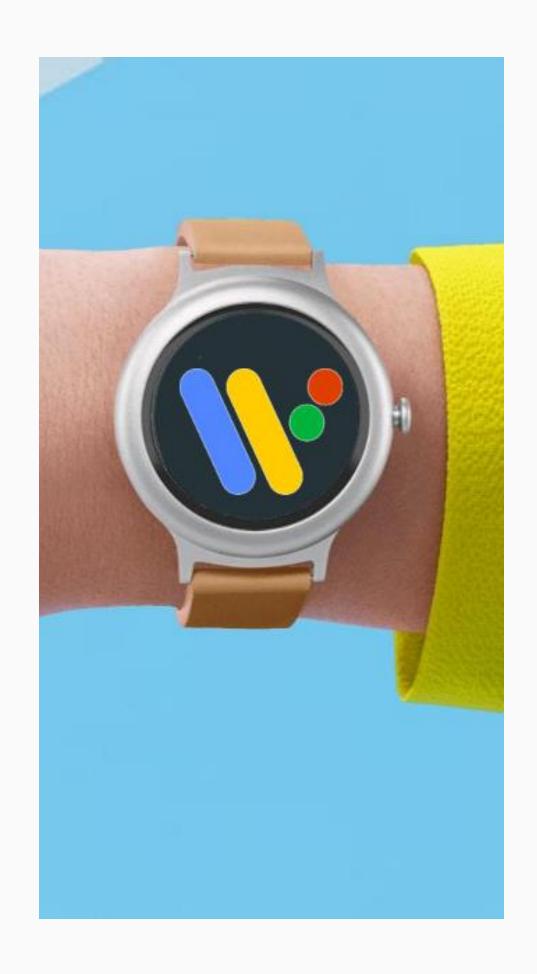
Google Pixel Smartwatch

Information Technology



Jemma Lee Haoming Che Wu Wentao Shuyuan Zhang Shuhao Zhang





Contents

02
 03
 04
 07
 08
 09
 10
 12
18
19

Overview of Key Research

Insights

- Old people are overlooked and neglected
- Old People lack digital confidence
- Only 5 in every 100 older adults aged 65 and over own a smartwatch (Seifert, 2020)

Opportunities

- Put a Stop to Ageism i.e., change the negative portrayal of older people in media
- Encourage a digital movement by building digital confidence i.e., demonstrate how easy technology can be



Google Brief

Backstory

- Googles first ever smartwatch named the 'Google Pixel Watch'
- Smartwatches are traditionally marketed to a young/millennial, tech-savvy audience looking for the next trend.
- Only 5 in every 100 older adults aged 65 and over own a smartwatch
- Apple are the market leader



What is the Challenge?

- Technology fear caused by lacked digital confidence
- Stubbornness with buying 'unnecessary products'

Target Audience

 Old people aged 65 - 75, preferably retired or soon to retire with lots of spare disposable income

Media Channels

- Television
- Billboards located in carparks, motorways, and shopping centres
- Radio
- Posters



Target Audience

Demographics

- Old people aged 65 75
- Retired / soon to retire
- Lots of spare disposable income i.e., access to pension funds

Geographics

Lives near AONB's e.g., national parks and the coast

Behavioural

- Personal Care/Growth
- Leisure I.e., going on holiday
- Civic activities e.g., volunteering, voting, community gardening
- Watching TV 5.4 hours is spent watching TV every day (Richter, 2020)

Psychographic

- Good Health,
- Likes routine
- Independence
- Productive / Active Lifestyle
- Never considers themselves as old



















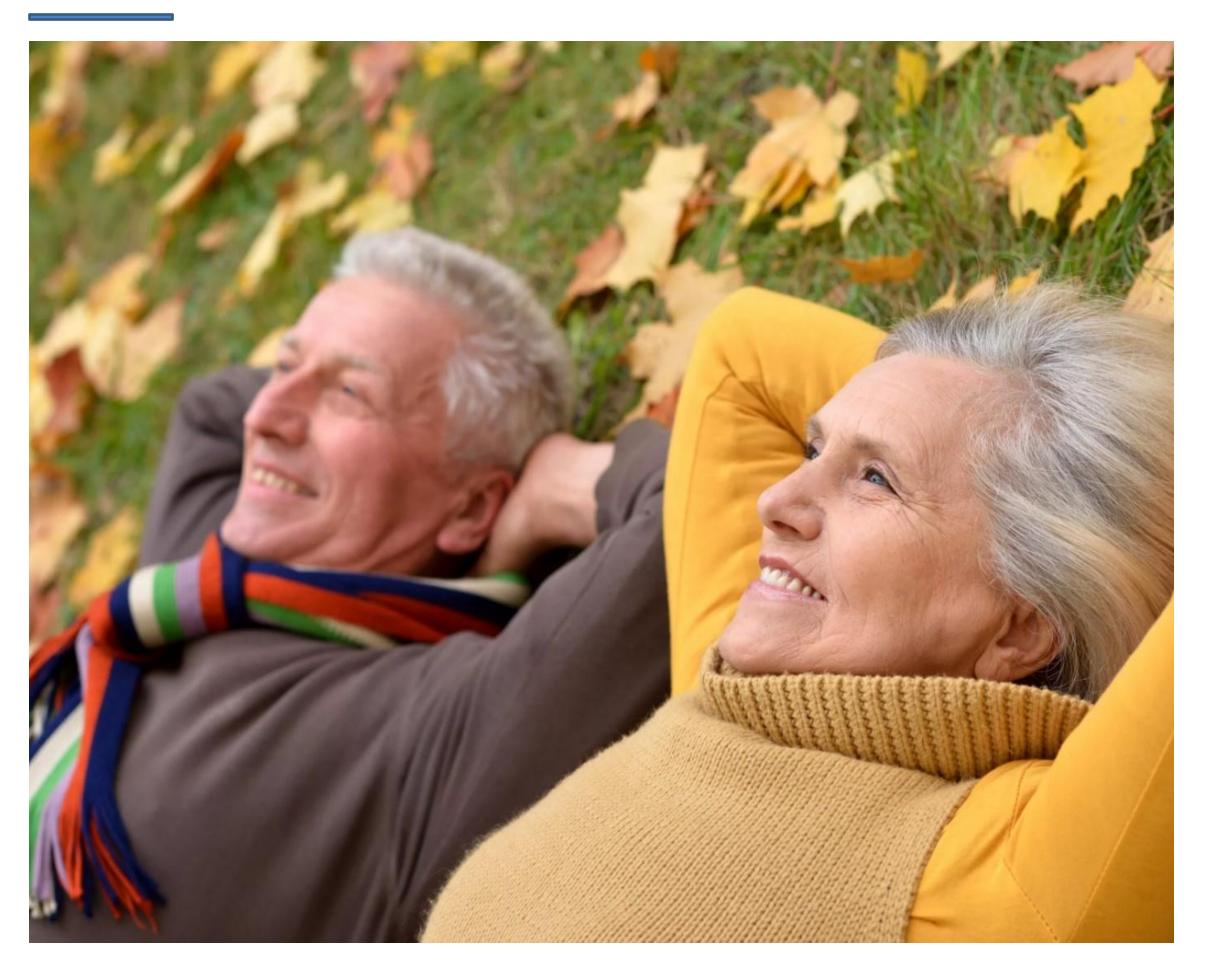




Strategic Objective



Introduce an existing product into a new market by changing the current negative portrayal of older people and putting a stop to ageism.



Concept

Live Smart

Live Easy

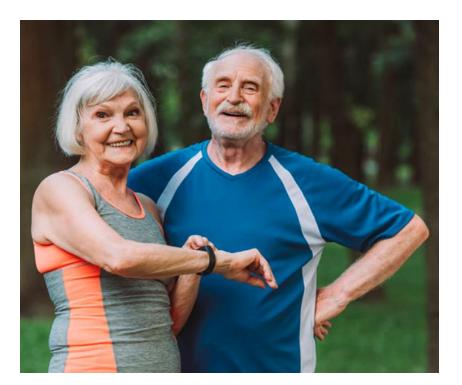
Overview:

Many old people (65+) are hesitant to use modern technology.

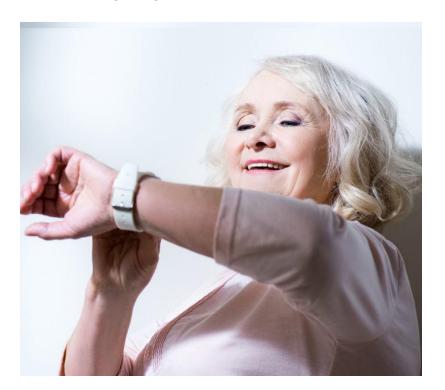


Store faith in that technology can be integrated in the daily lives of the elderly.

Clearly showcase the various perceived benefits behind using a smartwatch.



Overcomes the negative portrayal of older people



Gives old people a channel to stay trendy and keep up with technology

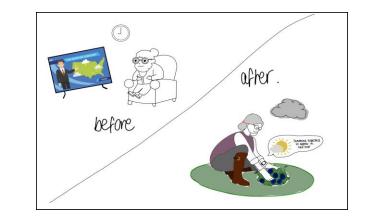


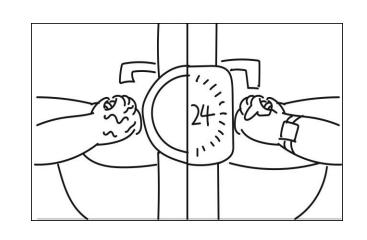


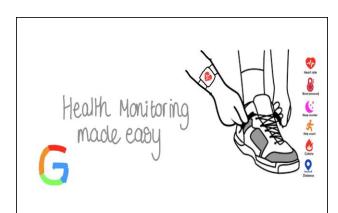
Creative Ideas

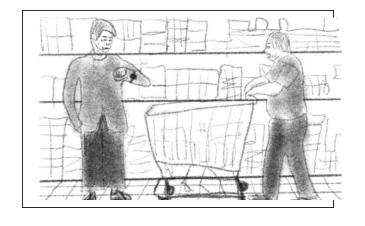






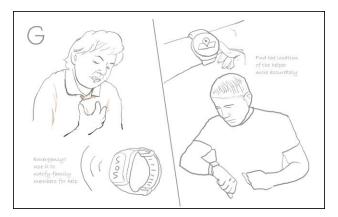


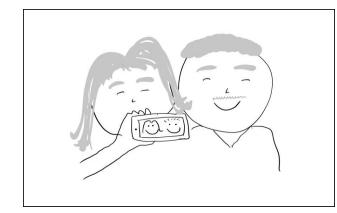






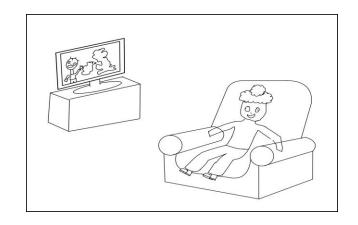


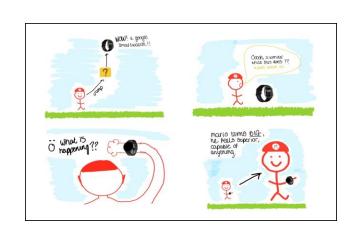


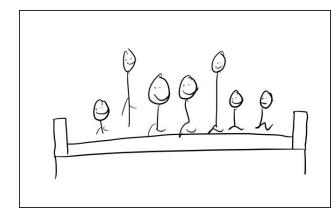




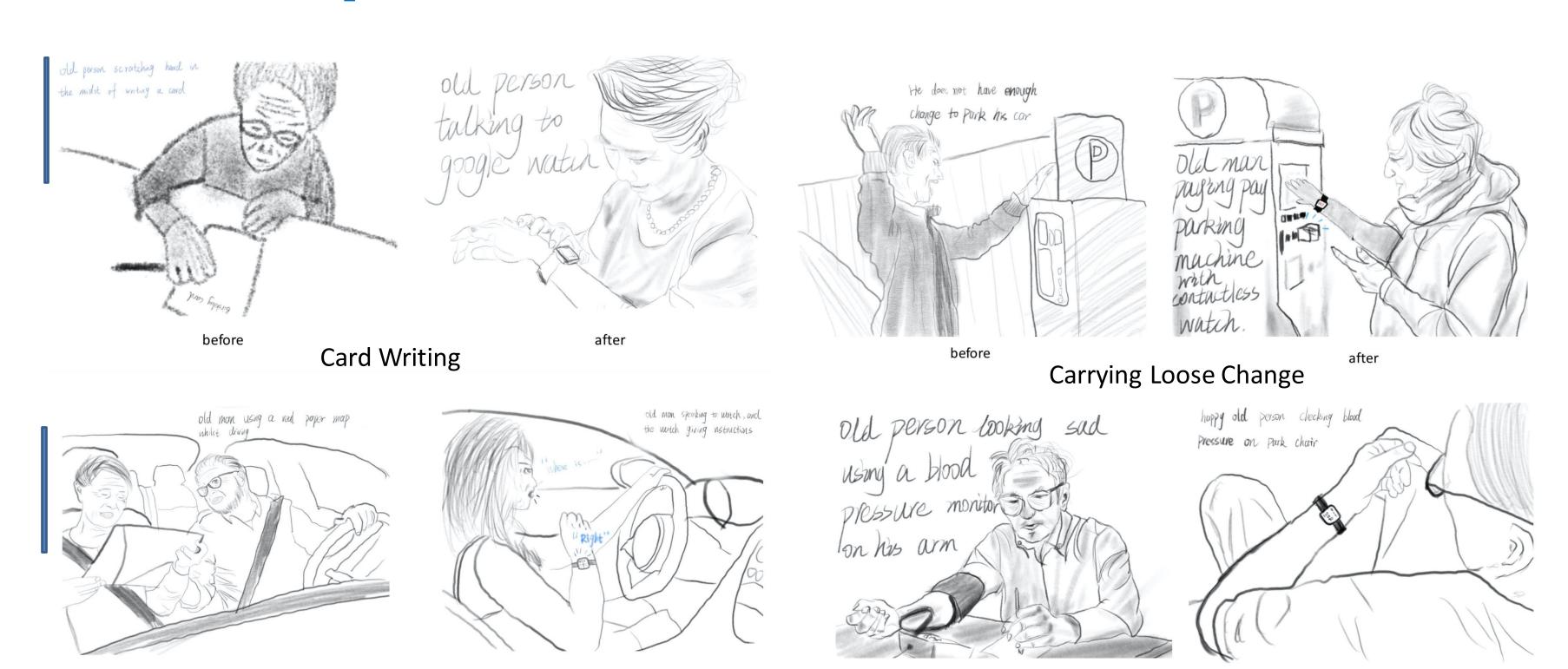








Developed Ideas & Chosen Direction



Using a Physical Map

after

before

Health Monitoring

before

after

We now present to you the final visual and copy deliverables...

Carrying loose change

Media channel: Billboard in carpark





Media channel:

Poster next to pay metre

Using a Physical Map Media channel: Motorway Billboard and Radio Ad





Card Writing







Share more merry, express your thoughts better



STRUGGLING TO WRITE A HEARTFELT ANNIVERSARY CARD TO IMPRESS THE MISSUS?

DOUBT NO LONGER.

WE'VE GOT YOU COVERED.

SIMPLY ASK GOOGLE.

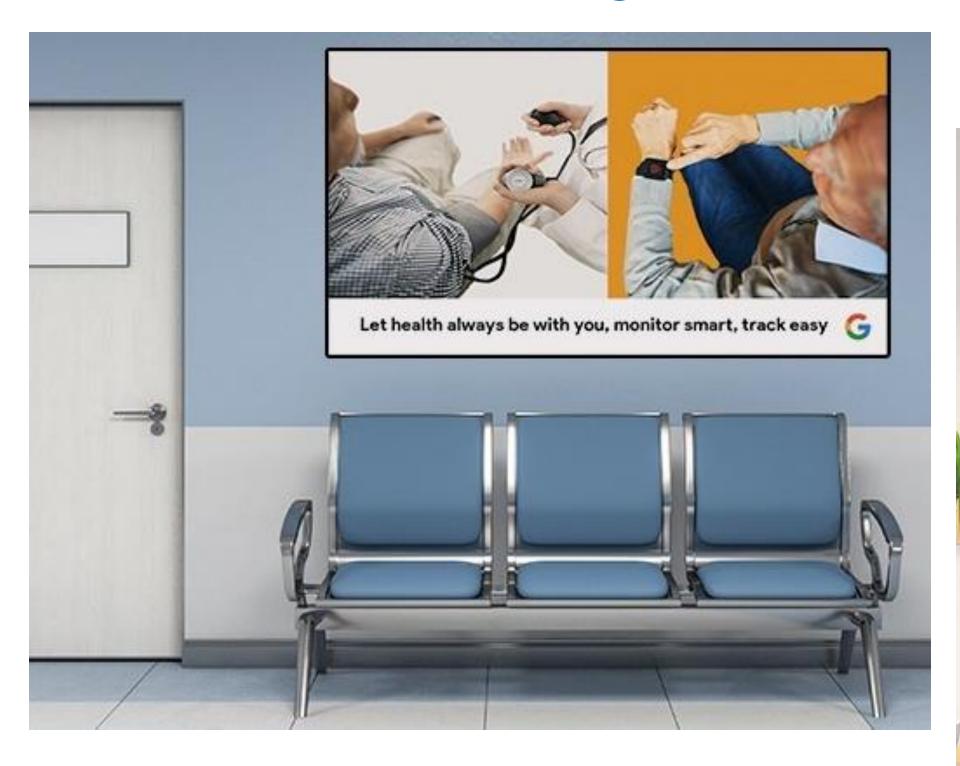
RESULTS YOU COULD ONLY DREAM OF.

LIVE SMART. LIVE EASY.

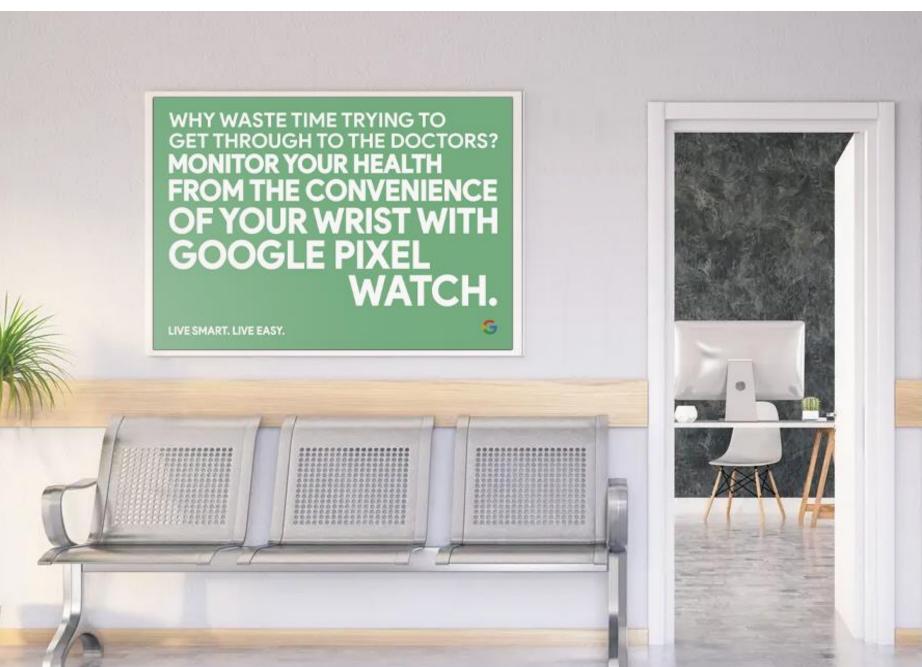
Media channel: magazine card shop newspaper



Health Monitoring



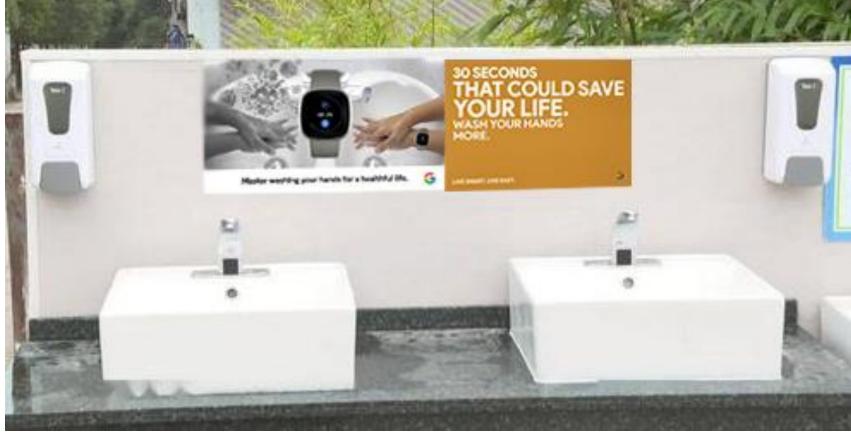
Media channel: Poster in GP/hospital and Radio Ad





COVID-19 Hijack Campaign





Master washing your hands for a healthful life.



30 SECONDS
THAT COULD SAVE
YOUR LIFE.
WASH YOUR HANDS
MORE.

LIVE SMART. LIVE EASY.

Media channel: Poster in bathroom





Reference List

Clark, D. 2021. Mean disposable income in the UK by age 2019/2020. (Online). (Accessed: 21st November 2021). Available at: https://www.statista.com/statistics/824464/mean-disposable-income-per-household-by-age-uk/

Clark, D. 2021a. Number of people living alone in the UK 2020, by age and gender. (Online). (Accessed: 21st November 2021). Available at: https://www.statista.com/statistics/531386/people-living-alone-uk-age-and-gender/

Colavria, 2021. 10 things seniors value most in retirement. (Online). (Accessed: 21st November 2021). Available at: https://colavria.com/health-wellness/10-things-seniors-value-most-in-retirement/

Gurrentz, B. & Garcia, Y. M. 2021. Marriage, Divorce, Widowhood Remain Prevalent Among Older Populations. (Online). (Accessed: 21st November 2021). Accessed: https://www.census.gov/library/stories/2021/04/love-and-loss-among-older-adults.html

Hearn, J. 2021. The surprising truth about how retirees spend their day. (Online). (Accessed: 21st November 2021). Available at: https://intentionalretirement.com/2012/08/the-surprising-truth-about-how-retirees-spend-their-day/

Issues, 2020. Spending Patterns by Age. (Online). (Accessed: 21st November 2021). Available at: https://www.bls.gov/opub/btn/archive/spending-patterns-by-age.pdf

Larkin, B. 2019. 40 common older people habits that young people just don't understand. (Online). (Accessed: 21st November 2021). Available at: https://bestlifeonline.com/older-people-habits/

Lifeline, 2018. 5 benefits of older people having pets. (Online). (Accessed: 21st November 2021). Available at: https://www.lifeline24.co.uk/benefits-pets/

Lifeline, 2021. Top 15 hobby ideas for older people. (Online). (Accessed: 21st November 2021). Available at: https://www.lifeline24.co.uk/top-15-hobby-ideas-for-older-people/

Paciello, N. 2020. What are the most common fears from ageing adults? (Online). (Accessed: 21st November 2021). Available at: https://www.hendersonhomecareassistance.com/major-fears-for-elderly-people/

Rudling, B. & Storey, A. 2020. Living longer: trends in subnational ageing across the UK. (Online). (Accessed: 21st November 2021). Available at:

https://www.ons.gov.uk/peoplepopulationandcommunity/birthsdeathsandmarriages/ageing/articles/livinglongertrendsinsubnationalageingacrosstheuk/2020-07-20

Watson, M, 2021. 7 Traits the oldest seniors all have in common. (Online). (Accessed: 21st November 2021). Available at: https://www.caringseniorservice.com/blog/traits-of-the-oldest-seniors

Who, 2021. Ageing and health. (Online). (Accessed: 21st November 2021). Available at: https://www.who.int/news-room/fact-sheets/detail/ageing-and-health

Thank you!

