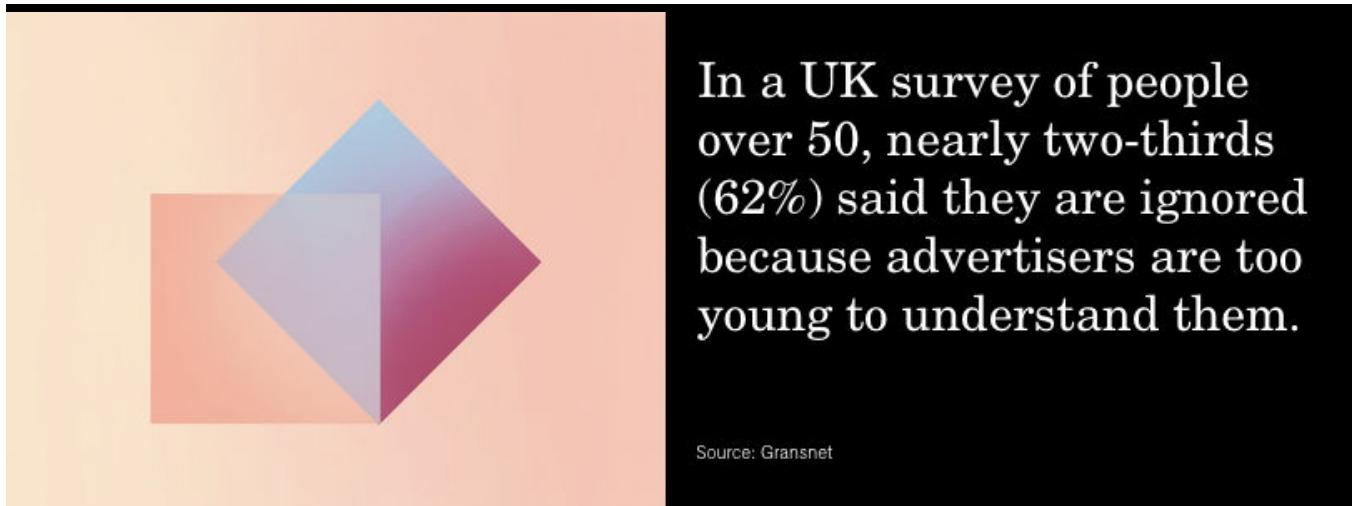


STAT: OVER-50S ARE FRUSTRATED BY YOUNG ADVERTISERS

By Holly Friend and Livvy Houghton

12 : 10 : 2018 Advertising : Ageing : Festival Of Marketing 2018



At the **Festival of Marketing 2018**, Gransnet hosted a panel on Ageism in Advertising and revealed the **results** of its latest study on the over-50s. The study found that 78% of consumers over 50 feel under-represented in advertising, with technology and gadget, fashion and entertainment brands being the worst offenders.

The study also found that the over-50s are frustrated by the perceived age of the advertisers who are trying to target them, with nearly two-thirds (62%) believing that advertisers are too young to understand them. 'I don't feel any different now inside than I did when I was in my 20s,' one respondent commented, suggesting that brands should consider targeting these consumers with the same rigour of their youth campaigns.

As brands continue to champion a truly diverse workforce, they must look beyond race, gender and disability, and consider how age can feature in these quotas. For more on how Baby Boomers are no longer defined by their age, read our **macrotrend**.