there are more than just individual attitudes to consider when looking at the uptake of the latest hardware.

Putting the sometimes prohibitive cost of tech to one side, the natural ailments that creep in as one gets older can also have a bearing on the usability of certain devices.

The average reaction to touch on an Apple screen is 0.7 seconds, whereas the over-65's demographic has a response time of 1 second. 'The nerves in the finger become less sensitive with age, meaning older people may 'touch' far more heavily', leading to the wrong outcome on the device and frustration for the user. Tests even suggest that if an older person has a slight tremor, it can be registered on a device as a swipe rather than a touch.

Research has shown that there is a demand for these devices, and so interfaces are being built to soften or negate some of these issues and make using tablets far easier.

50% of the baby boomer generation have social media accounts, with Facebook being the most popular. Most state that they use it to ensure that they can keep in touch with the younger members of the family and see what is going on in real-time.



They feel more attached and a stronger sense of attachment to the lives growing up around them.

Technologies that make all of these things simpler and more accessible are definitely much-needed developments and will find a place in the homes of the aging.

Technologies that make using social media, a Smart TV or an Alexa, simpler and more accessible are definitely much-needed developments and will find a place in the homes of the aging.

What can organisations do to adapt?

Tris Tolliday

Nearly 12 million UK residents were aged 65+ in mid-2017, equating to just over 18% of the population. Of those, nearly 600 thousand were aged 90+, and incredibly 14 thousand were centenarians.

With over 65's contributing a whopping £320bn of annual household spending, brands would be foolish to ignore the spending power of the Grey Pound.

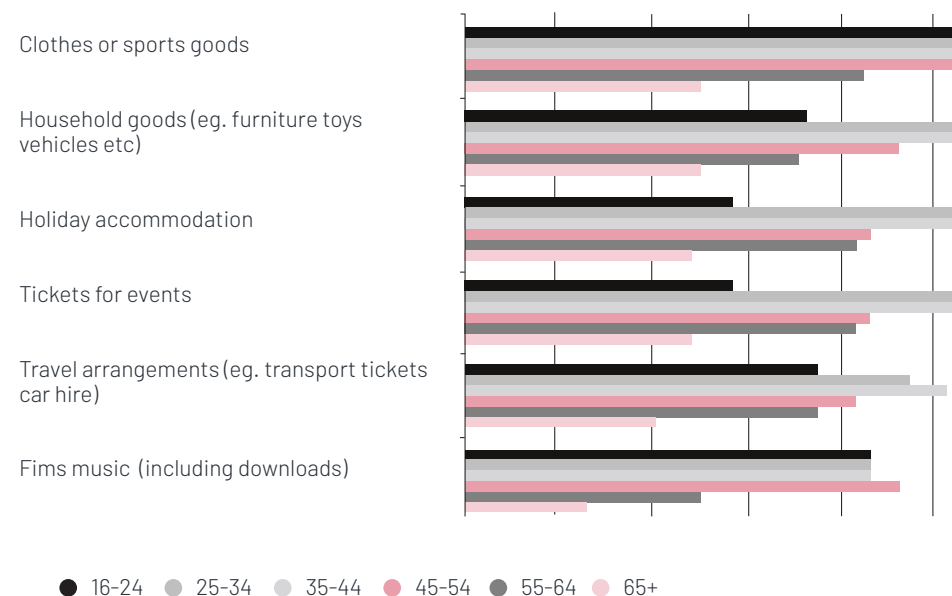
Yet more surprisingly, grey money isn't just going to bricks and mortar establishments. Older shoppers (65+) spending online has boomed to 48% in 2018.

TLDR

Inclusion & equality is not just a marketing tool or a buzz word. It is a core value that brands have to embrace throughout their whole organisation, or risk alienating everyone who isn't them.



Online purchases, by age group, in Great Britain, 2018



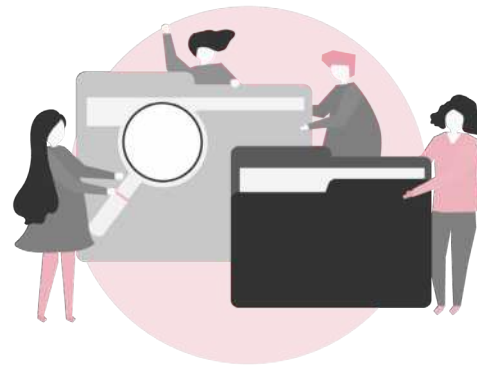
So what can brands do to bring the over 65's into their cohort of loyal spenders?



Be Accessible

People will not use your services if they can not. This may seem like a common-sense answer, but very few organisations act on this knowledge. When browsing your online offering consider:

- Is there enough contrast between text and background colours?
- Is your website screen-reader friendly?
- Can you use your keyboard alone to navigate your website?
- Are your images annotated?
- Is your content easy to understand?



Be Inclusive

Is your organisation inclusive? Does it employ a wide range of ethnicities, abilities, genders & ages? Do your employees value diversity? If your organisation does not value inclusivity, then any marketing will show the cultural bias coming from within your organisation.

Take a look at your marketing material, and see if it reflects your brand values. Does it show and appeal to all protected groups? If you were from a different background, would you feel like the marketing material would represent you? Stepping into another's shoes is a great start to understanding someone.

Get Feedback

If you want to know what people think of your brand, ask them!

Regular and in-depth customer research will reveal exactly what people want from your brand. Customers will be very frank with their thoughts on your brand if given the opportunity, but it is equally important to listen. Too often we see brands conduct surveys, but ignore the results as they do not reflect what they want to hear.

If you want to go the extra mile, conduct sentiment analysis on any written feedback, this can give valuable insights into the emotions of your customers, not just their thoughts. While this sort of deep-dive can seem scary at first, it can be a powerhouse of customer-centered design. Ocado uses sentiment analysis & natural language processing to route customer emails to the right department, speeding up response times and improving engagement.

As with inclusivity, feedback should be gathered from wide-ranging groups, from loyal customers to those who feel alienated by your brand. Identify pressure points, and work to resolve any conflict between you and your customers.



Remember, it's happening to all of us

Inequality is often attributed to being a problem for 'them' and not 'us', but it is happening every day, in every industry. Aging is happening to all of us. Yet ageism is happening to people in the 40's who are considered 'too old' to be in their role.

Society has changed and our attitudes need to catch up. Especially as the retirement age keeps getting later. We can't just lump everyone from 50 to 90 together as the Saga generation.

Madeleine Morris, Founder of 'The Society of Very Senior Creatives'

Age does not affect capacity, the Notorious RBG is 86 at the time of writing, and is still a powerhouse of political will, whether you agree with her political agenda or not. David Attenborough is 93 and still making TV programs, and Nicholas Parsons is 95 and still producing regular radio content. Age is not a driving factor for capacity and is not a cause to 'right off' several generations of cognitive and smart potential customers, shoppers and service users.



What might the future look like for us?

Gemma Bianchi

How are digital, political, environmental and social advances impacting the world around us and how we live our lives?



Picture this...You are born in 1989 and we're now in 2098, making you 109. You've had several 'body upgrading' appointments with your doctor over the years and have stem cell grown liver, kidneys and one lung. You feel pretty good.

You wake up in your pod room and pop on your VR headset. The chip implanted in your retina opens up your 'digital world'. Traditional jobs no longer exist & in this 6d world, you can check your gig economy options & pick something to work on for the day. Some are easy like data mining but this doesn't earn you much cryptocurrency. You prefer the nicer things so you pick something more complex.





You call your sister at 3pm as planned, this is done via your implanted retina microchip that also links to your hearing and speech. Your sister was diagnosed with Multiple Sclerosis back in 2050, but thanks to modern medicine, AI & autonomous doctors - she leads a totally normal life at the age of 121. In fact, diseases no longer exist and the only way for a human to cease is by accident or suicide.

All done with work, time to find out your vital statistics "Hey Roberta, what should I do today"...

"11.30am - you have an appointment in the city, 3pm you have a call with your sister"

Roberta notices you didn't go for your run yesterday so lets you know she won't be starting your autonomous vehicle as you need to walk.

Using your retina scan by the front door, you lock up and head for your 30 minute walk into the city for your appointment. The digital pacemaker on your heart lets you know that you're doing well and you've added 40 minutes onto your total life expectancy. Great!

As stated in our previous article "Using modern medical techniques like SENS and CRISPR humans could essentially be regenerated from the inside out indefinitely. Rather than treating the inevitable diseases that are caused by old age, they suggest that humans are maintained".

Now, think back to that episode of Black Mirror you watched in 2013 called "Be Right Back". A young woman named Martha loses her boyfriend in a car accident. As she's mourning him, she discovers that technology now allows her to communicate with an artificial intelligence version of him. A physical, walking, talking identical version of him.

Well, this is now a reality and humanity has blurred the lines completely between biological humans and robots living harmoniously.



But you don't have to worry, because your retina scan now has come with a handy 'block function', just like that old site Facebook, except you can physically block out people who don't agree with your views, share the same values or the same social & financial status of you.

Great right? No.

But this is a reality. It seems absurd now, but we've been constantly evolving over hundreds of thousands of years. If the Ancient Egyptians saw how the Victorians live, they would believe we are a completely different species. A more recent example is the use of smartphones. What do we think our grandparents or their parents would have responded with if we told them that everyone would be walking around with miniature computers that can give you access to any person or service, anywhere in the world? When you put it like that...

It's the age-old question, just because we can, does it mean we should?





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This guide would not have been possible without the contributions of our team.
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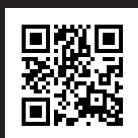


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