Pearson

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DIGITAL TRENDS

Brand over product

Over the years advertising has shifted from being product focused to being brand focused. This is a more effective way of marketing and appears a lot more authentic than the previous methods of advertising that we are used to. Why is it more effective? Instead of focusing on a particular product that will meet a certain need, ads focus on the brand and how it'll make you feel. The ad puts the brand first, encouraging viewers to go online to find out more about what the product is actually offering. (Pagely 2018) WordPress is an example of a brand who are currently doing this. In their recent advert "Ode to the Little Things": https://youtu.be/xr0U3lFxUyO

The article "How Agencies Are Killing it: Advertising Trends for 2018" explains that the WordPress advert doesn't mention any of WordPress's features or benefits at all, simply because they want you to identify with the everyday people who are featured in the campaign. "The ad is about how the brand makes you *feel*." This is something that it is important for me to consider with my campaign. Instead of focusing on the product/service that I may be offering, it is important for me to create a brand that does its goal justice. Being mindful with the media and language that I might use to communicate with my audience.

Omni-Channel Marketing

Omnichannel marketing refers to the multi-channels ales approach that provides the customer with an integrated shopping experience. The customer can be shopping online from a desktop or mobile device, via phone, or in a brick-and-mortar store, and the experience will be seamless. With over-55s favoring offline experiences to online experiences, omni-channel marketing might be a useful way in ensuring that their online experience can compete with their offline experience, increasing their trust in the brand overall.

> Companies with well-defined omnichannel customer experience strategies in place achieve a 91% higher year-over-year increase in customer retention rate on average, compared to organizations without omnichannel programs in place. (Mantheir, no date)

With my campaign I have the opportunity to implement omni-channel marketing techniques through my various touchpoints. Allowing me to reach my target audience easier.

Mobile first advertising

Mobile first advertising might be more effective with the younger generation who spend most of their waking hours glued to their phones (Roberts, 2018). Which is why we don't tend to think of the over-55s when advertising for the mobile. A third of over-55s say they do not download apps (Mintel, 2018). Which means when it comes to my campaign I should stray away from encouraging

app downloads or find out why the over-55s aren't downloading apps as much as everyone else and come up with a solution.

TARGET AUDIENCE

Primary devices

Contrary to the common stereotype that the older generation aren't very tech savvy. Mintel data suggests that smartphone ownership amongst the over-55s rose from 62% in 2017 to 68% in 2018. (Mintel 2018). This means that we can start to target the over-55s in ways that we weren't able to do as effectively in the past.

Attitude towards learning

A vast majority of the over-55s understand the importance of your mental wellbeing:

> 77% of all adults agree that it is as important to look after your mental wellbeing as your physical health, with agreement rising to 82% among the over-55s. (Mintel, 2018)

Highlighting the positive effects that mental gymnastics can have on your wellbeing can make for more effective campaigns when targeting the over-55s. Learning new skills or doing any type of task that requires challenging your brain in some way is proven help prevent mental decline. When people keep their minds active, their thinking skills are less likely to decline, medical research shows. (*Brain Exercises for Dementia,* 2018)

Representation in advertising

With the over-55s holding around 80% of the wealth in the UK it is a little bit of a surprise that they are so poorly represented in the media. There is a huge opportunity for marketers to win over the over-55s due to this lack of representation they receive in mainstream advertising:

> A recent study by SunLife of 50,000 baby boomers found that 89% believed brands weren't interested in them, 74% thought they were never represented in mainstream advertising and 72% believed that the representation of people over 50 was an outdated stereotype. (The Drum, 2018)

One area where the over-55s stand out from other generations is that they are the first truly multimedia generation who can be communicated with using a mix of old and new media.

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