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Effectively Targeting Older Consumers

by Jenna Lyn Nichols
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Effectively Targeting Older Consumers

Jenna Lyn Nichols
May 2011

Marketing strategies are used to convey product or service information and value offerings to a defined and specific audience. The ways in which these strategies are realized through graphic design may greatly impact the meaning and success of a marketing message on the intended audience. Some forms of messaging may unintentionally have a negative or positive effect on their viewer.

It is important to assess the types of designed messages being communicated to different age groups. This thesis study focuses on single-page, printed promotional advertisements specifically created to market a product or a service to a Senior demographic, people aged 65 and over.

This thesis defines responsibilities for marketers and designers when creating promotional messages for an older market audience. These responsibilities are articulated as a result of careful analysis of research in graphic design, marketing and Senior demographics. The analysis prompts re-design of existing promotional strategies and led to a design application of an original advertising strategy to promote the value of a beneficial product. The strategies used in this application focus on specific language and design decisions that can be most effective to the diverse market of senior individuals.

Over the years, the average life expectancy of men and women in the United States has risen. The United States Census Bureau reports that U.S. Life Expectancy in 2011 has reached an all time high of 78 years and 2 months. Subsequently, the number of Senior Citizens (people aged 65 and over) has dramatically increased in our society. By 2030, it is predicted that one in five Americans will be 65 and older. This is a demonstration of aging Baby Boomers (people born between 1946 and 1964) and a healthier society than ever before.

The United States is currently a youth-centered society, and this is communicated frequently through mainstream media content, especially advertising. This is an example of ageism in media and marketing. Despite an aging society at the forefront, many of the current marketing trends are focused on attracting younger demographics and a cultural desire for youthful appearances, with an underrepresentation of elderly people. Over 75% of current advertising efforts are directed toward youth advertising. However, due to both the increasing size and the buying power of older consumers, the senior segment is becoming more important to advertisers. As marketers recognize this potential size and spending power, they should reevaluate how their advertising targets senior citizens. Whether because of subconscious age related biases, or a lack of awareness of a growing market, many marketing and advertising efforts currently do not reflect diversities that are unique to senior generations. Many advertisements targeting seniors tend to be poorly designed, feature stereotypical and negative imagery, and most often tend to be very unclear.

Age is so often a socially constructed idea, especially as one gets older. There tends to be no definitive line between what is considered young and what is considered old. Older populations are the most diverse of any other demographic in our society today because of varying life experiences.

Other than populating poorly designed existing advertisements, Senior Citizens are a group of people left out of many popular product marketing. Many companies simply do not see older adults as part of the buying population and may ignore them entirely. For example, technological communication devices tend to be marketed primarily to younger demographics and business savvy professionals. Yet most of these products are beneficial to the well-being of older consumers. Social and mobile communication technologies have become an essential part of participating in modern life and keeping people actively in touch with friends and family. Seniors may not be as familiar, comfortable, or knowledgeable with communication devices (e.g., the Internet, e-mail, cellular telephones and texting). This could inevitably prevent them from maintaining active relationships with younger generations for whom these devices are an integral and essential part of daily life.

This thesis seeks to create motivation for graphic design and marketing professionals to become more aware of an expanding market of Senior consumers. Convincing brands to take a fresh look at how they communicate with older adults and tailor their messaging to this growing audience is a main goal.

- What is an effective way to market and target a diverse senior population?
- What motivates Seniors?
- What are effective messaging styles to approach Seniors?
- In what ways are Seniors affected by advertising and marketing?
- What design elements work positively in an advertisement targeting Seniors?
- How can existing brands tailor messaging to Seniors?
- In what ways can Seniors be included in target markets?

Marketing

1   *Top 10 Misconceptions that Sabotage Marketing to Mature Audiences #5: Disrespect will go unnoticed.*
    Martino Flynn
    August 2010, http://www.maturemarketpractice.com/

    This article is directed toward marketing communications companies and argues that the elderly need to be communicated and marketed toward differently than younger generations. The authors highlight examples of ageism, discrimination, and stereotyping toward the older generations in existing advertising and marketing campaigns. This article is especially helpful for me in defense of my reasoning for targeting the elderly market in my thesis.

2   *AgeShift Report Reveals Over-50s as Branding Resistant*
    Emily Pacey
    Design Week, September, 2009

    This article is geared toward marketers and designers. The author stresses that in order to attract the attention of the elderly, one must speak clearly and truthfully while avoiding sentimentality. The authors advise not to place all older people together as one large group, because someone who is 50 is very different from someone who is 80.

3   *The Elderly Consumer: Past, Present, and Future*
    H. Lee Meadow, Stephen C. Cosmas, Andy Plotkin
    Advances in Consumer Research, Vol. 8. 1981

    This journal article discusses a more thorough and in depth study of research findings on the elderly consumer. The authors stress importance on the elderly consumer segment because of increasing size and buying power. This article is extremely useful because it defines different segments within the elderly market.

4   *Successful Marketing to the 50+ Consumer*
    Jeff Ostroff
    Prentice Hall, 1989

    This book raises the issue that marketers can no longer afford to ignore the over 50 aged consumer. Although this book was written in 1989, I feel that it gave some very helpful examples of past advertising to Seniors, and helped to point out why they were successful or not. It provided successful strategies for developing marketing programs targeting 50+ consumers and also enhancing the effectiveness of already existing marketing

5   *Silver Linings: Selling to the Expanding Mature Market*
    Hershell Gordon Lewis
    Bonus Books, 1996

    This book is more current than the previous book and also includes a large amount of ad examples that are directed to Seniors. The author stresses the importance of highlighting a benefit and lifestyle fulfillment that addresses Seniors when planning a marketing strategy that targets them. He analyzes the ad examples.

Visual Design   6   *Manuals for the Elderly: Text Characteristics That Help or Hinder*
Older Users
Floor van Horen, Carel Jansen, Leo Noordman
International Professional Communication Conference Proceedings, 2005

This article addresses the ways that instruction manuals can be optimized to
meet the needs of elderly users and make modern technology more
accessible to them. Their research indicates that signaling of steps and
the presence of goal and consequence information affects older people's
task performance. The authors report relevant experiments in which these
theories are thoroughly investigated. This article is useful in hypothesizing
improvements in the design of technological devices.

7   *Typography and the Aging Eye: Typeface Legibility for Older Viewers*
with Vision Problems.
Paul Nini, AIGA
http://www.aiga.org/content.cfm/typography-and-the-aging-eye#authorbio

This article is specifically helpful to me in using graphic design that is
appropriately geared to older generations who may have trouble seeing. It
explores the ideas that certain typefaces are more suitable for aging
eyes. He recommends characteristics and functions of certain typefaces
that would be more legible to elderly people. This article helps me to be
aware of issues surrounding common vision problems of the aging
population, so that I can better address them in the design of my thesis project.

8   *Visual Design for an Aging Population*
Liam Otten
http://news.wustl.edu/news/Pages/3074.aspx

This particular article looks at elderly information design. It suggests that
there is an overlooked impact of aging on visual perception and designers
and advertisers need to cater to the older populations. Colors such as
blues, greens, and purples often appear dimmer and less distinct. The
author disputes that many designers are young, with young eyes and can
make incorrect assumptions about what their audience can see. The article
highlights many misconceptions when designing for older people.
Designers must put aesthetics aside and give attention to maturing eyesight.

9   *Designing for Older Adults: Principles and*
Creative Human Factors Approaches
Arthur D. Fisk, Wendy A. Rogers, Neil Charness, Sara J. Czaja and
Joseph Sharit
CRC Press, 2004

This book serves as a guide to practical introduction to human factors
and the older adult. It gives engineering and psychology perspectives and
applies age related issues of perception, cognition and movement control
to practice. It gives advice for design issues such as web design, input
device selection and lighting.

10 *Designing for Older Adults: Principles and Creative Human
Factors Approaches
Second Edition*
Arthur D. Fisk, Wendy A. Rogers, Neil Charness, Sara J. Czaja and
Joseph Sharit
CRC Press, 2009

This is the second edition to the previous book listed. This book is
extremely helpful by bringing elderly cognitive issues to the forefront. It
explains reasons and ways to teach older adults in an effective way
through designing instructional programs and training. The book gives
design guidelines that would be useful for maximizing usefulness and
usability toward older people

11 *The Universal Traveler
Koberg, D., & Bagnall, J.
Crisp Publications, 1991*

This is a useful reference book for concept development and creative problem
solving. It provides me with brainstorming methods and a process guide to follow
as I am developing my ideation,

Aging   12 *Ageism: Stereotyping and Prejudice Against Older Persons*
Todd D. Nelson
MIT Press, 2002

This book brings attention to the prevalence of ageism in our society with
different researchers. It provides a current thinking on age stereotyping
prejudice and discrimination by researchers in gerontology, psychology,
sociology and communication. This book is helpful to me by providing me
with background of the treatment of older people in our culture.

13 *Aging Lifestyles, Work and Money*
Elizabeth Vierck and Kris Hodges
Greenwood Press, 2005

This book provides insight on the impact that the baby boomers have on
America. The large generation is exposed to and confronts a wide range of
problems and decisions. This book is useful to me to learn about my
target audience by giving a comprehensive source of information about
people age 65 years and older through data, trends and statistics.

14 *The Elderly Consumer and Adoption of Technologies*
Mary C. Gilly, Valarie A. Zeithaml
Journal of Consumer Research, Vol. 12. December, 1985

The authors of this article focus more on the resistance of the elderly toward
technology, as well as their general resistance to change and reasons behind
it. This article finds through research studies, that the older the consumer, the
more negative the view toward technology and the lower the use of various
technologies. Print media, should be emphasized in communicating the
benefits of technological innovation to the elderly market.

15 *The Fictions, Facts, and Future of Older People and Technology*
Simon Roberts
February, 2009

The elderly as 'users' have specific needs which are met by specific technologies. The language we use to talk to older people about technology is ageist. It can promote stereotypes or underplays difference by talking about 'users'—underplays the considerable diversity in interest, ability and experiences they have with technology.

16 *Aging and Communication*
Herbert J. Oyer, E. Jane Oyer
University Park Press

This book provides insightful perspectives and essays on communicating with the elderly. The book as a whole stresses the importance of communication with people in their later years as their needs change and their desires are altered.

17 *Human Communication and the Aging Process*
Carl W. Carmichael, Carl H. Botan, Robert Hawkins
Waveland Press, Inc.

This book is an overview of recent research and thinking of an interdisciplinary field of agings. It addresses topics like communication of attitudes and stereotypes, portrayal of older people through the media, administration of nursing homes and changing relationships in the elderly years.

Apple iPad   **18** *Apple iPad Field Test: Does it Have Senior Appeal?*
Cathy Ginther
AARP Bulletin, 2010

This article interviews a few Seniors on their take of the iPad features. This article is useful because it gives me more insight on how Seniors feel about the iPad.

19 *iPad Opens Digital Doors for the Elderly*
John Dodge
Smart Planet, 2010

This article expresses that the Apple iPad is capable of bridging the gap between elderly and technology and there is a generation of elderly that technology is leaving behind. At the conclusion of the article, the author suggests that Apple is missing out on a "vibrant market" and missing an opportunity.

20 *How the iPad Can Be a Senior Saver*
Philip Moeller
U.S News and World Report, 2010

The author of the article points out features and aspects of the iPad that would be beneficial and easy for a Senior to learn how to use. He stresses the simplicity of it and it's ability to keep seniors connected in a world that increasingly requires such access.

Marketing

Foremost, it is important to note that It is crucial to never generalize the mature market because they are too diverse and dynamic. It is critical to go beyond demographic information and study the behaviors and motivations of older adults. However after consulting many references, there are conclusions I can make in general about this large age group that allowed me to continue farther in my thesis design application.

U.S. consumer culture is preoccupied with youth, and old age is represented in negative terms. Additionally, older people who are underrepresented in the media are often stereotyped. By 2015, the U.S. will contain more than 45 million households with consumers age 51–79. Currently, 75% of older consumers are dissatisfied with the marketing efforts that are directed at them (Greco), while 31% of people over 55 said they avoid buying products whose ads stereotyped age. This suggests that seniors tend to be consumers who are very strategic about their spending, and put a lot of thought and care into what product or services they purchase. As one ages, accepting change becomes harder to do. Therefore, advertisers should link new purchase decisions to existing needs and their benefits of the purchase. Shopping is an activity among Seniors engaged for more than just a buying reason but has social implications as well. The 65 and older segment is attracted to marketers who appear to want their attention and business. Newspapers and print media outlets are the most effective vehicles in reaching attention to older consumers because of the ability to control the pace of the information being presented.

Unfortunately marketers tend to believe that targeting a 20-something is more beneficial because they will retain that customer for a longer period of time. However, the 20 year old is more likely to move on to a different life stage whereas people in their 60s have many more years of buying power ahead.

In conclusion, a thoughtfully prepared and genuine marketing effort will result in positive reactions. After reviewing existing research, I developed my own advertising guidelines to follow that are specific to senior populations.

Design

The attention to characteristics of design can improve the lives of seniors and older adults in product, services and print applications. In design, fully understanding a target audience needs is essential to a successful design outcome. Text and imagery that appears in high contrast, with at least a 50:1 ratio may be more suitable to an aging vision. Using contrasting colors to signify an important piece of information is recommended. By the time one reaches age 60, shrinking of the pupil reduces the amount of light that reaches photo receptors by as much as three fourths. This causes "cool" colors to appear dimmer and less distinct.
At the same time, hardening of the lens hampers one's ability to focus on fine details, such as small print, and to distinguish slight gradations of tone. Larger typeface sizes are preferable, generally about 12–14 pt. Typeface families with higher-x heights are easier to read and comprehend. It is recommended to avoid script and decorative typefaces that hinder reading abilities.

Many designers are young, and do not understand the changing characteristics of aging eyes. Large print, high contrast, and low glare might seem to compromise aesthetically to design for older users, however that is the challenge.

Aging

Seniors are one of the most diverse demographics in our society today because of varying life experiences. However, one common theme among Seniors tends to be a stress of importance of morals and values in their lives. Seniors are generally motivated and most influenced by past experiences, personal growth and traditions and autonomy. They have interest in material things and despite a common misconception, are not concerned with looking or being younger. Thoughtfulness is also an important virtue to older adults.

Aging may inevitably lead to communication challenges in later years because of changes in sensory abilities as well as a generational gap in the way communication is done. A lack of communication can contribute to unhappiness and feelings of low self-worth in older adults. In this sense, communication may be vital to health, happiness and life-span. As communication lessens from the outside world, the threat of physical isolation increases. This loss of communication is not just a loss of communication as entertainment but a loss of energy and receiving information and the removal from the flow of activity in society. Keeping an aging group in touch with younger generations is a challenge.

As people age psychological changes include:

· Increased acceptance of self, others and nature

· Increased wisdom

· Higher capacity for humor

· Increased spontaneity

· Increased resistance to hyperbole (give them the facts)

· Greater freshness of appreciation

· Increased appreciation for friendships

· Increased desire to do for others

· Increased sense of fair play and fairness

· Increased creativity

· Changing manifestations of our value system

Design Considerations
Designers should be aware of the issues surrounding common vision problems of the aging population, so that the needs of this group can be better addressed in the future. Large print, high contrast, and low glare might seem to compromise aesthetically to design, however that is the challenge for a designer.

Loss of Light
By the time one reaches age 60, the shrinking of the pupil will reduce the amount of light that enters the eye. This causes "cool" colors, i.e. blues, greens, purples, to appear dimmer and less distinct.

Loss of Focus
Hardening of the lens hampers the ability to focus on fine details, such as small print, and to distinguish slight gradations of tone. Text and imagery that appears in high contrast, with at least a 50:1 ratio may be more suitable to an aging vision.

Typeface Suggestions
Typefaces with consistent stroke weights and large x-heights tend to be the best for aging visions. The typefaces should have more distinct forms for each character (such as tails on the lowercase letters "t" and "j").

- Frutiger
- Univers
- Helvetica
- Futura Heavy

Larger typeface sizes are preferable reading, about 12–14 pt. Script and decorative typefaces may cause older eyes to have difficulty picking up fine detail

After conducting a majority of research, I developed my own advertising guidelines to follow that are specific to senior populations.

Advertising to Seniors

Guidelines to Consider
- Stay up to date with current demographics and get to know your target market.
- Maintain message consistency
- Get to the point
- Avoid confusion
- Avoid stereotypical images
- Emphasize experiences and identity
- Focus on values and traditions
- Make them feel important-but don't act as if they are one homogenous group
- Display models 10–15 years younger than the target audience, yet still realistic
- Product or service being advertised must complete an unfulfilled need
- Messages need to be succinct and simple
- Positive messages
- Raise their self-esteem
- Do not make them feel like old fogies, but don't talk to them like they're under 30
- Make them feel good, and smart

Possible Themes to Approach
- Past experiences
- Values, traditions
- Sense of identity
- Autonomy
- Personal growth
- Positive outlooks
- Positive experience from the value of the product or service
- Less interest in material things and more interest in things that lead to experiences

Following a comprehensive and independently researched topic, I then integrated my research discoveries into academic design projects that contributes in a new, meaningful way to the field of graphic design.

Information Graphics Video

A fifty second video was created to inform marketing and design professionals of growing senior statistics and advertising trends. Motion graphics were used to convey research and statistics.

Advertising Analysis and Redesign

Observed current print advertising toward seniors. Improved poorly designed existing advertisements marketing beneficial products for seniors. Redesigned each ad in a more cohesive and effective manner. My advertisement redesigns can serve as positive examples of applying clear, cohesive design and imagery with existing messaging to change the effectiveness of the advertisement.

Brand Reposition to Seniors

Created a promotional campaign for the Apple iPad marketed to Seniors. Demonstrated how an existing brand strategy could be tailored to reach Seniors through appropriate messaging, design characteristics and imagery.

Goals   The video was intended to create awareness and interest in my thesis topic.
                   After an initial start with an overloaded amount of information, I aimed to narrow my
                   focus to a few key statistics and points to highlight.

                   With more experience and background in print design applications, this was a
                   challenging process. Not only technically, but it was difficult to determine which
                   information was most beneficial to express and how. I began the process by
                   story boarding my information in to sketches and scenes. I looked at other videos
                   online that used information graphics.

Ideation   **Storyboard**

Ideation   **Storyboard**

By 2030

I in 5 Americans will be 65 and over.

5
- Silhouetted figures begin to appear on stage
- Statement follows
- Clock continues to rotate

Seniors are living longer and healthier

- Elderly silhouette scales larger to fill screen
- next statement appears

They account for incredible spending power

- Silhouette and statement simultaneously fade out and are replaced by

"They account for incredible spending power"

- Pie chart percentage follows

Ideation   **Storyboard**

They account for
incredible spending
power.

80%
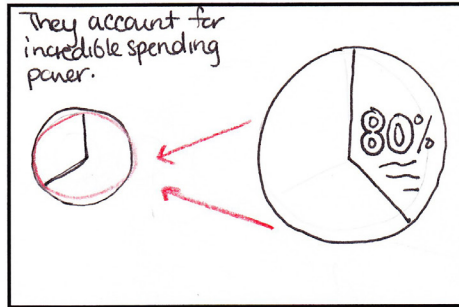
Charts fade in

pie charts came in one by one
to replace the figures from
previous scene, each person
graphic will become the next
pie percentage chart

• Pie charts scale to background

bring chart forward in stage and then
fade to back of screen

80%   43%   70%   60%   70%

~~THEIR SPENDING POWER WILL~~
~~INFLUENCE~~
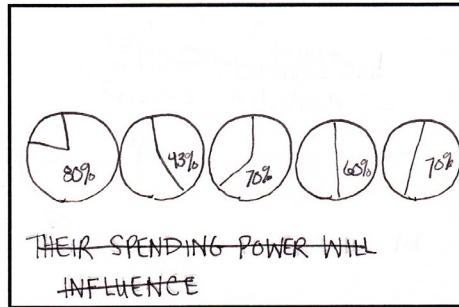
Statement enters scene from the
right side

• All pie charts fade out

YET 75% OF ADVERTISING

enlarge/zoom to fill stage
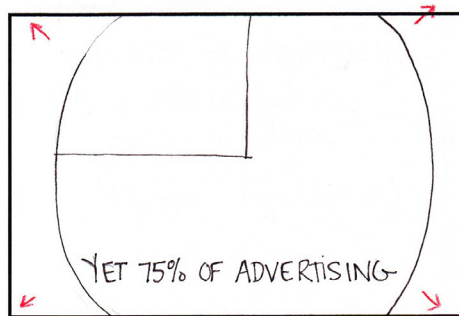
One of the pie charts becomes
zoomed in/larger to fill up the
screen

• Separate chart takes up the
screen now

Ideation   **Storyboard**

Black + white?

Examples of current ad examples fill up the percentage of the pie chart followed by the statement

(ad examples)

IS DIRECTED TOWARD YOUNGER AUDIENCES
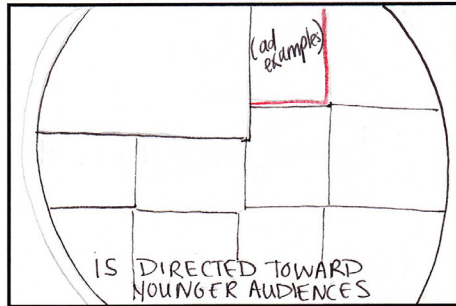
1 by 1 examples fill pie graph

- images of ads fade to black and white and fade out completely to black background
- words and pie fade out as well

Fade out to black

Return to clock graphic with hand rotating around the clock

Statement fades in with clock

→ Statement may change in future if I deem something more appropriate?)

It's time to rethink aging

**Finished Video
Screenshots**
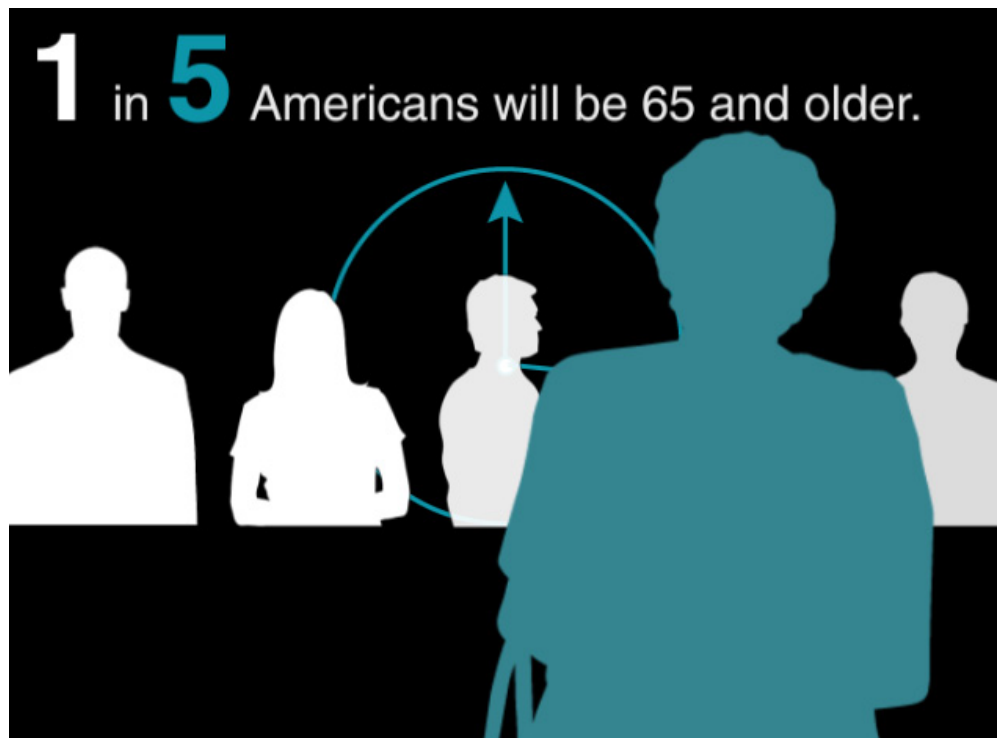
**Finished Video
Screenshots**
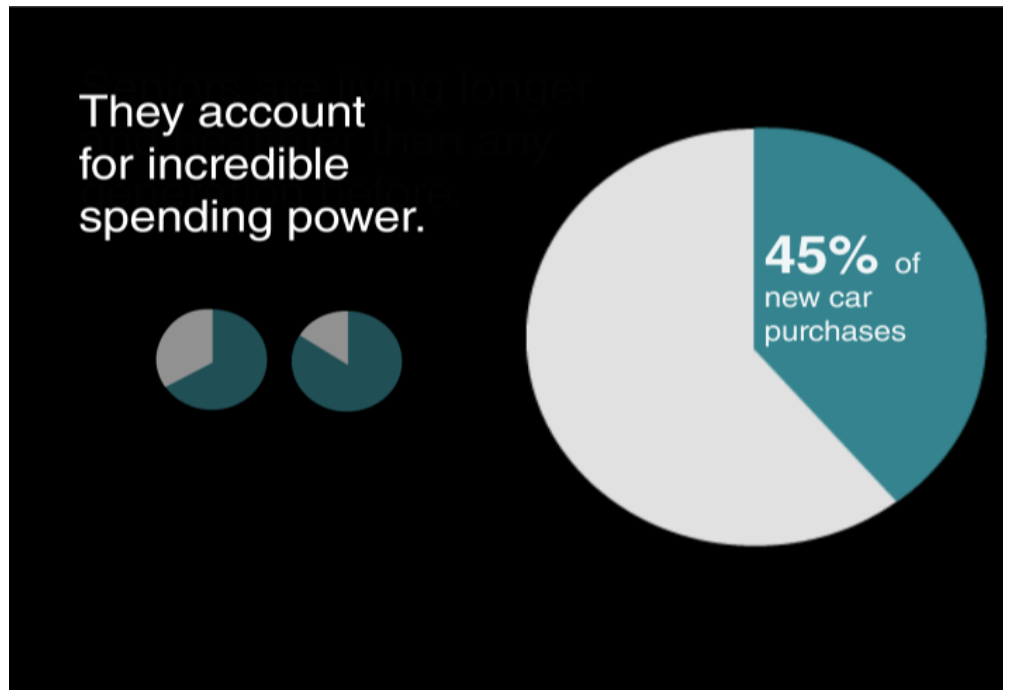
**Finished Video
Screenshots**
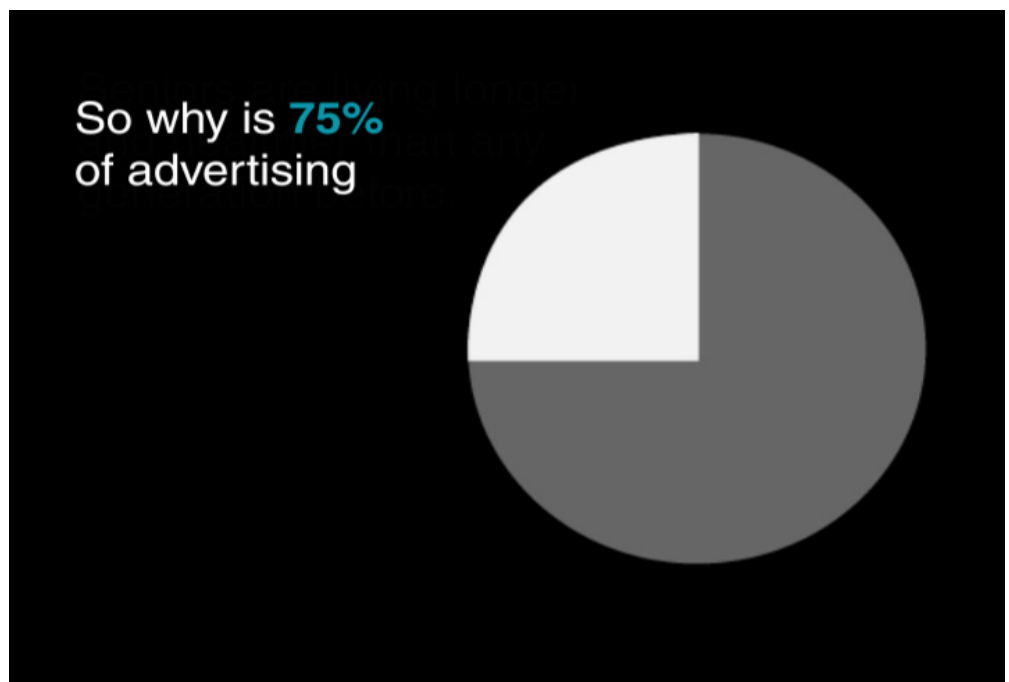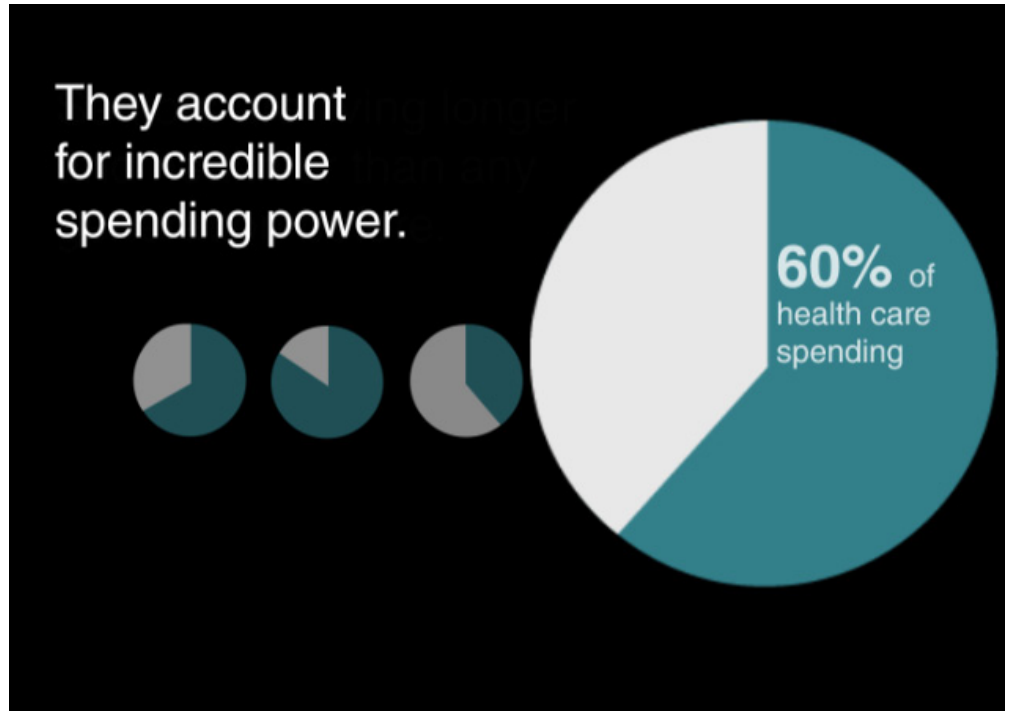
**Finished Video
Screenshots**
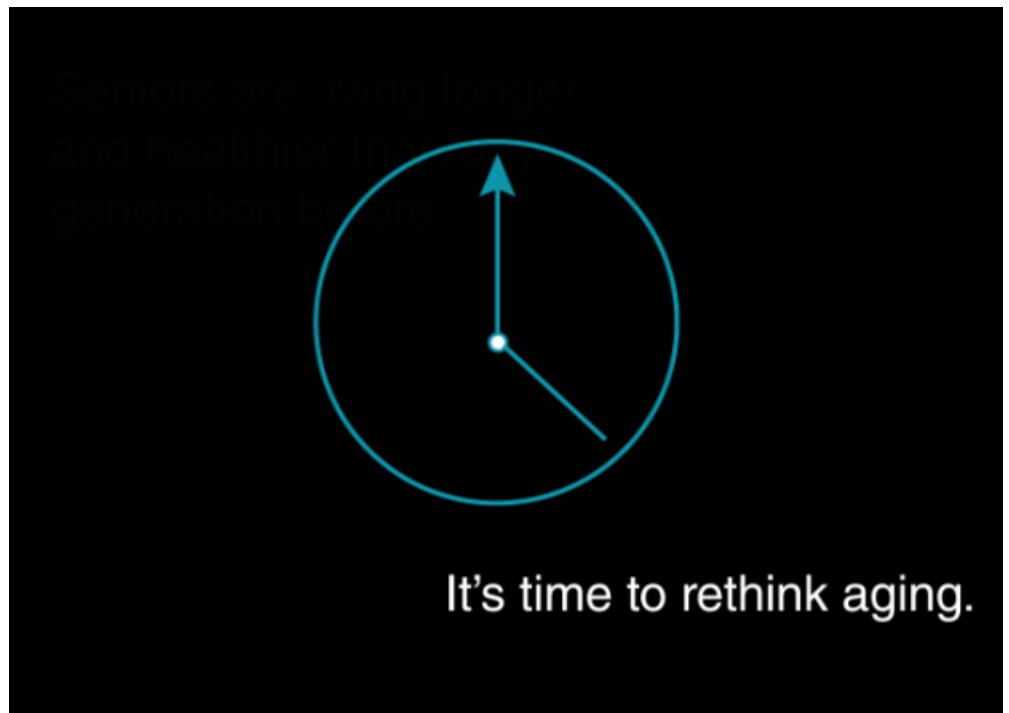
Goals   The goal of this design application was to demonstrate effective design solutions of existing print advertising suitable for Senior consumers. The chosen advertisements were redesigned using the marketer's original message content, and branded elements. A system of clear typographic and design decisions were applied to the messaging in these advertisements. The redesigns were intended to be more effective, clear, while maintaining a consistent brand image.

Development   I first collected and observed materials and advertisements specifically
Analysis   aimed toward Seniors. The ads were chosen from past and current issues of *AARP* magazines from November/December 2010, January/February 2011.
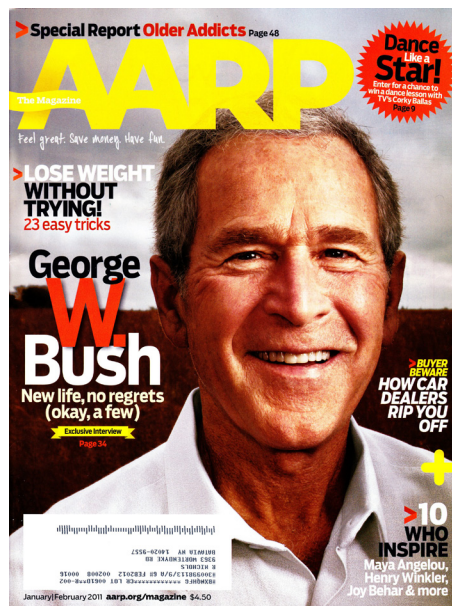
AARP Magazine Issues
The AARP, American Association of Retired People, is a nonprofit membership organization open to people over the age of 50. "AARP's mission is to enhance the quality of life for all as we age, leading positive social change, and delivering value to members through information, advocacy, and service."

Development

After browsing some of the advertisements both individually and accompanied by a focus group of Seniors, I discovered that many of the advertisements were in fact promoting a very beneficial product or service. However, very commonly the advertisements were unclear, hard to understand, and contained a lack of focus These issues derived out of both message and language decisions as well as design elements and hierarchy. Lengthy blocks of textual information require a lot of patience to sift through and can be a burden on aging eyesight. In many instances, the headlines and the supplemental information was hard to differentiate because of the designer's typographic choices. The lack of clarity in the advertisements inspired me to redesign them.

- Cluttered
- Stereotypical
- Unclear
- Lacking hierarchy
- Dramatic, negative
- Information overload

Hamilton CapTel

NeutronicEar

Life Alert

Ad 1

This advertisement for Hamilton CapTel Captioned Telephone Service has a vast amount of textual information that requires patience and time to read through. It is unclear as to whether it is the phone that is being promoted or a service. The right-justified text is harder to read, as opposed to left justified text. The tag line heading is over powering the name and title of the product or service.

Hamilton CapTel
Captioned Telephone Service
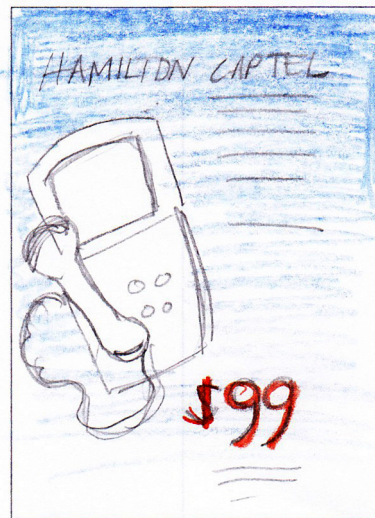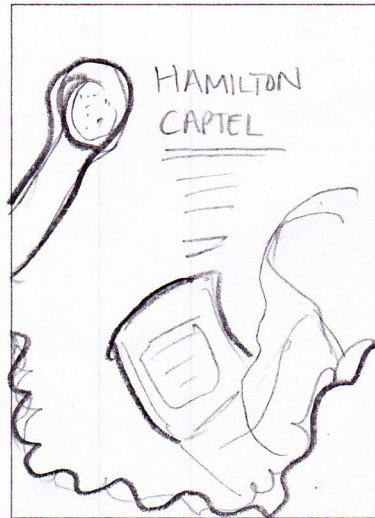
Ad 1
Ideation

I then began ideation and design work to recreate the ads more adequately for Senior readers of *AARP* magazine.

Design Goals

• Reduce text by sifting out unnecessary information
• Create accurate hierarchy between headline and Product name
• Apply more white space
• Enlarge typeface size
• Implement higher contrast
• Maintain the Hamilton Captel brand
• Engage user imagery, not just a static image.

Ad 1   **Preliminary Compositions**

Ad 1   **Preliminary Compositions**

Ad 1   **Preliminary Compositions**

Ad 1

After two stages of review with committee members, the following advertisement was the final redesign for the Hamilton CapTel Captioned Telephone Service.

- Clear, visible product name: Typographic Hierarchy
- Subheading, tells what the product is
- Reduced copy information, still explains product yet less intimidating
- Application of bullets to highlight points
- Implementation of user imagery, young and old
- Pricing information stands out

Final Composition

Ad 1
Original Ad

Redesign

Ad 2

Life Alert can be a very beneficial product for independent living Seniors. However, this advertisement for Life Alert is unclear and unorganized through the implementation of poor typographic choices. This ad has does not explain what the product or service is, but only provides personal quotes. There is a presence of a lot of imagery and different typefaces, with no distinct place for the eye to settle.

Life Alert
Emergency Response Service

Ad 2
Ideation

I then began ideation and design work to recreate the ads more adequately for Senior readers of AARP magazine.

Design Goals

· Organize text in a clear manner
· Create hierarchy between headline and Product name
· Apply more white space
· Implement consistent typography
· Maintain the Life Alert brand
· Explain more about the Service

Sketching and Ideation

Ad 2   **Preliminary Compositions**

Ad 2   **Preliminary Compositions**

24/7 Emergency assistance with
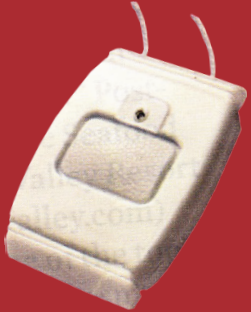
Life Alert

Safety • Independence • Protection

"With Life Alert, I can live independently and always feel safe and protected."

Life Alert is a Personal Emergency Response and Home Medical Alert System to help seniors remain independent.

To learn more, and get a FREE brochure call:

1-800-593-2093

Ad 2

After two stages of review with committee members, the following advertisement was the final redesign for the Life Alert Emergency Assistance Service.

- Clear, visible product name: Typographic Hierarchy
- Reduced copy information, concise
- Applied quote to add personal connection
- Implementation of key descriptor words
- Phone number stands out
- White space emphasizing product name
- Consistent with existing Life Alert brand

Final Composition

Receive 24/7 Emergency assistance

Life Alert

A Personal Emergency Response and Home Medical Alert System to help seniors remain independent.

"With Life Alert, I can live independently and always feel safe and protected."

Safety • Independence • Protection

To learn more, and get a FREE brochure call:

1-800-593-2093

Ad 2
Original Ad

Redesign

Ad 3   Neutronic Ear is another helpful and opportune product for Seniors with hearing problems. This advertisement was the most text heavy. The amount of text is intimidating and may be overwhelming. There should be more focus on the product itself, by highlighting a few key points. Less emphasis on the images of the ears and more attention on what the product actually looks like. Larger typography would make the whole advertisement much more legible as well. The actual name of the product is hidden at the bottom right corner of the ad. Lastly, there is no clear brand image for this product or company.

Neutronic Ear
Personal Sound Amplification Device

Pioneering audiologist invents "reading glasses" for your ears.

Neutronic Ear is the easy, virtually invisible and affordable way to turn up the sound on the world around you.

You don't have to pay through the nose to get Personal Sound Amplification Technology.

It's amazing how technology has changed the way we live. Since the end of the Second World War, more products have been invented than in all of recorded history. After WWII came the invention of the microwave oven, the pocket calculator, and the first wearable hearing aid. While the first two have gotten smaller and more affordable, hearing aids haven't changed much. Now there's an alternative... Neutronic Ear.

First of all, Neutronic Ear is not a hearing aid; it is a PSAP, or Personal Sound Amplification Product. Until PSAPs, everyone was required to see the doctor, have hearing tests, have fitting appointments (numerous visits) and then pay for the instruments without any insurance coverage. These devices can cost up to $5000 each! The high cost and inconvenience drove an innovative scientist to develop the Neutronic Ear PSAP.

Neutronic Ear has been designed with the finest micro-digital electronic components available to offer superb performance and years of use. Many years of engineering and development have created a product that's ready to use right out of the box. The patented case design and unique clear tube make it practical and easy to use. The entire unit weighs only 1/10th of an ounce, and it hides comfortably behind either ear. The tube is designed to deliver clear crisp sound while leaving the ear canal open. The electronic components are safe from moisture and wax buildup, and you won't feel like you have a circus peanut jammed in your ear. Thanks to a state-of-the-art manufacturing process and superior design, we can make Neutronic Ear affordable and pass the savings on to you.

It works... but don't take our word for it. Why pay thousands to make everything sound louder when what you really need is a Personal Sound Amplification Product? We're so sure you'll be absolutely thrilled with the quality and effectiveness of this product that we are offering it to the public at a low introductory price with our exclusive trial offer. If, for any reason, you are not completely amazed by how this product improves your life, simply return it for a refund of the product purchase price within 30 days. Call now.

Just think of the places you'll enjoy Neutronic Ear

Parties • Restaurants
Church • Lectures
Book Groups • Movies
Bird-watching and
almost any daily activity

*Hard to see • Simple to use
Easy to afford*

Visit us on the web at
www.neutronicear.com

NeutronicEar™
The Sound Decision™

Call now for the lowest price ever.
Please mention promotional code 41210.

1-877-649-2781

The Evolution of Hearing Products				
Invention	Date	Easy to Use?	Invisible?	Affordable?
The Ear Horn	17th Century	No	Hardly	Maybe
Wearable Hearing Aid	1935	weighed 2.5 pounds	No	No
Digital Hearing Aid	1984	No	No	Not for most people
Neutronic Ear	2010	Yes	Yes	Yes

Neutronic Ear is not a hearing aid.
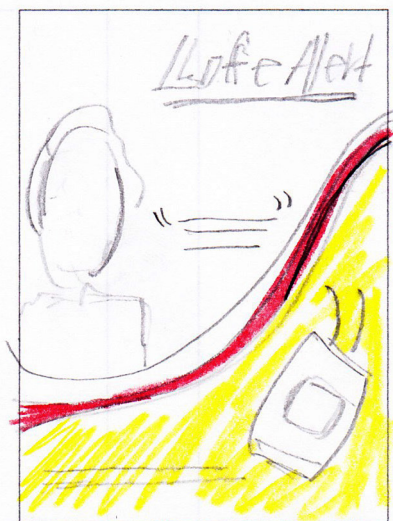If you believe you need a hearing aid, please consult a physician
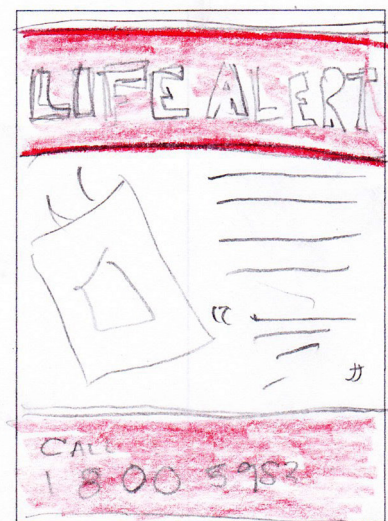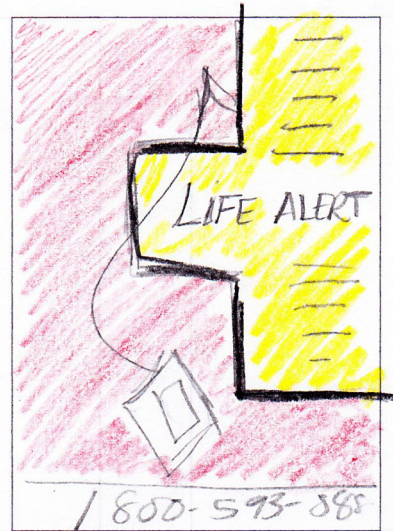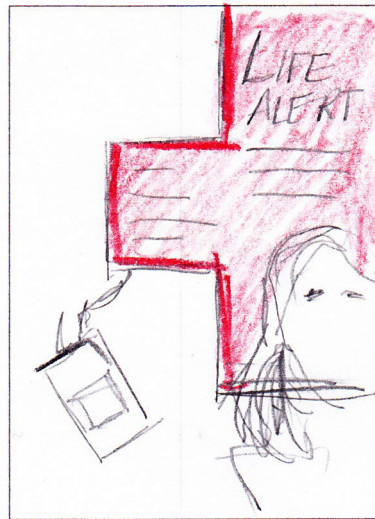
80143

Ad 3
Ideation

I then began ideation and design work to recreate the ads more adequately for Senior readers of AARP magazine.

Design Goals

- Organize and reduce text. Highlight key, important points
- Larger typeface sizing
- Apply more white space
- Implement consistent typography
- Maintain the Neutronic Ear brand
- Implement effective imagery to support the text

Sketching and Ideation
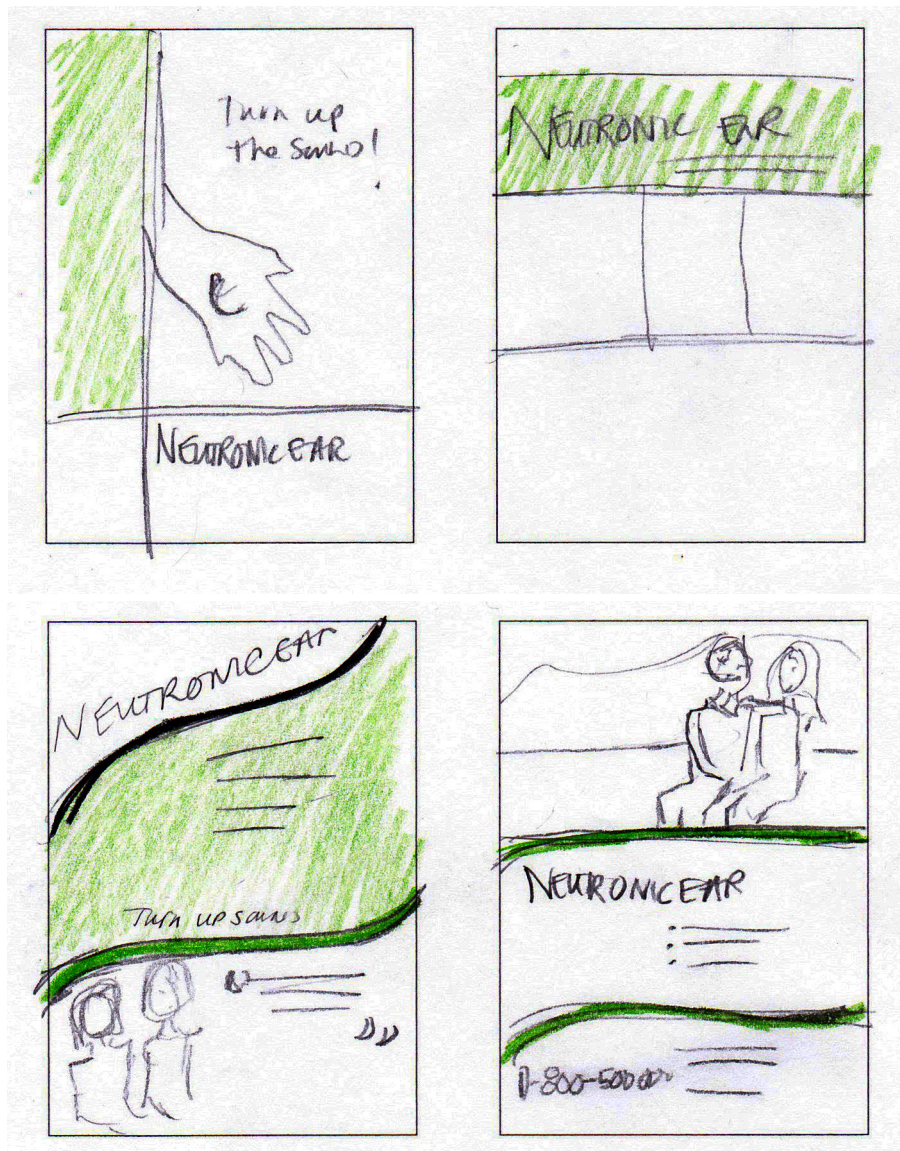
Ad 3   **Preliminary Compositions**

NeutronicEar

Hearing Impairment Device

Neutronic Ear is a Personal Sound
Amplification Product.

• Weighs just 1/10 of an ounce
• Hides comfortably behind either ear
• Clear crisp sound
• Affordable
• Easy to use

If, for any reason, you are not
completely amazed by how this
product improves your life, simply
return it for a refund of the product
purchase price within 30 days.

Call now for the lowest price ever.
1-877-649-2781

Turn up the sound on the world around you!

Visit us on the web at
www.neutronicear.com

Ad 3   **Preliminary Compositions**

NeutronicEar

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• Weighs just 1/10 of an ounce
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If, for any reason, you are not completely amazed by how this product improves your life, simply return it for a refund of the product purchase price within 30 days.

Call now for the lowest price ever.
1-877-649-2781

Turn up the sound on the world around you!

Visit us on the web at
www.neutronicear.com

Ad 3   After two stages of review with committee members, the following advertisement
was the final redesign for Neutronic Ear.

- Clear, visible product name: Typographic Hierarchy
- Bulleted key points of information, text highly reduced
- Application of a more welcoming photo, personal connection
- Product imagery shows relative size of product
- Phone number stands out
- White space emphasizing product name
- Overall ad more approachable, less overwhelming

Final Composition

Turn up the sound on the world around you.

NeutronicEar

A Personal Sound Amplification Device

- Weighs just 1/10 of an ounce
- Hides comfortably behind either ear
- Clear crisp sound
- Affordable
- Easy to use

Call now **1-877-649-2781**

Or visit us on the web at www.neutronicear.com

Ad 3
Original Ad

Pioneering audiologist invents "reading glasses" for your ears.

Neutronic Ear is the easy, virtually invisible and affordable way to turn up the sound on the world around you.

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It's amazing how technology has changed the way we live. Since the end of the Second World War, more products have been invented than in all of recorded history. After WWII came the invention of the microwave oven, the pocket calculator, and the first wearable hearing aid. While the first two have gotten smaller and more affordable, hearing aids haven't changed much. Now there's an alternative… Neutronic Ear.
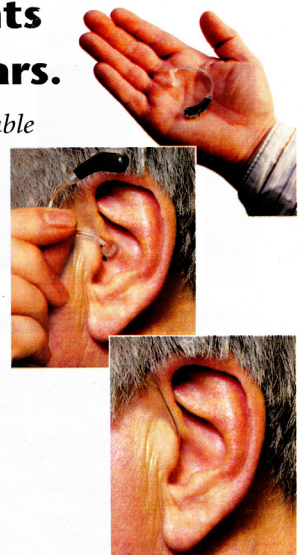
First of all, Neutronic Ear is not a hearing aid; it is a PSAP, or Personal Sound Amplification Product. Until PSAPs, everyone was required to see the doctor, have hearing tests, have fitting appointments (numerous visits) and then pay for the instruments without any insurance coverage. These devices can cost up to $5000 each! The high cost and inconvenience drove an innovative scientist to develop the Neutronic Ear PSAP.

Neutronic Ear has been designed with the finest micro-digital electronic components available to offer superb performance and years of use. Many years of engineering and development have created a product that's ready to use right out of the box. The patented case design and unique clear tube make it practical and easy to use. The entire unit weighs only 1/10th of an ounce, and it hides comfortably behind either ear. The tube is designed to deliver clear crisp sound while leaving the ear canal open. The electronic components are safe from moisture and wax buildup, and you won't feel like you have a circus peanut jammed in your ear. Thanks to a state-of-the-art manufacturing process and superior design, we can make Neutronic Ear affordable and pass the savings on to you.

It works… but don't take our word for it. Why pay thousands to make everything sound louder when what you really need is a Personal Sound Amplification Product? We're so sure you'll be absolutely thrilled with the quality and effectiveness of this product that we are offering it to the public at a low introductory price with our exclusive trial offer. If, for any reason, you are not completely amazed by how this product improves your life, simply return it for a refund of the product purchase price within 30 days. Call now.

Hard to see • Simple to use
Easy to afford

Just think of the places you'll enjoy Neutronic Ear

Parties • Restaurants
Church • Lectures
Book Groups • Movies
Bird-watching and
almost any daily activity

The Evolution of Hearing Products

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Neutronic Ear	2010	Yes	Yes	Yes

Visit us on the web at
www.neutronicear.com

NeutronicEar™
The Sound Decision™

Call now for the lowest price ever.
Please mention promotional code 41210.
1-877-649-2781

Neutronic Ear is not a hearing aid.
If you believe you need a hearing aid, please consult a physician

Redesign

Turn up the sound on the world around you.

NeutronicEar
A Personal Sound Amplification Device

• Weighs just 1/10 of an ounce
• Hides comfortably behind either ear
• Clear crisp sound
• Affordable
• Easy to use

Call now **1-877-649-2781**
Or visit us on the web at www.neutronicear.com

I have re-designed the three previous advertisements that are targeting Senior citizens in a way that would be more positive and suitable for them using my own advertising guidelines.

Process Outline

1 Goals and Objectives
Objectives, Issues
Campaign Purpose, specifying targeted behaviors and attitudes

2 Background and Situation Analysis
Company Strengths, Weaknesses and Opportunities & Threats
Survey of Past and Current Advertising Efforts

3 Target Audience Profiles
Demographics, geographics, relevant behaviors
What kind of purchasing behavior does the target audience have? What kinds of
products do they currently use and why?
Survey

4 Positioning Statement
How do I want the target audience to see the advertised product and its
benefits relative to the new/preferred ones?
Brainstorming of Message and Language Decisions

5 Marketing Mix Strategies
How will I reach the intended audience? Print, Direct Mail
Promotion: Persuasive communications highlighting the benefits, features
Creating convenient opportunities to engage in the targeted behaviors
Design and Revisions

6 Plan for Evaluation
What will be measured: relevance and effectiveness
Survey

7 Edit and Revise
Apply evaluation outcomes to ads and redesign

8 Finalize and Implement

Goals &   What are the overall objectives of this design application?
Objectives   What is the purpose and the focus of this process?

The goal of this design application was to examine and demonstrate how an existing brand could respond to a growing number of Seniors in the marketplace. Applying original and appropriate messaging systems through text and imagery that are appropriate for the target age and technological experience level. To do this, I chose to focus on a specific Apple product to market to Seniors that could be a potential benefit to their lifestyle.

The purpose was to explore how Apple can expand their target market to reach not only young, technologically savvy individuals, but Seniors as well. In return, Seniors can also benefit from using and implementing Apple products into their lives.

Apple iPad2   The Apple iPad2 is a relatively new product, with the first version released by Apple a year ago and the second version released in March 2011. The iPad has a simple, multi-touch based interface that could appeal to people who find computers too complex, or first time computer owners. Based on it's size, and light weight portability, it seems like a good solution for introducing computing to older generations. This product is an ideal candidate to advertise to Seniors who may not be as familiar with computers, and have a lower level of technological experience. The iPad is a tool that may help Seniors to stay connected in a digital world, and not be frightened by confusing cords, accessories and software.

Senior Benefits of the iPad

- Portable
- About the size of a book (9.7 in. screen)
- Ease of visibility
- wiFi (web access)
- Networking
- Bigger keyboard for visibility and typing
- Better for reading books
- E-mail access
- Endless applications available
- better for older seniors (larger screen, etc)
- Shopping
- Social networking
- Instant turn on, no waiting
- No cords, no keyboard,
- No mouse

**Background &
Situation
Analysis**

What are the organizational strengths, weaknesses and opportunities of Apple?
What kinds of advertising have they done in the past and what do they do now?

Apple, Inc.
Apple is a corporation established 1976 in Cupertino, California that designs and
markets personal computers and consumer electronics, multi-nationally. They are
most well-known for their Macintosh computers, iPod, iPhone and iPad products.
Apple has developed a unique reputation in the consumer electronics industry
based on it distinctive attention to sleek and simple design. Apple consumers
are very devoted and tend to have strong brand loyalty for their products.

Apple Marketing `
Currently, Apple targets a "hip," and trendy market of young people and business
professionals who in turn become strong loyal Apple users. Their marketing efforts
are applied through Apple's distinctive branding strategy that focuses on providing
not only a product but a lifestyle. The brand personality is all about lifestyle,
innovation, passion, dreams and aspirations. In this sense, the Apple brand name
serves as one of it's biggest assets. Apple designs its products and portrays its
brand through simplicity and the removal of complexity. Their products are based on
simple user driven product design. This strategy allows the company to be
successful in a highly competitive market of personal computers and other
consumer electronics.

The Apple iPad product was specifically was created for a growing eReader market
that was developed by Amazon's Kindle. The iPad became a great solution for
prospective Amazon Kindle owners, because it offers an eReading device as well
as internet, e-mail and music access.

Apple's Target Audience

• Middle/Upper income people willing to pay more for a better user and
  computing experience
• Music enthusiasts 12–35 years, Existing iPod Touch and iPhone users
• Media and Design Professionals
• Technologically savvy

**Past Apple
Campaigns**

Apple has had some successful and memorable advertising campaigns in the past. In 2010, *AdAge* named Apple Marketer of the Decade" and *Adweek* named its campaigns "Get a Mac" and "Silhouettes" the best of the decade in their respective categories. "Switch" (2002) introduced the white background and simplicity that would become the standard for Apple. "Silhouettes" Correctly branded the iPod as "cool" through an image based campaign that featured silhouetted figures against bight neon backgrounds.

"1984"

This television commercial first introduced the Macintosh personal computer. Its first air-time was January 22, 1984 during the Super bowl. "1984" used a woman dressed in a white tank top with a cubist picture of Apple's Macintosh computer on it, to represent the "coming" of the Macintosh. This was meant to symbolized a means of saving humanity from conformity and "Big Brother." These concepts were derived from George Orwell's novel, *1984.* This advertisement is now widely regarded as a classic and one of the most memorable television commercials of all time.

"1984," Screenshot

"Get a Mac" (2006)
This campaign highlighted the ease of use versus the Vista operating system run on PC computers and other computer manufacturers. This branding effort suggested that the Macs are simpler and easier to use, while also being more trendy than traditional PC computers. The advertisements in the campaign are easily recognizable because each advertisement follows a the Apple standard template. On a simple, minimalist all-white background, a man dressed in casual clothes introduces himself as a Mac ("Hello, I'm a Mac."), and a man in a suit introduces himself as a Windows personal computer ("And I'm a PC.").
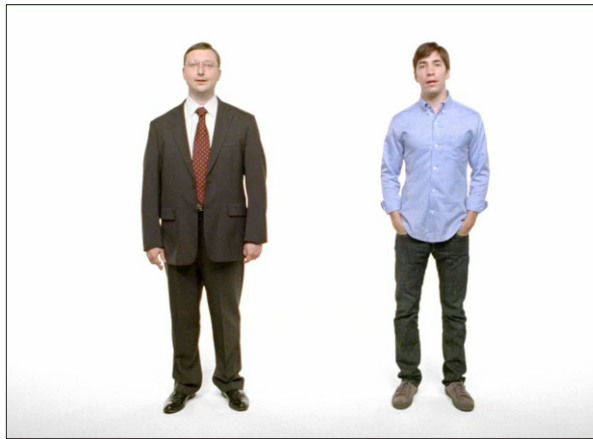
"Get a Mac," Screenshot

"Silhouettes" (2005)
The Silhouettes campaign was implemented to promote iPod and iTunes. The ads, both print, outdoor, and TV featured dark silhouetted figures dancing to music against brightly colored neon backgrounds. The figures hold their iPods that are bright white and stand out against the black bodies. These ads follow in the Apple standard of simplicity but employ a more vibrant use of color than typical. The ads are known for a distinctive style, yet they do not offer much information about the product.

"Silhouettes"

Past Apple Print Advertisements

1970

1986

Apple Brand Repositioning to Seniors

Past Apple Print Advertisements

1990

2002

**Current
Advertising**

Presently, Apple primarily uses television and web video advertising to market their iPad and other current products. The company continues to have a specific focus on brand image and creativity throughout their advertising efforts. Apple print advertisements have become more uncommon, while their website serves to provide all product information. Their overall web presence is a typical Apple ad in itself, displaying crisp minimalism, cultural resonation and a stunning clarity.

2011

Target Audience Behavior

What kind of purchasing behavior does the target audience have? What kinds of products do they currently use and why?

Target Audience: Seniors 65 and older with limited technology experience.

See Appendix for full survey and results.

Survey Number 1
In order to determine the concept and focus of my iPad advertising efforts to Seniors aged 65 and up, it was necessary to find out what types of technology are currently being used by certain ages of Seniors. Another main objective was to find out why technology is used. My focus group consisted of about thirty-five individuals contacted via e-mail of ranging age groups to determine a few conclusions about technology usage.

Sample Question

What is the primary way that technology in general benefits you the most?

		Response Percent
Career/Obligation		20.7%
Fun/Entertainment		3.4%
Staying Productive		5.9%
Information Gathering		13.8%
Communication/Staying in Touch		44.8%
Keeping up/Staying Relevant		0.0%
Other		10.3%

Sample Question

Do you ever feel frustrated trying to learn new technological devices?

		Response Percent
Yes		62.1%
No		31.0%

Please Explain

Lack of adequate directions. Seem to need personal help.

Most do not come with written directions. you have to go on the internet to download instructions

Excessive complexity. Instructions are confusing and seemed designed for those techies who love to play with complex applications. I want no-brainer devices with basic functions easily discerned.

**Positioning
Concepts**

Exploration of Marketing Themes and Concepts
Based on research of an aging population, it is clear to me that marketing the iPad
to a senior population with a low experience of technology would be a difficult
task. Advertising would need to express a distinct benefit of the iPad and added life
value for the target audience. Particularly the target audience members who are
not regular consumers of technology would need to be addressed by a potential
lifestyle fulfillment that the iPad could offer.

Theme 1

Communication
Based on the survey, about 45% of people felt that technology benefits their lives
the most by the ability to stay in touch with people and communicate with people.
I decided on a concept that promoted a lifestyle benefit in my advertising of the
Apple iPad2.

The idea of communication is a very important and constructive concept to
advocate. Based on my initial research related to aging, communicating in
one's older years is very important in order to remain positive. Regular
communication and a flow of information is something that can help to keep
 self-esteem levels high and prevent isolation and low-self worth as one ages.

Theme 2

Ease of Use
Survey respondents also stressed the importance of being able to understand
and easily adapt to new technology. Some reported being frustrated and intimidated
when trying a new device. The iPad advertisements should express a level of ease
and comfortability like no other consumer electronic device that is approachable
and easy to grasp.

I then generated and brainstormed different key words that related to the
idea of communication.

Keyword Brainstorming
Brainstorm of different words to sum up the tone and premise of the product, and
highlight the positioning concepts of the advertisements.
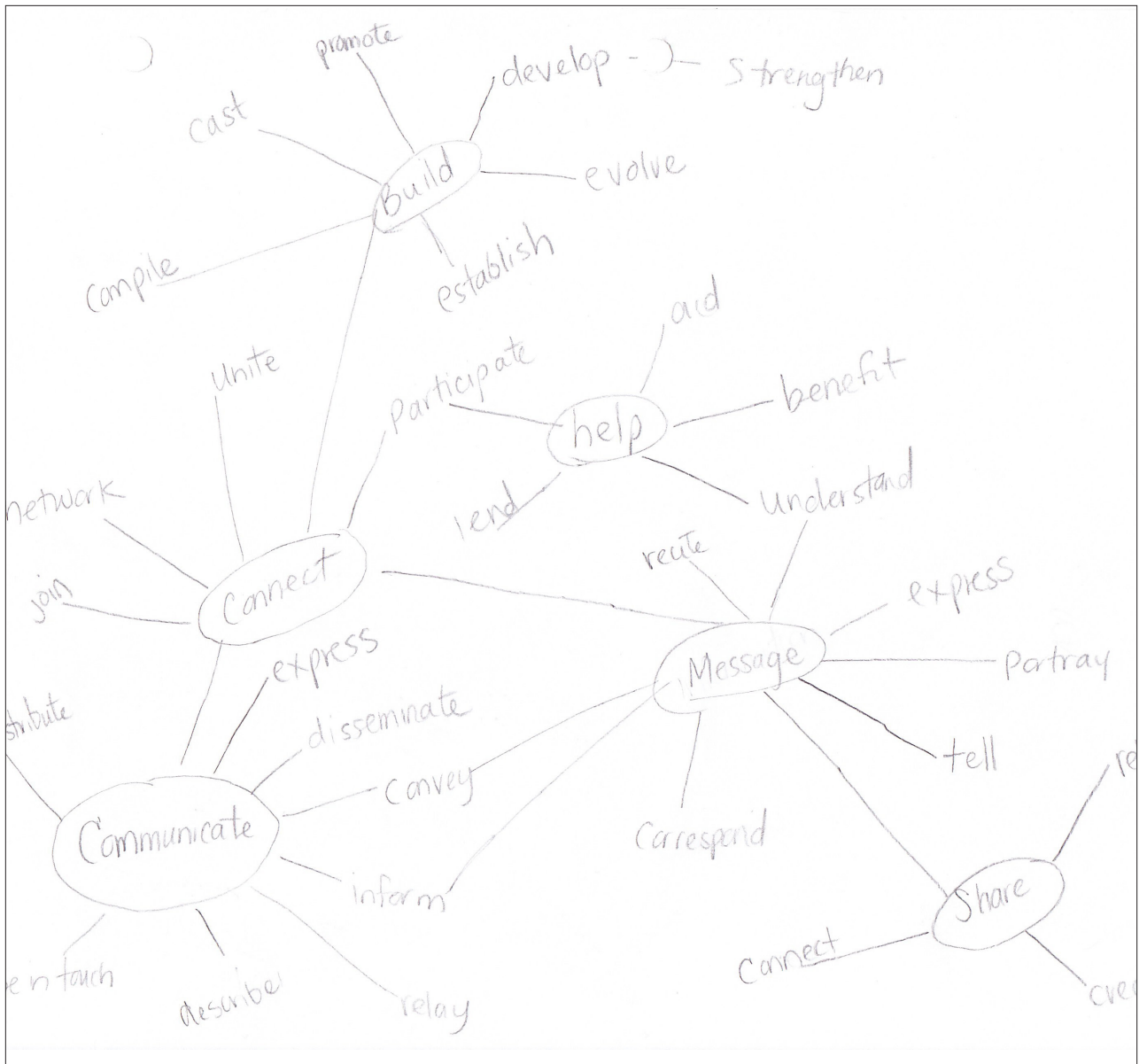
Slogan and Keyword Brainstorming

Connect	**Build**	**Relationship**	**Information**	**Help**
network	cast	correspondence	message	aid
hook up	compile	connection	expression	benefit
relate	evolve	association	understanding	
unite	establish	companion	enhance	
participate	strength	promote		
	develop			

To Communicate: give or exchange information, ideas.
Mutually exchange information

Synonyms
connect
join
be in touch
convey
inform
relay
distribute
disseminate

Tagline Brainstorming

Choose to connect with tomorrow

Share and connect

Unite and connect

Strengthen relationships

Strengthen your connection

Express and connect

Establish and strengthen

Connect yourself

Stay connected

Let's connect together

Explore, share and connect

Connect with the future

Ad Theme 1   **Social Connectedness/Communication**

What?   Apple iPad
Pricing?   Starting at $499
Where to   Online or in Apple store
Purchase?

Benefit   Communication/Staying in touch

Tag line   *Keeping you connected.*
                        Connect with those who mean the most to you.
                        Connecting Seniors. Strengthening relationships.
                        Stay connected your with loved ones.
                        Discover the connection.

                        Stop missing them.
                        Your grandchildren miss you.
                        Send your grandchildren a gift they'll love. You.
                        Communicating only gets better with age.
                        Staying in touch just gets easier with age.
                        "My grandchildren live 1000 miles away. We're closer than ever."
                        Staying in touch....now easier than ever...
                        Discover how easy it is to stay in touch.

Copy
Information   The iPad is a tablet computer that offers to
                        keep you connected with those who mean the most to you.
                        It's multi-touch display and comfortable device
                        makes staying in touch easier than ever.

Ad Imagery   Product
                        Screen shots of e-mail or other apps?
                        Someone holding the device—show relative size of product

Ad Theme 2	**Ease of Use**	
	What?	Apple iPad
	Pricing?	Starting at $499
	Where to Purchase?	Online or in Apple store
	Benefit	Simplicity- no cords, mice or keyboards Requires minimal technical knowledge and experience. Instant on, no previous experience necessary
	Tag line	*Pick it up and access the world.* *Experience the ease and simplicity.* *Finally, a technology that fits right inside your comfort zone.* *Try something new.*
	Copy Information	The iPad is a tablet computer unlike any other computer. Without any confusing cords to get in the way or extras, this device can keep your life simplified while keeping you organized. Experience the simplicity and ease of the Apple iPad.
	Ad Imagery	Product

Marketing Mix Strategies	Creative and Executional Strategy: How will I design the advertising? How will I reach the intended audience? Print, and Direct Mail

Design Considerations	Designing for a specific target audience requires a special attention to characteristics unique for that audience. I applied my language considerations and experience with graphic design to design a series of advertisements targeting Seniors to buy the iPad. I used the same color palette, typeface, and style of design throughout the series to convey consistency.

Imagery
I used a variety of images and photographs for the ads. I thought it was beneficial to show the product being used by an older person as well as the product itself with different screen shots, including young grandchildren. Some photographs were purchased from http://www.istockphoto.com

Text
• Legibility
• Size
• Typeface
• Type weight
• Kerning
• Leading

I chose a typeface that would be consistently used throughout the ads and evoke clarity. I employed typographic choices much larger than are typically found. Text was no smaller than twelve point size and had a high ratio comparison when overlapping other colors.

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
Myriad Pro

Color Palette
• Color selection
• Contrast
• Avoided Colors

**Design
Considerations**

Designers should be aware of the issues surrounding common vision problems of the aging population, so that the needs of this group can be better addressed in the future. Large print, high contrast, and low glare might seem to compromise aesthetically to design, however that is the challenge for a designer.

Loss of Light
By the time one reaches age 60, the shrinking of the pupil will reduce the amount of light that enters the eye. This causes "cool" colors, i.e. blues, greens, purples, to appear dimmer and less distinct.

Loss of Focus
Hardening of the lens in the eye hampers the ability to focus on fine details, such as small print, and to distinguish slight gradations of tone.

Text and imagery that appears in high contrast, with at least a 50:1 ratio may be more suitable to an aging vision.

Typeface Suggestions
Typefaces with consistent stroke weights and large x-heights tend to be the best for aging visions. The typefaces should have more distinct forms for each character (such as tails on the lowercase letters "t" and "j").

· Frutiger
· Futura Heavy
· Helvetica
· Univers

Larger typeface sizes are preferable reading, about 12–14 pt. Script and decorative typefaces may cause older eyes to have difficulty picking up fine detail

Design Ideation   Initial Sketches
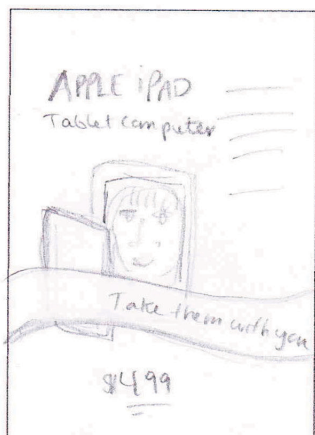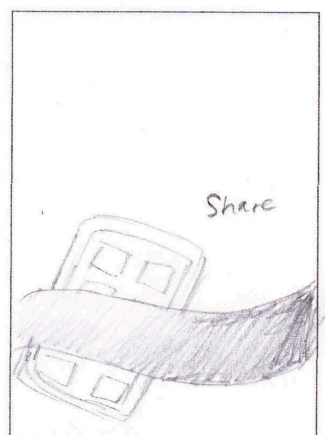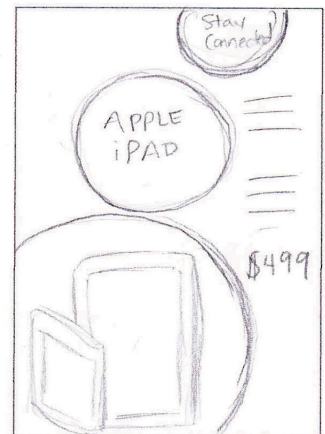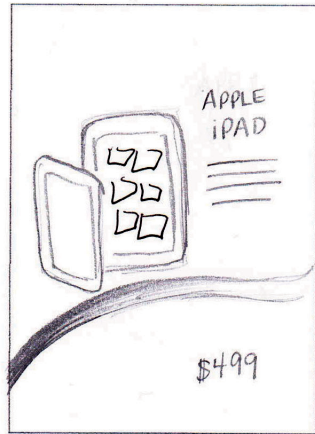
Design Ideation   Initial Sketches

"Promotion"

Staying in touch just gets easier with Age.

APPLE iPAD

WHY WAIT?

Staying in touch...
Now even easier
than ever....

APPLE iPAD

$499

APPLE iPAD

"My grandchildren live 1000 miles away, but we're closer than ever"

APPLE iPAD

Keeping you close.

Stay in touch.
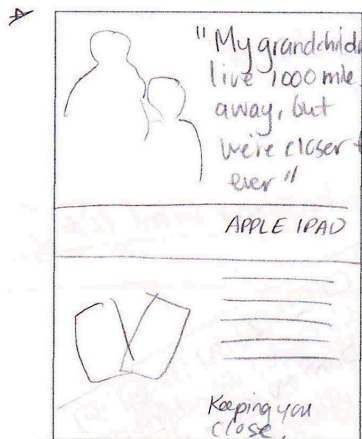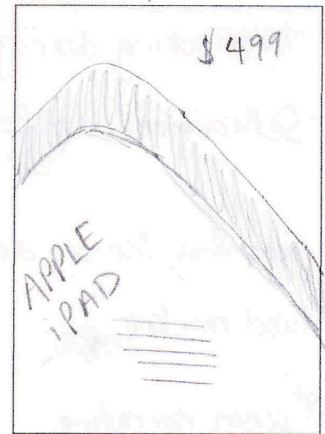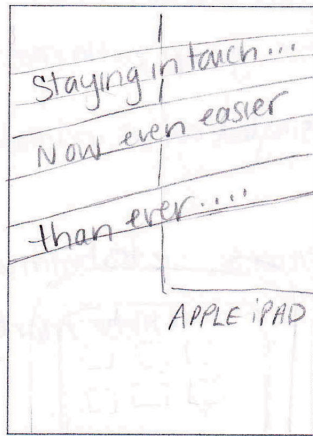
APPLE iPAD

Discover how close you can get

Send your grandchildren a gift they'll love, You.

APPLE iPAD

Design Ideation   Initial Sketches

Design Ideation   **Preliminary Compositions**

Design Ideation   **Preliminary Compositions**

Finally, a technology that fits right inside your comfort zone.

To order call: **1-800-MY-APPLE**
or visit an Apple Retail Store

APPLE iPAD
A Portable Tablet Computer

Have a problem with cords and buttons?
What if there was a computer that didn't have a mouse or a keyboard you had to use and you simply had to touch the screen? What if there was a computer that every program on it was designed for that device so you didn't have to worry about updates, viruses, or software glitches?

The iPad is a thin, lightweight, tablet computer that offers to keep you connected with those who mean the most to you. It's multi-touch display and comfortable size makes staying in touch with loved ones easier than ever.

No mouse. No "point and click." Just touch what you want on the screen.

Emphasizing ease of use, and simplicity

Design Ideation   **Preliminary Compositions**

Your grandchildren miss you.

Share and view special photos

Now see them anytime you want.

APPLE iPAD

A Portable Tablet Computer

- E-mail
- Wi-Fi Internet
- Video Chatting

- Social Media
- Photo Sharing
  And much more!

The iPad is a thin, lightweight, tablet computer that offers to keep you connected with those who mean the most to you. It's multi-touch display and comfortable size makes staying in touch easier than ever.

For more info call
1-800-MY-APPLE
or visit an Apple Retail Store

Emphasizing grandchildren, and photo sharing capabilities

Design Ideation   **Preliminary Compositions**

Emphasizing personal connection through a quote and grandchildren

Design Ideation   **Preliminary Compositions**

Remember the days of
writing letters to
far away loved ones?

Try Something New.

Michael Ross

2:33 PM

New Message

Plans next week

hear from you. I am glad we could keep in touch. Do you want to have dinner
you're in town? Let me know!

APPLE iPAD

Portable Tablet Computer

The iPad is a thin, lightweight, tablet
computer that offers to keep you
connected with those who mean the
most to you. It's multi-touch display
and comfortable size makes staying in
touch easier than ever.

- E-mail
- Wi-Fi Internet
- Video Chatting

- Social Media
- Photo Sharing
  And much more!

Stop by your local Apple Store today for
FREE one-on-one iPad demonstration!

Emphasizing ease of use, and trying new things as well as personal instructions

Design Ideation   **Preliminary Compositions**

Try Something New.

APPLE iPAD
A Portable Tablet Computer

The iPad is a tool that can be adapted by anyone at any age no matter his or her technical experience. In a fast-paced and ever-changing world, this light-weight tablet computer is an efficient way to stay in touch with loved ones and stay on task in life's every day activities.

• E-mail
• Wi-Fi Internet
• Video Chatting

• Social Media
• Photo Sharing
  And much more!

For more information, call **1-800-MY-APPLE** or visit an Apple Retail Store

Emphasizing trying new things, simplicity, e-mail and networking

Design Ideation   **Preliminary Compositions**

Emphasizing staying in touch, communicating, ease

Advisor Review

After the design of these preliminary compositions, I met with a committee advisor, Stephen Scherer. He agreed with my concepts but felt my ad designs should reflect the current brand image of Apple, by applying a more minimal and simplistic quality. He advised me to remove the blocks of color and really take an in depth look at Apple's current branding strategy. Apple has such a powerful and successful brand, and it's image doesn't need to be changed in order to market to Seniors. Just altered and adapted.

To further support Steve's point, advertising executive Leo Burnett has stated

"a brand with a clear existing image can be successfully repositioned in a changing market."
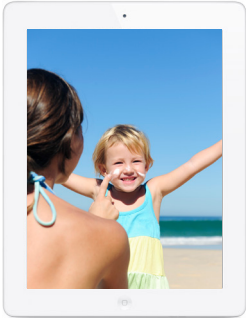
Since Apple already has a successful brand personality and a distinct style, Burnett and Scherer's point would suggest that Apple could be repositioned to Seniors with their existing brand image. At this point, I realized that it would be most beneficial to design my ad in the style and likeness of Apple's minimal, sleek design. This would make more sense to consumers who are already aware and familiar with the Apple brand. Altering the messages to attract seniors and target those who are not familiar with technology is the real challenge for Apple who so often markets to young generations.

At first I was hesitant to mimic the style of Apple's advertising because it would be a challenge to do so strongly. With the advice in mind, I edited my preliminary compositions to suit the Apple Brand, by simplifying imagery and eliminating previous color decisions.

Design Ideation　　　**Intermediate Compositions**

Your grandchildren miss you

Now see them anytime you want.

Apple iPad2

Call or stop in to a local Apple Retail store for a personal demonstration.

Remember the days
of writing letters to
far away loved ones?

Try
Something
New

With the iPad, you can
e-mail your friends
and family directly from
the comfort of your lap.
No excess cords or
keyboards, or added
confusion. Just point
and tap. Impress them
with your speed.

Apple iPad2
Portable Tablet Computer

Bring your grandkids with you

Apple iPad2

The iPad is a thin, lightweight, tablet
computer that offers to keep you
connected with those who mean the
most to you.

E-mail, Internet, video chatting
and photo sharing are comfortable in
your lap or palm of your hand.
Now you can keep your family close by
at all times.

Finally, a technology
that fits right inside
your comfort zone

Have a problem with cords and buttons? What if there was a computer
that didn't have a mouse or a keyboard you had to use and you simply had
to touch the screen? What if there was a computer that every program on
it was designed for that device so you didn't have to worry about updates,
viruses, or software glitches?

This tablet computer is just 7.5 by 9.5 inches, yet large enough to provide a
high quality reading experience. It weighs only 1.33 Pounds. The iPad offers
portability, functionality and ease of use. With an iPad you can perform a
wide range of activities and remain connected to family and friends. It is a
great technological device for seniors with a very simple intuitive interface.

The iPad is a lightweight, tablet
computer that will keep you connected
with those who mean the most to
you. It's instant-on, no waiting, multi-
touch display makes staying in touch
with loved ones easier than ever.
E-mail, Internet, video chatting and
photo sharing from your lap, keep you
connected with your loved ones.

 iPad2

Have some fun

 iPad2

Your loved
ones are a
touch away

With video chat capabilities,
never miss a single moment
again. Enjoy the company
of your family without ever
leaving your home.

 iPad2

Design Ideation   **Intermediate Compositions**

Your grandchildren miss you

Now see them anytime you want.

Apple iPad2
Call or stop in to a local Apple Retail store for a personal demonstration.

Design Ideation   **Intermediate Compositions**

Remember the days
of writing letters to
far away loved ones?
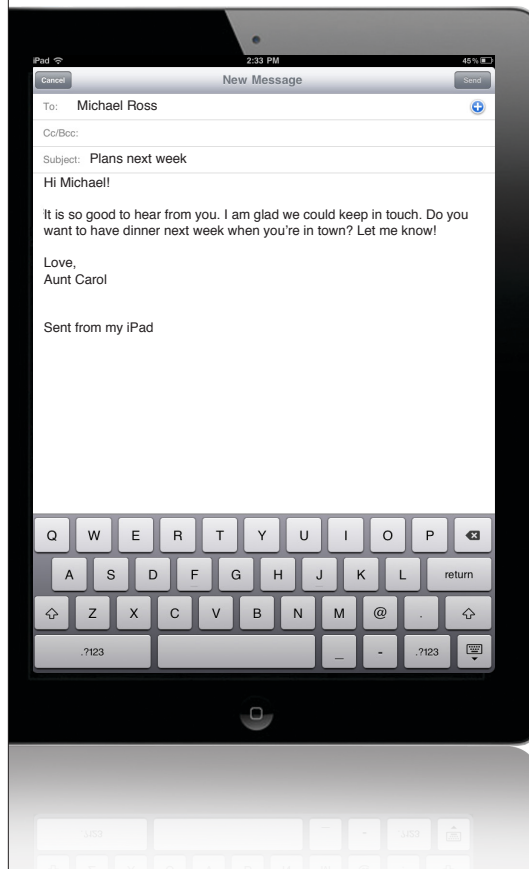
Try
Something
New

With the iPad, you can

e-mail your friends

and family directly from

the comfort of your lap.

No excess cords or

keyboards, or added

confusion. Just point

and tap. Impress them

with your speed.

Apple iPad2
Portable Tablet Computer

iPad 🖧   2:33 PM   45% 🔋
Cancel   New Message   Send
To: Michael Ross   ⊕
Cc/Bcc:
Subject: Plans next week
Hi Michael!

It is so good to hear from you. I am glad we could keep in touch. Do you
want to have dinner next week when you're in town? Let me know!

Love,
Aunt Carol

Sent from my iPad

Design Ideation   **Intermediate Compositions**

Bring your grandkids with you

Apple iPad2

The iPad is a thin, lightweight, tablet
computer that offers to keep you
connected with those who mean the
most to you.

E-mail, Internet, video chatting
and photo sharing are comfortable in
your lap or palm of your hand.
Now you can keep your family close by
at all times.

Design Ideation   **Intermediate Compositions**

Finally, a technology that fits right inside your comfort zone

Have a problem with cords and buttons? What if there was a computer that didn't have a mouse or a keyboard you had to use and you simply had to touch the screen? What if there was a computer that every program on it was designed for that device so you didn't have to worry about updates, viruses, or software glitches?

This tablet computer is just 7.5 by 9.5 inches, yet large enough to provide a high quality reading experience. It weighs only 1.33 Pounds. The iPad offers portability, functionality and ease of use. With an iPad you can perform a wide range of activities and remain connected to family and friends. It is a great technological device for seniors with a very simple intuitive interface.

The iPad is a lightweight, tablet computer that will keep you connected with those who mean the most to you. It's instant-on, no waiting, multi-touch display makes staying in touch with loved ones easier than ever. E-mail, Internet, video chatting and photo sharing from your lap, keep you connected with your loved ones.

 iPad2

Design Ideation   **Intermediate Compositions**

Design Ideation   **Intermediate Compositions**
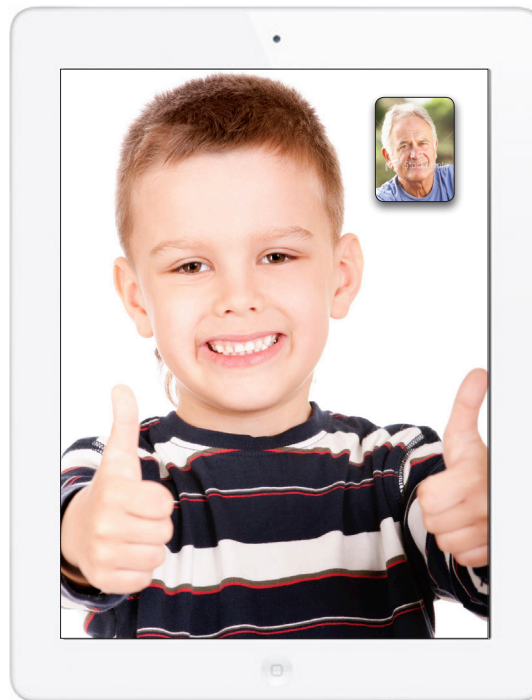
Your loved ones are a touch away

With video chat capabilities, never miss a single moment again. Enjoy the company of your family without ever leaving your home.

 iPad2

Advisor Review   After the Intermediate Compositions were designed I met with Chief Advisor
Nancy Ciolek to show her the designs. She suggested some minor tweaks to make.
We discussed evaluation procedures and I determined the appropriate kinds of
questions to ask evaluators.

It was decided that an evaluation survey containing the advertisements would
be sent out through e-mail. This sample of people would consist of more
technologically experienced Seniors who are regularly signing into an e-mail
account and using the internet. Seniors without e-mail and internet access would
be interviewed and surveyed in person with questions that correspond with
the advertisements.

Evaluation Considerations

The evaluation criteria and process are important for marketing and advertising design. To determine the success of my initial objectives I was looking for the level of effectiveness and impact on the target audiences. To measure advertising effectiveness, I developed a set of questions to send through a survey to Seniors with access to e-mail. While these seniors may have more technological experience than my primary target audience (Seniors with limited technological background), it was important to see how they reacted to my advertisements.

Other Seniors who are not accessible to contact through e-mail, were interviewed and evaluated in person. All respondents were asked the same set of questions to determine effectiveness of the advertisements. I was careful not to tell any survey respondents that I was the designer of the advertisements to ensure honest and accurate results.

Survey Number 2 Questions
15 People surveyed online, 10 people surveyed in person.

1. Please indicate your age range.

2. How would you rate your current comfort level with technology?
   a. Very Comfortable
   b. Somewhat comfortable
   c .Slightly Intimidated
   d. I try to avoid adapting new technology.

3. Do these Ads emphasize any benefit to your life? (yes or no)

4 Are the words clear and easy to understand? (yes or no, if no what is confusing?)

5. What would you say is the main message of the advertisement?
   a. Just trying to sell the product
   b. Enticing people to try the product
   c. Cheap product and discounts
   d. High quality product
   e. Lifestyle benefit

6. If you were to describe this ad, would you say it is: (select all that apply)
   a. Funny   f. Pleasant
   b. Emotional   g. Irritating
   c. Informative   h. Irrelevant
   d. Intriguing   i. Boring
   e. Sincere

7. Do the ads seem relevant to you based on your age and comfort level with technology? Why or why not?

8. Do these ads spark your interest to learn more about the product?

9. Please express any opinion on the ads being presented to you.

Survey Responses *Please see appendix for full survey results and responses.*

Sample Questions **What would you say is the main message of the advertisements?**

	Response Percent
Just trying to sell the Product	18.2%
Enticing people to try the Product	36.4%
Inexpensive product and discounts	0%
High quality product	0%
Lifestyle benefit	45.4%

**If you were to describe these ads, would you say they are:
(select all that apply)**

	Response Percent
Funny	0%
Emotional	54.5%
Informative	90.9%
Intriguing	27.3%
Sincere	45.5%
Pleasant	63.6%
Irritating	9.1%
Irrelevant	0%
Boring	0%
Confusing	9.1%

Other (please specify):
A clear sales pitch
Kind of cliche? Long distance phone companies had same kind of ads;

Survey Responses *Please see appendix for full survey results and responses.*

Do any of these ads emphasize any benefit to your life?

	Response Percent
Yes	72.7%
No	27.3%

Do the ads seem relevant to you based on your age and comfort level with technology as stated above? Why or why not?

YES, easy way to communicate with family and friends anywhere I go!
Little too expensive.

Yes, they are relevant. They speak to me in terms I care about.

Yes. We have grandchildren.

Yes, actually my husband and I have been talking about getting wireless internet for our home because so many advertisements tell us to "visit them online." This product seems like a good way to start with internet access in our home

Yes, I think this sort of ad might get me to try the product, tiptoe into it.

Yes - but with a grandson that worked for Apple developing this product, it is hard for me to judge objectively.

It seems to me that 4/6 are specific to seniors. 2/6 could be more relevant to all ages. Being that I am not a senior, I am curious if the iPad can do other thing like a computer, like allow you to write documents and make spreadsheets like word and Excel do for non Apple computers do. What are the printing abilities from an iPad? For me I am not fully aware of any of the "other" capabilities an iPad has. I am interested if u can do everything on an iPad that u can on a computer. But those questions would not necessarily be relevant to a senior.

I like the emphasis on ease of use. I can appreciate that! I can definitely relate to the functionality shown in the ads

They seem to me to be a little condescending, since I am quite comfortable with computers. I am probably not exactly the target audience.

Yes the ads stress the ease of use and the ability to communicate with family

No not relevant yes to comfort level with technology

**Evaluation
Analysis**

While a majority of the feedback from the advertisements were positive, I was disconcerted to receive some negative responses from a few people. Two online survey respondents felt that the ads were irritating, and one respondent wrote additionally that the ads were "condescending" and a little presumptuous about Seniors being "stuck at home" and rooted in the past.

I fully understand that Seniors are unique and do not assume that any one of the people the ads are intended for will all react positively to design and messaging concepts. However, these initial concepts were intended primarily for Seniors who are not as comfortable with technology, not necessarily the Seniors surveyed online. The iPad2 could be a good starter and introductory device for someone who is not technologically savvy. Being that I sent the survey to some Seniors through e-mail, I was hoping to get a wide range of responses– and I did.

These Seniors who responded negatively feel that they are far more advanced in technology than the advertisements are suggesting. This is most likely an accurate feeling, considering I was attempting to target the Seniors who are not regularly marketed to in the area of consumer technologies. Yet I still did not expect any respondents to be so opinionated of the advertising strategies I proposed.

Retrospective
In hindsight, I am thankful for the negative evaluation. It was the unfavorable feedback that allowed me to critically think about my design evaluation. Because of the few negative responses, I recognized the need to alter not the design, but the messaging of advertisements to more accurately target a larger group of older individuals.

Summary

• The ads spark or trigger intrigue and interest
• Some Seniors may find messaging presumptuous and offensive
• There is a great need for an approachable and easy technology device
• Seniors are willing to try and learn about the iPad2
• Overall, the advertisements are a successful approach to reaching Seniors
• More specific audience targeting and a lessening of broad messages is needed

Post Evaluation Revisions

I concluded that it would be in the best interest to integrate varying messaging systems for a wider range of Seniors to prevent offending target audience members. For example, Seniors who are familiar with internet access and regularly use online services could be reached by online advertising such as web banners. This would be a more suitable manner to target an online population of Seniors and also tailor the messaging just for them.

Secondly, focus should be not solely on one magazine or print outlet for the iPad2 advertisements. There are many magazines with different areas of interest and focus that could beneficially advertise the iPad2 for Seniors. I decided to now implement and create the advertisements for specific Senior audiences through varying magazine outlets.

The Print Magazines to focus my ads in:

- *AARP* — Bi-monthly Focusing on Aging issues
- *Where to Retire* — Retirement Relocation Magazine
- *Reader's Digest* — General Interest/Family Magazine
- *Life in the Finger Lakes* — Local/Region Specific
- *Better Homes and Gardens* — Interests in homes, cooking, gardening, crafts,

Direct Mail

Direct mail invites were created to further support local events gears toward Seniors. This concept is meant to promote events held as an Apple Store workshop in the Eastview Mall that would be hands on and personalized for older adults. Currently, the Apple Store holds many different workshops but there are no events held for Seniors. Senior exclusive hands-on events with free trials and additional incentives are intended to be a way to get Seniors to learn more about the iPad.

Additional Messaging Concepts

Older Parent & Adult Child Relationships

To reach younger Seniors, (65–70) who may be more familiar with communications technology, I will introduce a concept centered around caring for an aging parent. Many baby boomers provide care for parents who may be 85 and older. This is an emotionally and physically demanding task. A study sponsored by ElderCarelink highlights some issues.

- Nearly one third of 700 respondents provide more than 40 hours of care per week, and 57% say they very rarely or never take time off from their caregiving duties.

- As a result of their responsibilities, some 60% of all caregivers report their health has deteriorated since they began providing care, and 69% describe feeling overwhelmed by caregiving.

The iPad2 could be an advantageous device for younger seniors who want to help show their aging parents other ways to communicate, stay in touch, keep organized and even stay occupied with games and entertainment. The iPad2 provides an opportunity for baby boomers to introduce their parents to technology and also serve two segments of the mature market at the same time by linking older adults with their adult children.

Print Ad 1

Audience   Young retirees considering relocating
Concept   Communicating with family and friends
Magazine   *Where to Retire*
Actual Size   10.875 x 8 in

Your grandchildren miss you.

The iPad2 is a portable tablet computer that provides convenience and ease. Check e-mail, send photos, or video chat with your loved ones on-the-go.

Take them with you wherever you go.

 iPad2

Print Ad 2   Audience   Seniors (people over 65)
Spread   Concept   Nostalgia and communication with family and friends
                        Magazine   *Reader's Digest* (Spread)
                        Actual Sizes 7.25 x 5.125 in each

In the 21st century, it can feel like writing letters is now a notion of the past. But it doesn't mean you can't send a quick and friendly note.

The iPad is a thin, lightweight, tablet computer that offers to keep you connected with those who mean the most. It's multi-touch display and portable size makes staying in touch easier than ever.

With this simple device, you can quickly e-mail your friends and family directly from the comfort of your lap. No excess cords or keyboards, or added confusion. Just point and tap.

Try Something New

Impress them
with your speed

 iPad2

Print Ad 2

Audience   Seniors (people over 65)
Concept   Ease and Accessibility
Magazine   *Reader's Digest*
Actual Size   7.25 x 5.125 in

No experience needed.

What if there was a computer that every program on it was designed for that device so you didn't have to worry about updates, viruses, or software glitches?

The iPad2 offers portability, functionality and ease of use. You can perform a wide range of activities and remain connected to family and friends. It is a great technological device for seniors with a very simple intuitive interface.

Its instant-on, no waiting, multi-touch display makes staying in touch with loved ones easier than ever. **Call or stop in to your local Apple Retail Store for a personal demonstration.**

 iPad2

Print Ad 3

Audience   Older adults less experienced with technology
Concept   Ease of Use and Communication
Magazine   *Better Homes and Gardens*
Actual Size   10.75 x 7.75

Print Ad 4

Audience   Young Retirees
Concept   iPad2 for Entertainment, Promoting AARP Magazine Application
Magazine   *AARP*
Actual Size 10.5 x 7.875

Have some fun
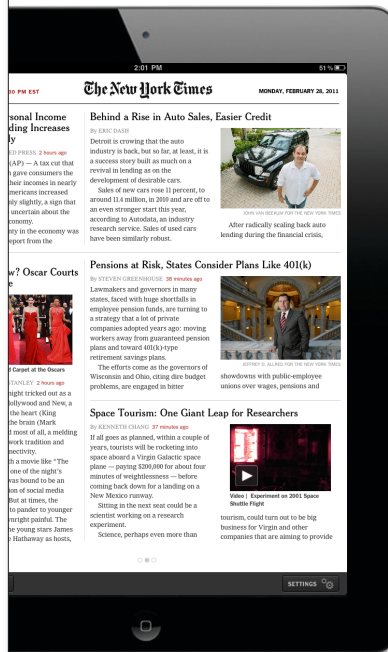
Check out AARP The Magazine App available on the iPad, iPhone and iPod touch
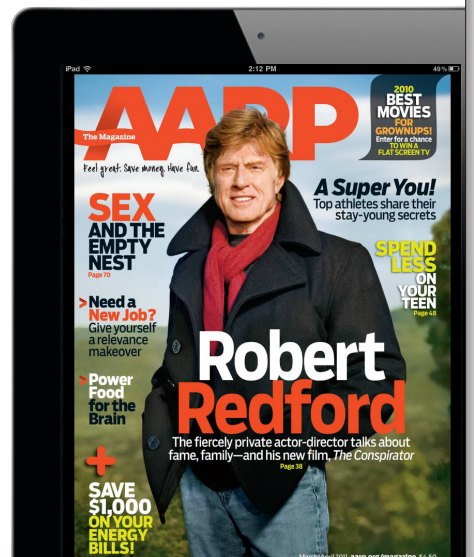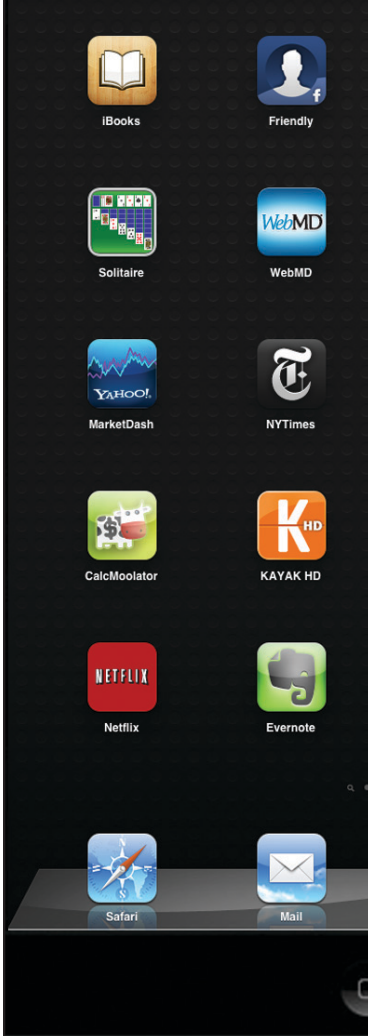
 iPad2

Web Banners   Audience   Young Retirees, those with aging parents.
                     Concept   iPad2 for help with caring for aging parents and Productivity.
                     Magazine   *AARP Magazine Online*
                     Actual Sizes 300 x 250 px and 120 x 600 px.

70% of adults feel overwhelmed caregiving for an aging parent.

Learn how the iPad can make it easier on everyone.

iPad2

The most productive way to get distracted.

iPad2

Print Ad 5

Audience   Older adults
Concept   Communication: Video Chat
Magazine
Actual Size

Build
Strong
Relationships

With video chat capabilities, there is no excuse to miss a single moment. Enjoy the company of your family and friends without ever leaving your home. Plus, it's fun too.

 iPad2

Print Ad 6

Audience   Older adults caring for aging parents
Concept   Local event for Senior exclusive iPad2 Workshop
Magazine   *Life in the Finger Lakes*
Actual Size 3.25 x 4.75 in

**Apps for
Any Age**

**Saturday,
May 21, 2011
9–12 p.m.,**

 iPad2

Learn useful and rewarding ways
to introduce your aging loved
one to an iPad2. A perfect starter
computing device for Seniors.

Apple Retail Store,
Eastview Mall

7979 Pittsford Rd.
Victor, NY 14564
(585) 421-3030

Call today to
reserve a spot
at this FREE
workshop

Direct Mail

Audience   Older adults caring for aging parents, and Older Adults in general

Concept   Advertising Senior workshops for iPad2, Promotional, Incentives

Created intended to support local ad in *Life in the Finger Lakes*

Actual Size   6 x 9 in each

Apple Retail Store, Eastview Mall

7979 Pittsford-Victor Road
Victor, NY 14564
(585) 421-3030

September 10, 2011 10–4 p.m.
You're invited!
Come in to the Apple Store with your
grandchild for free hands-on workshops
that will show you how the iPad is fun
for all ages.

Stop in with your grandchild and
SAVE 25% on any in-store purchase.

Back

Happy
Grandparents Day

 iPad2

Front

Apple Retail Store, Eastview Mall

7979 Pittsford-Victor Road
Victor, NY 14564
(585) 421-3030

Thursday, May 12, 2011
Join us for our Senior Appreciation Day.
One-on-one, hands-on workshops
will show you just how easy the
iPad can be.

Bring this invitation in, and automatically
SAVE $200 on an Apple iPad2.

Back

It's the perfect fit

 iPad2

Front

Conclusion   Witnessing a growing frustration with technology complications experienced by aging Grandparents began the development of this resulting thesis, "*Effectively Targeting Older Consumers.*" The process involved research, ideation, analysis, implementation, evaluation and dissemination. Surveys and feedback from the thesis committee and target audience were used to help gather the effectiveness of a design application. Incorporating each of these aspects into the thesis project contributed to answering the original question, "How can marketing and design be tailored to more accurately target Seniors?" Each phase helped to accomplish the main goal of creating awareness of an older population in the United States and additionally the rationale of advertising specifically to this growing segment of people by proposing a new approach to promoting the Apple iPad2.

This thesis can contribute to the design field by providing an ideal example for existing brands to reposition their current marketing efforts, thereby reaching a growing market that is lacking in advertising efforts. Seniors can benefit from communications technology while Apple Inc. can benefit from reaching this growing market. Provided within this project are valuable print advertisement redesigns and research from interdisciplinary subjects such as marketing and advertising. Also included is an analysis of ways that an aging vision can inhibit the design of printed material, along with graphic suggestions for improvement. Information in this thesis can be used by other graphic designers who may face a future challenge of expressing vital information and designing in a manner that is beneficial to the needs of an older audience.

As the population and Senior demographics inevitably change in the future, further research will be necessary. This thesis provides initial insights into effective design and marketing applications intended for current Seniors aged 65 and older.

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	www.maturemarketpractice.com. Martino Flynn Access Period: September 2010–May 2011
	Meadow, H. L., & Cosmas, S. C. (1981). *The Elderly Consumer: Past, Present, and Future.* Advances in Consumer Research, 8, 742–747. Accessed September 19, 2010, from www.acrwebsite.org
	Moeller, P. (2010, June 14). *How the iPad Can Be a Senior Saver* –The Best Life Accessed January 11, 2011, from money.usnews.com/money/blogs
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	Roberts, S. (2009). *The Fictions, Facts, and Future of Older People and Technology.* Intel Corporation, 1–14. Accessed September 30, 2010, from www.ilcuk.org.
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	Better Homes and Gardens (2011, May).
	Life in the Finger Lakes (2011, May).
	Reader's Digest (2011, May).
	*Where to Retire (*2011, February)

Appendix A
Survey Results

Appendix B
Thesis Defense Presentation

Appendix C
Thesis Planning Document

Survey 1: Target Audience Behaviors
35 Respondents
Results

Please indicate your age range.

	Response Percent
30–40	3.4%
40–50	13.8%
50–60	6.9%
60–70	27.6%
70–80	10.3%
Over 80	13.8%

What tpes of technological devices do you currently own? Select all that apply.

	Response Percent
Cell Phone	69.0%
Smart Phone (i.e., Blackberry, iPhone)	34.5%
Digital Camera	86.2%
iPod or MP3 Music Player	51.7%
Laptop Computer	72.4%
Desktop Computer	55.2%
GPS Device	51.7%
Tablet Computer (e.g., iPad)	6.9%
E-Reader Device	6.9%

Other than a cell phone, which of the following do you use the most on a daily basis?

	Response Percent
Smart Phone	10.7%
Digital Camera	0.0%
iPod or MP3 Music Player	0.0%
Laptop Computer	46.4%
Desktop Computer	49.2%
GPS Device	0.0%
Tablet Computer (e.g., iPad)	0.0%
E-Reader Device	0.0%

Do you ever feel frustrated trying to learn how to use any of these devices?
If yes, please explain.

	Response Percent
Yes	62.1%
No	31.0%

Sometimes certain things on computer is difficult

Excessive complexity. Instructions are confusing and seemed designed for those techies who love to play with complex applications. I want no-brainer devices with basic functions easily discerned.h

Just not interested in learning how, don't want to spend the time

Hard to understand all they can do and keep up with changes!

There aren't many instructions with the device, or tutorials bulit in to the devices

There are no simplified and consolidated manuals that come with anything except of course help lines that you can only use if your computer is working!

Lack of adequate directions. Seem to need personal help.

Frustrated by wireless internet connection and link to satellite tv, many drops poor service

I feel as though I never use the device to its full capability.

Sometimes it is just easier to have someone show you how to use the device then have to real about it - also alot of user manuals are now online which makes it harder to access, rather than receiveing a paper manual that used to come with all devices

Don't have knowledge fully utilize or to overcome problems when I try to expand my use.

Most do not come with written directions. you have to go on the internet to download instructions

What is the primary way that technology in general benefits you the most?

	Response Percent
Career/Obligation	20.7%
Fun/Entertainment	3.4%
Staying Productive	5.9%
Information Gathering	13.8%
Communication/Staying in Touch	44.8%
Keeping up/Staying Relevant	0.0%
Other	10.3%

Please share any personal experience relative to the use and presence of technologies in your daily life.

Just as I do not jump for joy when the telephone rings, I do not go giddy with glee when the cel phone rings. In fact I don't understand the need many have to be constantly checking their cel for calls and messages. They aren't that important and their constant communication with others isn't benefiting them or elucidating the outside world. It's likely an obsession that substitutes for otherwise enriching interactions with intelligent people who might have something worthwhile to say, or be able to impart useful knowledge of the world at large. Having said this, I must also acknowledge that this is a typical attitude of old crumudgeons, stuck in the old ways and unable to adapt. But then again, consistency is the hobgoblin of little minds. Bah humbug!

I have used Email via my home PC (desktop) to keep in touch with relatives who live far away. Sharing pics and webcam has kept us closer

Recently, after 5 years of working with my computer for my business, it "crashed" which meant, so I was told, that it simply wore out because I was using an Adobe program in addition to using it every day. All my information was lost so I had to have someone try and repair the situation. I had to purchase an external drive to transfer my data. We saved most of it and I had to purchase another computer because the external is very unreliable. At this point I am not feeling comfortable with migrating my files onto the new computer so am considering once again taking one on one classes from the mac store to assist me. It seems that there are so many ways of doing things, that no one knows all the answers or even one concise answer to any of my particular problems. Computers are great when they work correctly but when not, its a nightmare for we rely on them so much but have no idea about maintaining them. I will be more vigilant with this one but as with all technology its just another thing I have to but on my to do list. Ugh. Hope this helps, good luck! Let me know if you need any more info.

We were 'hold outs' for a period of time, but it was turning into 'out of its'..

Necessary for almost ALL aspects of life these days. Fun, entertainment, work, organization, info gathering etc...

I have recently learned how to use Smart Notebook software, a document camera, and more capabilities of my flip camera!

I use computer and internet and cell phone every day mainly for work. Many times internet is down and I pretty much cannot do any work since all I do is on computer and internet. Good Luck Jenna!

I was slow to adopt a computer because I do not type. That has been a handicap.

iphone/smart phones increase organazation, productivity, communication minimizes need of other devices. unlimited apps for phone assist with daily tasks.

I think that all of this new technology is wonderful and plays a very important role in my life. However I also feel that it plays such a major role in the lives of young kids, that they become so dependent upon the technology as they grow up that they can't "survive" without it. Problem solving, creativity, communication and physical fitness in children and young adults just isn't what it use to be. The devices do everything for them.

When I have the time to sit down and master a type of technology, I tend it use it more because it is not difficult for me. If I don't have time to figure it out, I tend to avoid it because I find it frustrating when i can't do what i want to do. Sometimes I just use the basic functions that I can figure out easily and I don't even figure out how to do more (such as with my digital camera) even though I'd probably like to, because I just don't have the time or \ patience to figure it out. I wish I did.

Basically, I appreciate the benefits but remain anxious in their implementation because I often run into the limits of my abilities to use the technology and recover from problems I create by trying new things.

Whenever I go anywhere, long or short trips, I use my GPS device. I go on autopilot.

Survey 2: Ad Effectiveness
25 Respondents
Results

Please indicate your age range.

	Response Percent
30–40	9.1%
40–50	0%
50–60	9.1%
60–70	54.5%
70–80	18.2%
Over 80	9.1%

How would you describe your current comfort level with technology?

	Response Percent
Very comfortable	27.3%
Somewhat comfortable	45.5%
Slightly Intimidated	27.3%
I try to avoid technology that is new to me	0%

Other Responses:

I am somewhere between "intimidated" and "avoid"; I tiptoe lightly into new technology.

What would you say is the main message of the advertisements?

	Response Percent
Just trying to sell the Product	18.2%
Enticing people to try the Product	36.4%
Inexpensive product and discounts	0%
High quality product	0%
Lifestyle benefit	45.4%

If you were to describe these ads, would you say they are: (select all that apply)

	Response Percent
Funny	0%
Emotional	54.5%
Informative	90.9%
Intriguing	27.3%
Sincere	45.5%
Pleasant	63.6%
Irritating	9.1%
Irrelevant	0%
Boring	0%
Confusing	9.1%

Other (please specify):

A clear sales pitch

Kind of cliche? Long distance phone companies had same kind of ads;

Do any of these ads spark your interest to learn more about the Apple iPad2?

	Response Percent
Yes	77.8%
No	22.2%

Other (please specify)

On tiptoeing I would want to see if/how quickly I ran into something intimidating.

As previously stated I want to know what other capabilities it has compared to a "normal" computer.

I was already interested, but these ads didn't tell me anything I didn't know.

Do any of these ads emphasize any benefit to your life?

	Response Percent
Yes	72.7%
No	27.3%

Do the ads seem relevant to you based on your age and comfort level with technology as stated above? Why or why not?

YES, easy way to communicate with family and friends anywhere I go! Little too expensive.

Yes , they are relevant. They speak to me in terms I care about.

Yes. We have grandchildren.

Yes, actually my husband and I have been talking about getting wireless internet for our home because so many advertisements tell us to "visit them online." This product seems like a good way to start with internet access in our home

Yes, I think this sort of ad might get me to try the product, tiptoe into it.

Yes - but with a grandson that worked for Apple developing this product, it is hard for me to judge objectively.

It seems to me that 4/6 are specific to seniors. 2/6 could be more relevant to all ages. Being that I am not a senior, I am curious if the iPad can do other thing like a computer, like allow you to write documents and make spreadsheets like word and Excel do for non Apple computers do. What are the printing abilities from an ipad? For me I am not fully aware of any of the "other" capabilities an iPad has. I am interested if u can do everything on an iPad that u can on a computer. But those questions would not necessarily be relevant to a senior.

I like the emphasis on ease of use. I can appreciate that! I can definitely relate to the functionality shown in the ads.

They seem to me to be a little condescending, since I am quite comfortable with computers. I am probably not exactly the target audience.

Yes the ads stress the ease of use and the ability to communicate with family

No not relevant yes to comfort level with technology

Please state ANY additional comments regarding the ads presented to you.

Apple Store help is available. To install Wi-Fi is no big deal.

I think the ads are generally good, informative and pleasant. However, if you really wanted to sell me on this product you would have to say more that would allay my fears of intimidation, technical overload --- that I would end up buying a product that I would not use, or not get my money's worth from. Your "try something new" frame does this somewhat, your "finally a technology that fits right inside your comfort zone" somewhat less so. I need more!

For me, the only intriguing part of the ipad would be the live video chat but unless you have children or grandchildren you miss seeing there really isn't any point in it. I don't like playing games, and prefer to read from paper.

I am very interested in the iPad. It seems so easy and convenient. It can do everything I can do on my smartphone and much more and it is bigger and more user friendly. But not so big and bulky that it is not easy to take here and there. When I decide in the future on my next computer this will definately be a consideration.

The ads are very pleasing. I know someone who has an iPad2 and it is amazing what can be done, so easily on such a small device. The instant on capability is wonderful and there is basically no maintenance required. I think these ads are particularly attractive for people who are not overly proficient with computers and for those people who do not want to be bothered with the technical aspects of a computer but want to be connected and stay in touch.

They're a little surprising, actually, since I have not previously seen iPad ads targeting seniors. I find them a little irritating, because they assume less expertise than I have with technology. But they do pinpoint many of the ways seniors could enjoy an iPad. There may be a little disconnect between the age of the savvy-looking "seniors" depicted and the age of the target audience, which is supposed to be a little scared of computers. There is a subtle implication that the target audience is lacking something, stuck at home, or rooted in the past. One laughable detail: using _Pride and Prejudice_ as the e-book illustration. A little too-too, I think, and related to the "rooted in the past" idea. (Not that I don't love Austen.) Some editing is needed in the "comfort zone" ad.

These ads appear to be directed to older people that would nornally be not computer literate. They are stressing the functionality ease of use and ts versatility. I have an ipad2 and find it so much user friendly than a computer that requires booting up every time you use it and the purchase of programs to make it function.

I bought an APPLE IPAD 2, the day they went on sale 3/11! It's an amazing tablet. These ads don't seem up to Apple's quality of originality, but that's just my opinion

Effectively Targeting Older Consumers

Jenna L. Nichols
Graduate Graphic Design
School of Design
College of Imaging Arts & Sciences
Rochester Institute of Technology
11 May 2011

Relevance

Situation

- United States has a rapidly aging population
- Ageist media continues to stress the importance on youth

Problem

- Technology and marketing trends ignore older consumers who have the most buying power
- Advertising that is focused on this population is poorly designed

Questions

What is an effective way to target a diversely aging population through print advertising?

- What are effective messaging styles to approach Seniors?
- How can existing brands tailor messaging to Seniors?
- In what ways can Seniors be included in target markets?

Research

Aging Statistics

The U.S. has a rapidly aging population and is expected to reach 65% of the U.S. population by 2030. The number of young adults, aged 18–34 will only rise 7%.

Actual and Projected Increase in
Population Percentage of People 65+

Year	
1970	
1990	
2010	
2030	
2050	

Legend:
- 85+
- 65+
- 60+
- Remaining Population
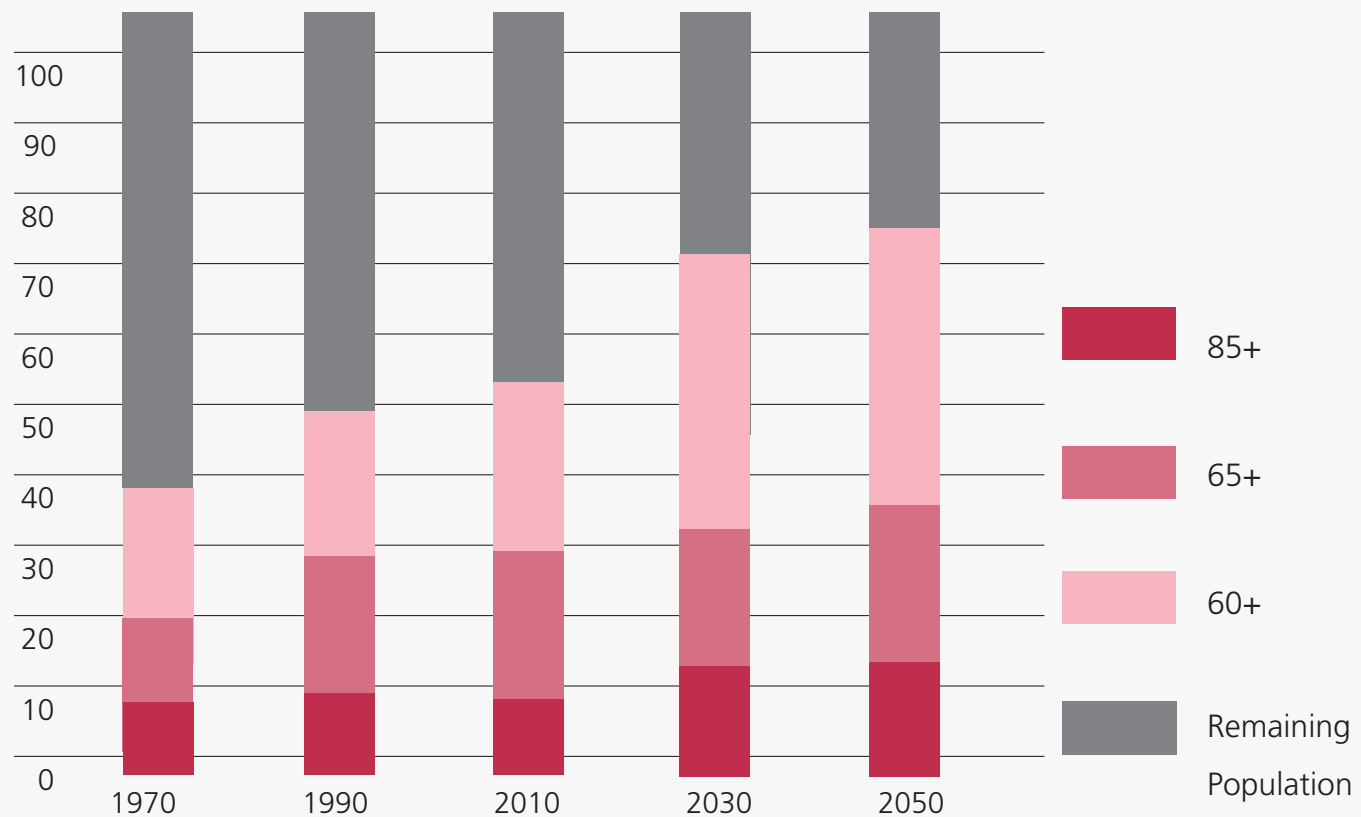
Research   **Marketing Trends**

Older consumers are highly value conscious.

Advertising to this group must spell out a clear

lifestyle benefit, avoid confusion and get to the point.

- Avoid scare tactics
- Be straightforward
- Recognize positive attributes

Technology & Aging

Seniors do not resist innovation, but their comfort level with the familiar decreases when approached with new technology.

- Elder tech products: oversize keypads, etc. good idea but offer limited features
- New technologies are oriented toward people under age 50
- New technologies are encountered through co-workers yet more valuable when people leave the office
- They can help 18-year-olds and 80-year-olds stay active, informed and entertained

Design for Aging Vision

Eyesight changes in later years call for careful attention to design details to accommodate this audience. Design for older individuals should be accommodating to possible vision changes.

- Shrinking of the pupil in the eye allows less light in, cool colors appear dimmer
- Hardening of the lens causes a loss of focus on fine details, small print, and makes it harder to distinguish slight gradations of tone
- Typefaces with consistent stroke weights and large x-heights are the easiest to read
- Script typefaces may cause older eyes to have difficulty picking up fine detail
- 12–14 point size

Applications   **Objectives**

- Demonstrate examples of how to improve current marketing efforts to be more effective for Seniors

- Promote the communication technologies that offer the opportunity to enhance social well-being and improve lives of aging individuals.

Application 1   Improve the Design of Advertisements Directed Toward Seniors

Conduct a redesign of current ineffective

print advertising and demonstrate appropriate

design considerations.

1. Analysis: Elimination of complexity
2. Ideation & Design Development
3. Intermediate Compositions
4. Revisions & Final Compositions

Example Ad 1

- Headline
- Awkward analogies
- Typographic variables
- Hierarchy?

Text overload!

Bird watching?

Negative product comparisons

Pioneering audiologist invents "reading glasses" for your ears.

Neutronic Ear is the easy, virtually invisible and affordable way to turn up the sound on the world around you.

You don't have to pay through the nose to get Personal Sound Amplification Technology.

It's amazing how technology has changed the way we live. Since the end of the Second World War, more products have been invented than in all of recorded history. After WWII came the invention of the microwave oven, the pocket calculator, and the first wearable hearing aid. While the first two have gotten smaller and more affordable, hearing aids haven't changed much. Now there's an alternative… Neutronic Ear.

First of all, Neutronic Ear is not a hearing aid; it is a PSAP, or Personal Sound Amplification Product. Until PSAPs, everyone was required to see the doctor, have hearing tests, have fitting appointments (numerous visits) and then pay for the instruments without any insurance coverage. These devices can cost up to $5000 each! The high cost and inconvenience drove an innovative scientist to develop the Neutronic Ear PSAP.

Neutronic Ear has been designed with the finest micro-digital electronic components available to offer superb performance and years of use. Many years of engineering and development have created a product that's ready to use right out of the box. The patented case design and unique clear tube make it practical and easy to use. The entire unit weighs only 1/10th of an ounce, and it hides comfortably behind either ear. The tube is designed to deliver clear crisp sound while leaving the ear canal open. The electronic components are safe from moisture and wax buildup, and you won't feel like you have a circus peanut jammed in your ear. Thanks to a state-of-the-art manufacturing process and superior design, we can make Neutronic Ear affordable and pass the savings on to you.

It works… but don't take our word for it. Why pay thousands to make everything sound louder when what you really need is a Personal Sound Amplification Product? We're so sure you'll be absolutely thrilled with the quality and effectiveness of this product that we are offering it to the public at a low introductory price with our exclusive trial offer. If, for any reason, you are not completely amazed by how this product improves your life, simply return it for a refund of the product purchase price within 30 days. Call now.

Hard to see • Simple to use
Easy to afford

Just think of the places you'll enjoy Neutronic Ear

Parties • Restaurants
Church • Lectures
Book Groups • Movies
Bird-watching and almost any daily activity

Visit us on the web at
www.neutronicear.com

NeutronicEar™
The Sound Decision™

Call now for the lowest price ever.
Please mention promotional code 41210.
1-877-649-2781

Neutronic Ear is not a hearing aid.
If you believe you need a hearing aid, please consult a physician

80143

The Evolution of Hearing Products

Invention	Date	Easy to Use?	Invisible?	Affordable?
The Ear Horn	17th Century	No	Hardly	Maybe
Wearable Hearing Aid	1935	weighed 2.5 pounds	No	No
Digital Hearing Aid	1984	No	No	Not for most people
Neutronic Ear	2010	Yes	Yes	Yes

Unpleasant Ear photos

More awkward analogies.

The most important piece of information.

Call-to-action Product Name

Example Ad 1

Actual necessary product information

First of all, Neutronic Ear is not a hearing aid; it is a PSAP, or Personal Sound Amplification Product. Until PSAPs, everyone was required to see

Neutronic Ear has been designed with the finest micro-digital electronic components available to offer superb performance and years of use. Many years of engineering and development have created a product that's ready to use right out of the box. The patented case design and unique clear tube make it practical and easy to use. The entire unit weighs only 1/10th of an ounce, and it hides comfortably behind either ear. The tube is designed to deliver clear crisp sound while leaving the ear canal open. The

jammed in your ear. Thanks to a state-of-the-art manufacturing process and superior design, we can make Neutronic Ear affordable and pass the savings on to you.

Hard to see • Simple to use
Easy to afford

Visit us on the web at
www.neutronicear.com

NeutronicEar™
The Sound Decision™

Call now for the lowest price ever.
Please mention promotional code 41210.
1-877-649-2781

Neutronic Ear is not a hearing aid.
If you believe you need a hearing aid, please consult a physician

80143

Call-to-action
Product Name

Ideation

Example Ad 1

Redesign

NeutronicEar
AARP Magazine

Example Ad 2

Hamilton CapTel
AARP Magazine

Redesign

Example Ad 3

Live alone without ever being alone.
- C. Everett Koop, M.D.

I want to be safe, independent & protected, that's why I have Life Alert service.

Even when I can't reach a phone, one touch of a button sends help immediately in: medical • invasion • fall • fire • CO gas emergencies.

Saving a life from a catastrophe EVERY 23 MINUTES!

Life Alert
I've fallen and I can't get up!*

For a FREE brochure call: 1-800-593-2093

Life ALert
AARP Magazine

Redesign

Receive 24/7 Emergency assistance

Life Alert

A Personal Emergency Response and Home Medical Alert System to help seniors remain independent.

"With Life Alert, I can live independently and always feel safe and protected."

Safety • Independence • Protection

To learn more, and get a FREE brochure call: 1-800-593-2093

Application 2   **Conceptualize and Design Advertisements for the iPad to Seniors**

Target older consumers while promoting benefits of the Apple iPad as a means of social well being and communication. Currently, Apple targets young, creative and business professionals.

1. Survey 1
2. Concept Development
3. Design and Design Revisions
4. Apple Brand Research
5. Survey 2
6. Evaluation
7. Revisions

In what way does technology
benefit your daily life the most?

45%
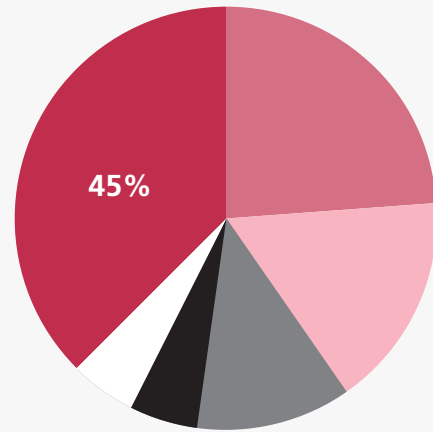
	Communication & Staying in Touch	45%
	Career/Obligation	21%
	Information Gathering	14%
	Staying Productive	6%
	Fun/Entertainment	4%
	Keeping Up	0%
	Other	10%

Ad Concept 1

Lifestyle Fulfillment

- Communicating on a modern, approachable level
- Remaining actively involved
- Staying informed

Survey 1: Generate Concepts

How would you describe your current
comfort level with technology?

26%	46%	27%

0   10   20   30   40   50   60   70   80   90   100

Very
Comfortable

Somewhat
Comfortable

Slightly
Intimidated
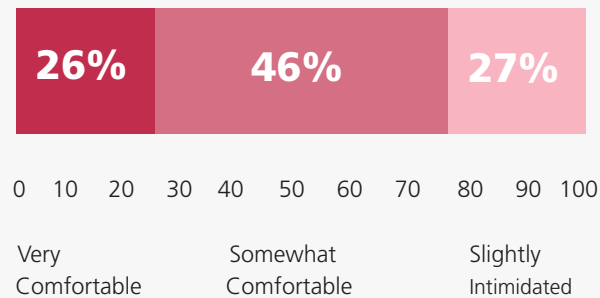
*"I am somewhere between
intimidated and 'avoid.' I tiptoe
lightly into new technology."* ⟶

Ad Concept 2

Ease of Use

- Comfortable size and specs
- No confusing cords or excess devices
- All in one

Survey 1: Generate Concepts

Does trying new technology make you
frustrated or upset? Why or why not?

Yes 62%

No   31%

*"There aren't many instructions
with the device, or tutorials
built in to the devices. Lack of
adequate directions."* ⟶

Ad Concept 3

Workshops and Incentives

- Offer hands-on free workshops
  exclusively for Seniors
- Apple currently does not hold Senior events
- Discounts and savings

Application 2 **Extensive Conceptual Development**

Concept and language decisions are particularly

important to reach a target audience.

- Exploration of possible themes and concepts
- Keyword brainstorming
- Tone & Manner: Positivity, Hope, Beneficial, Emotional
- Tagline & Copywriting: Clear flow, relevant terms
- Language decisions: Straightforward, understandable

Application 2   Design and Ideation

Preliminary sketching & Design Considerations

- Contrast with 50:1 ratio
- At least 12-14 pt typesize, sans serif
- Clear hierarchy of information:
  Product name, tagline, call-to-action
- Positive, and relevant imagery
- Product user imagery
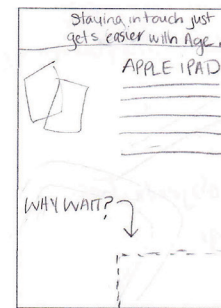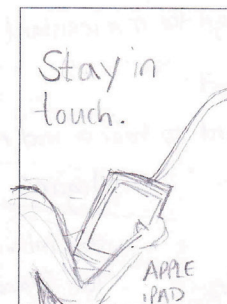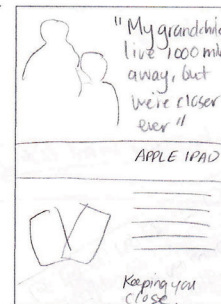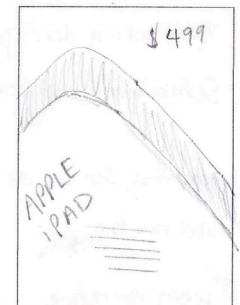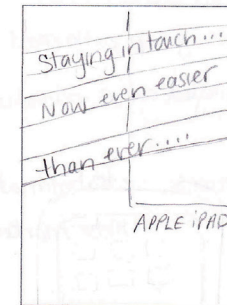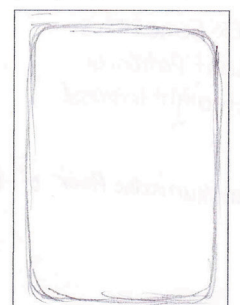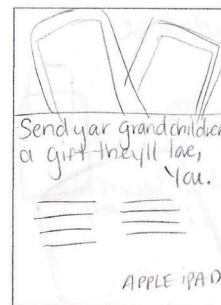
Application 2   First Stage Preliminary Concepts

Try Something New.

APPLE iPAD
A Portable Tablet Computer

The iPad is a tool that can be adapted by anyone at any age no matter his or her technical experience. In a fast-paced and ever-changing world, this light-weight tablet computer is an efficient way to stay in touch with loved ones and stay on task in life's every day activities.

- E-mail
- Wi-Fi Internet
- Video Chatting
- Social Media
- Photo Sharing
- And much more!

For more information, call **1-800-MY-APPLE** or visit an Apple Retail Store

---

Your grandchildren miss you.

Share and view special photos

Now see them anytime you want.

APPLE iPAD
A Portable Tablet Computer

- E-mail
- Wi-Fi Internet
- Video Chatting
- Social Media
- Photo Sharing
- And much more!

For more info call
1-800-MY-APPLE
or visit an Apple Retail Store

The iPad is a thin, lightweight, tablet computer that offers to keep you connected with those who mean the most to you. It's multi-touch display and comfortable size makes staying in touch easier than ever.

Finally, a technology that fits right inside your comfort zone.

To order call: **1-800-MY-APPLE** or visit an Apple Retail Store

APPLE iPAD
A Portable Tablet Computer

Have a problem with cords and buttons? What if there was a computer that didn't have a mouse or a keyboard you had to use and you simply had to touch the screen? What if there was a computer that every program on it was designed for that device so you didn't have to worry about updates, viruses, or software glitches?

The iPad is a thin, lightweight, tablet computer that offers to keep you connected with those who mean the most to you. It's multi-touch display and comfortable size makes staying in touch with loved ones easier than ever.

No mouse. No "point and click." Just touch what you want on the screen.

"My grandchildren live a 1000 miles away, but now we're closer than ever."

APPLE iPAD
Portable Tablet Computer

- E-mail
- Wi-Fi Internet
- Video Chatting
- Social Media
- Photo Sharing
- And much more!

To order call: **1-800-MY-APPLE**

The iPad is a thin, lightweight, tablet computer that offers to keep you connected with those who mean the most to you. Through easy photo sharing and video chat capabilities, the iPad can bring your grandchildren to you.

The Apple iPad, bringing you together.

Now it's easy to stay connected at any age.

Apple iPad
Portable Tablet Computer

The iPad is a thin, lightweight, tablet computer that offers to keep you connected with those who mean the most to you. It's multi-touch display and comfortable size makes staying in touch easier than ever.

E-mail, Internet, video chatting and photo sharing comfortably in your lap or palm of your hand keep you close with loved ones.

Bring your grandkids with you.

Prices starting at
$499
To learn more about the iPad visit, http://www.apple.com

Application 2   Revisions: Staying Consistent with the Apple Brand
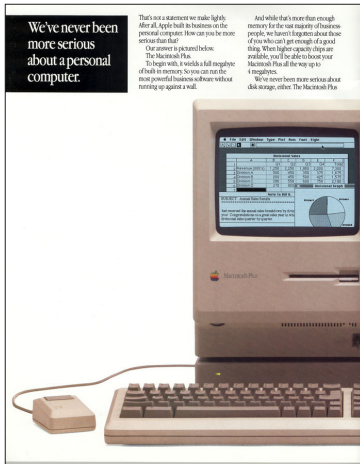
1998

2011

2002

Brand consistency has the advantage of recognition and familiarity.

Apple's Brand Image
- Simple, removal of complexity
- Clean, elegant, white space
- Flawless

Application 2   **Revisions: Staying Consistent with the Apple Brand**

Design can't always be new, especially in advertising.
There are standards and expectations to be followed.

**Apple
Identity
Guidelines:**

- "Do not place an Apple product image on a busy, colorful, textured, or patterned background. Apple product photos can be placed only on a white, off-white, light gray, or black background.
- Do not alter Apple product photos or add type, violators, or other graphics.
- Do not animate or enhance Apple product photos."

Typeface
Myriad Apple Pro

- Medium, Semibold, Bold

Palette

- Elimination of previous applied color
- Varied stroke weights for hierarchy
- White, 75% black, Cyan

Concept 1: Communicating, specifically with grandchildren

Your grandchildren miss you
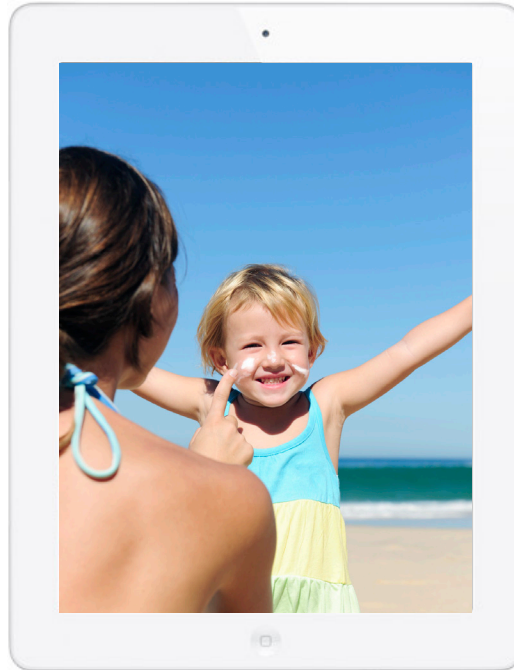
Now see them anytime you want.

Apple iPad2

Call or stop in to a local Apple Retail store for a personal demonstration.

Bring your grandkids with you
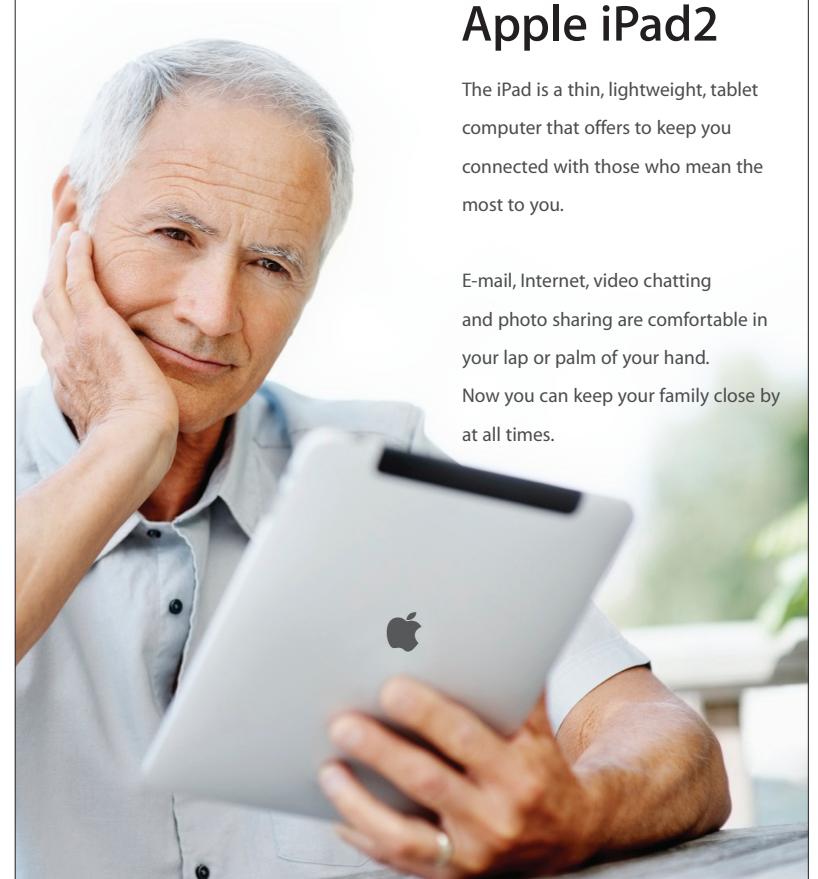
Apple iPad2

The iPad is a thin, lightweight, tablet computer that offers to keep you connected with those who mean the most to you.

E-mail, Internet, video chatting and photo sharing are comfortable in your lap or palm of your hand. Now you can keep your family close by at all times.

Concept 2: Ease of use, comfort

Remember the days
of writing letters to
far away loved ones?
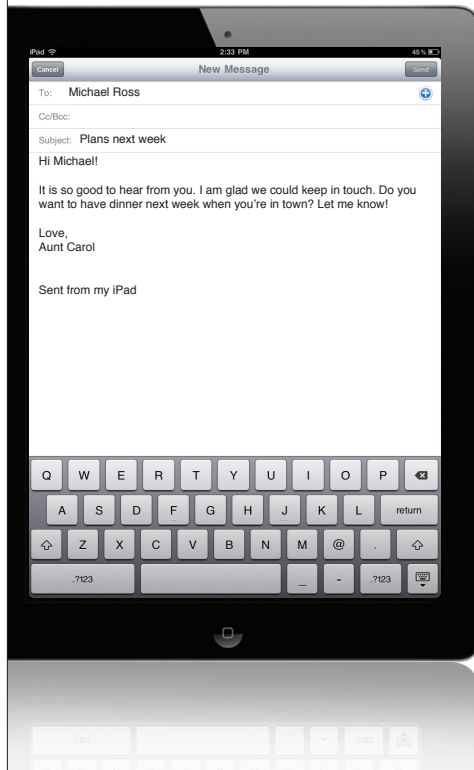
iPad 📶   2:33 PM   45% ▪
Cancel   New Message   Send
To: Michael Ross   ⊕
Cc/Bcc:
Subject: Plans next week

Hi Michael!

It is so good to hear from you. I am glad we could keep in touch. Do you
want to have dinner next week when you're in town? Let me know!

Love,
Aunt Carol

Sent from my iPad

Q W E R T Y U I O P ⌫
A S D F G H J K L return
⇧ Z X C V B N M @ . ⇧
.?123   ⎵   _ - .?123 ⌨

Try Something New

With the iPad, you can

e-mail your friends

and family directly from

the comfort of your lap.

No excess cords or

keyboards, or added

confusion. Just point

and tap. Impress them

with your speed.

Apple iPad2
Portable Tablet Computer

Finally, a technology that fits right inside your comfort zone

Have a problem with cords and buttons? What if there was a computer that didn't have a mouse or a keyboard you had to use and you simply had to touch the screen? What if there was a computer that every program on it was designed for that device so you didn't have to worry about updates, viruses, or software glitches?

This tablet computer is just 7.5 by 9.5 inches, yet large enough to provide a high quality reading experience. It weighs only 1.33 Pounds. The iPad offers portability, functionality and ease of use. With an iPad you can perform a wide range of activities and remain connected to family and friends. It is a great technological device for seniors with a very simple intuitive interface.

The iPad is a lightweight, tablet computer that will keep you connected with those who mean the most to you. It's instant-on, no waiting, multi-touch display makes staying in touch with loved ones easier than ever. E-mail, Internet, video chatting and photo sharing from your lap, keep you connected with your loved ones.

 iPad2

Application 2   Implementation and Evaluation of Ad Effectiveness

Survey
15 people through e-mail
10 people in person questionnaires
Same questions, results calculated together

**If you were to describe these ads, would you say they are:
(select all that apply)**

	Response Percent	
Funny	0%	
Emotional	54%	
Informative	90%	
Intriguing	27%	
Sincere	45%	
Pleasant	63%	
Irritating	9%	(2 people)
Irrelevant	0%	
Boring	0%	
Confusing	9%	

Application 2   **Evaluation Summary and Revisions**

The ads trigger intrigue and interest. Older consumers are willing to try and learn about the iPad2. A successful approach overall, but lessening of broad messages is needed.

- Less emphasis on grandchildren
- Older adult and aging parent relationship dynamics
- Reach different niche groups within the over 65 age group
- Tweaked a few language and vocab decisions
- Overall design and tone remained

Audience	Relocating retirees
Magazine	*Where to Retire*
Concept	Staying in touch with family and friends on the go

Your grandchildren miss you.

The iPad2 is a portable tablet computer that provides convenience and ease. Check e-mail, send photos, or video chat with your loved ones on-the-go.

Take them with you wherever you go.

 iPad2

Audience	Older adults less experienced
Magazine	*AARP*
Concept	Ease of Use, Comfort

Finally, a technology that fits right inside your comfort zone

 iPad2

The iPad is a thin, lightweight, tablet computer that offers to keep you closely connected with those who mean the most to you.

E-mail, Internet, video chatting and photo sharing are satisfying in your lap or palm of your hand. Now you can keep your family close by at all times.

Audience	Seniors, over 65
Magazine	*Better Homes and Gardens*
Concept	Trying something new, communicating

Remember the last
time you got a letter
in the mail?
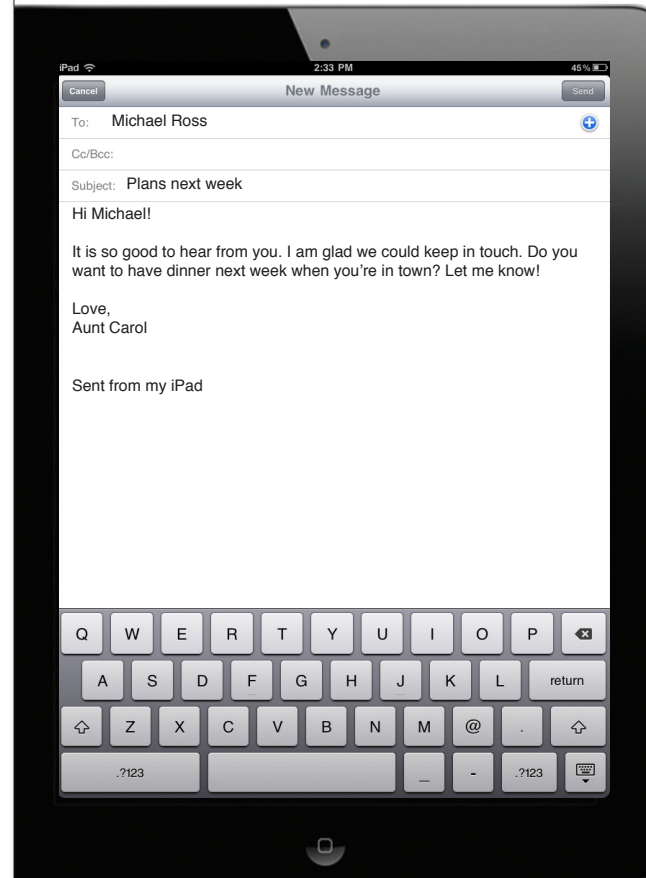
New Message

To: Michael Ross

Cc/Bcc:

Subject: Plans next week

Hi Michael!

It is so good to hear from you. I am glad we could keep in touch. Do you want to have dinner next week when you're in town? Let me know!

Love,
Aunt Carol

Sent from my iPad

Try Something New

With the iPad, you can e-mail your friends and family directly from the comfort of your lap. No excess cords or keyboards, or added confusion. Just point and tap. Impress them with your speed.

 iPad2

Audience	Seniors, over 65
Magazine	*Reader's Digest*
Concept	Nostalgia and communicating

In the 21st century, it can feel like writing letters is now a notion of the past. But it doesn't mean you can't send a quick and friendly note.

The iPad is a thin, lightweight, tablet computer that offers to keep you connected with those who mean the most. It's multi-touch display and portable size makes staying in touch easier than ever.

With this simple device, you can quickly e-mail your friends and family directly from the comfort of your lap. No excess cords or keyboards, or added confusion. Just point and tap.

Try Something New

Impress them
with your speed

Cancel   New Message

To: Michael Ross

Cc/Bcc:

Subject: Plans next week

Hi Michael!

It is so good to hear from you. I am glad we could keep i
want to have dinner next week when you're in town? Let

Love,
Aunt Carol

Sent from my iPad

Q W E R T Y U I
A S D F G H J K
Z X C V B N M @
?123

 iPad2

Audience	Young retirees
Magazine	*AARP*
Concept	Promoting the fun of the AARP app

Have some fun.

You First
5 WAYS TO ENRICH YOUR LIFE— STARTING NOW

1 Smell it.
Bliss You Can't Miss
Want to revel in cherry blossoms minus the Washington, D.C., crowds? Dallas has 110 cherry trees at its Arboretum; Denver has scores along Cherry Creek; Philadelphia has 2,000; and Macon, Georgia (shown here), has an astonishing 300,000. For a state-by-state list of cherry-blossom festivals, check out pickyourown.org.

ROCK THE DOC
Dr. Seuss,
The children's muse,
Is Birthday Boy
On all March Twos.
So why not stop
And from the top
Delight a tyke
With Hop on Pop?

2 Ice it.
Get a Hot (Cold) Deal
March is National Frozen Food Month (really!), which means you'll find more discounts and coupons than you can shake a fish stick at. But re-member, even frozen food doesn't stay tasty forever: The USDA says frozen entrées keep just three to four months.

5 Save it.
Go Green, Save Green
Those federal tax credits of up to $4,000 for hybrid cars expired January 1—but you can still claim a $7,500 credit for all-electric vehicles like the Chevy Volt and Nissan Leaf.

3 Sleep on it.
NAP 'N' KNOW
Your brain recalls new stuff better if, after learning it, you get a good night's sleep or grab a nap, according to recent research by Harvard Medical School.

8 AARP THE MAGAZINE

AARP
AARP

el great. Save money. Have fun.

POWERED BY **texterity**

Check out AARP The Magazine App now available on the iPad, iPhone and iPod touch

AARP
The Magazine

Feel great. Save money. Have fun.

2010 BEST MOVIES FOR GROWNUPS! Enter for a chance TO WIN A FLAT SCREEN TV

A Super You! Top athletes share their stay-young secrets

SEX AND THE EMPTY NEST Page 70

SPEND LESS ON YOUR TEEN Page 48

› Need a **New Job?** Give yourself a relevance makeover

› **Power Food** for the **Brain**

Robert **Redford**
The fiercely private actor-director talks about fame, family—and his new film, *The Conspirator* Page 38

 iPad2

70% of adults feel overwhelmed caregiving for an aging parent.

Learn how the iPad can make it easier on everyone.

WebMD
Better information. Better health.
Check your symptoms, access drug & treatment information, get first aid essentials and check local health listings from the most trusted brand in health information.

Symptom Checker
Conditions
Drugs & Treatments
First Aid Information
Local Health Listings

2
Wednesday, March 2 2011

Book Club
Eye Dr Appt
Dinner with Michael & Sue

 iPad2

Audience	Women, less experience
Magazine	*Better Homes and Gardens*
Concept	Ease of Use and Communication

Build Strong Relationships.

With video chat capabilities, there is no excuse to miss a single moment. Enjoy the company of your family and friends without ever leaving your home. Plus, it's fun too.

 iPad2

Audience   Older adults with
                 aging parents

Magazine   *Life in the Finger Lakes*

Concept   Hands on workshops
                 and incentives

**Apps for
Any Age**

**Saturday,
May 21, 2011
9 a.m.–12 p.m.**

 iPad2

At this workshop, learn useful and
rewarding ways to introduce your
loved one to an iPad2. It is a perfect
starter computing device for Seniors.

Apple Retail Store,
Eastview Mall

7979 Pittsford Rd.
Victor, NY 14564
(585) 421-3030

Call today to
reserve a spot
at this **FREE**
workshop.

Direct Mail   Invites

Concept   Free workshops
        Intended to support
        Finger Lakes ads

Apple Retail Store, Eastview Mall
7979 Pittsford-Victor Road
Victor, NY 14564
(585) 421-3030

September 10, 2011 10–4 p.m.
You're invited!
Come in to the Apple Store with your
grandchild for free hands-on workshops
that will show you how the iPad is fun
for all ages.

Stop in with your grandchild and
SAVE 25% on any in-store purchase.

Back

Happy
Grandparents Day

 iPad2

Front

Summary   **Effectively Targeting Older Consumers**

- An example for existing brands to redesign or reposition their current marketing efforts

- Reaching a growing market that is lacking attention in specific advertising efforts

- The challenge of following powerful, existing design standards and applying them to a different audience

- Importance of concept and tone

- Senior demographics will change, attitudes toward technology will change

**Integrating Graphic Design and Marketing Concepts
to Effectively Target an Older Population**

Jenna L. Nichols
Thesis Proposal for the Master of Fine Arts
Rochester Institute of Technology
College of Imaging Arts and Sciences
School of Design
Graphic Design
November 10, 2010

Thesis Proposal for the Master of Fine Arts Degree

Title

Integrating Graphic Design and Marketing Concepts
to Effectively Target an Older Population

Submission

Jenna Lyn Nichols
Rochester Institute of Technology
College of Imaging Arts and Sciences, School of Design
MFA Graphic Design
November 10, 2010

**Thesis
Committee
Approval**

Chief Advisor   Date
Nancy A. Ciolek, Associate Professor
School of Design

Associate Advisor   Date
Bruce Austin, Professor
Department of Communication

Associate Advisor   Date
Stephen Scherer, Visiting Assistant Professor
School of Design

Administrative Chair, School of Design   Date
Patti Lachance, Associate Professor
School of Design

Situation Analysis

According to the Administration on Aging (2010), in 2009 the population of people 65 years and up in America has been recorded at 39.6 million, about one in every eight Americans. By 2030, there is expected to be about 72.1 million people in this segment, more than twice the number in 2000. Elders are the keepers of heritage and tradition, while youth are the future. However, the relationship between these groups has drastically changed. Our elders used to instruct children in culture, social acceptances, and wisdom. Now with the recent changes in communication technologies and societal stereotypes, there is an increasing communication gap between the elderly and the youth.

Since the 1970s, advances in technology have provided changes in many areas of life. As a result, our society is experiencing the digital present and traveling toward a once unimaginable future of endless technological possibilities. Younger generations experience technology in ways that many previous generations could not. Methods of communication have been enhanced by technology but can be difficult for older people to keep up. Typically new products or technology are designed and marketed toward the youth — those who are technologically savvy and have grown up with computers, cell phones and e-mail. Today's youth are accustomed and attached to a life of endless gadgets, devices and communication tools that promote and cause a dependence on a constant global connection. At the same time, the majority of our elders have been left behind the techonological revolution and cling to more traditional methods for seeking information and communicating such as print media, land-line telephones and "snail" mail. This "digital divide" has created a wide generational gap in society and can lead to barriers in communication.

In addition to technological limitations, there is a heavy emphasis on the differentiation of generations in the media that has lead to a cross generational barrier. Age has become a socially constructed process with the help of advertising. Advertising has led the American culture to fear aging, death and decline and caused our culture to strive for the beauty associated with youth. Products gain consumer reaction by advertising "anti aging" abilities and feeling and looking youthful. These ways of thinking, and stereotypes of the elderly in the media, result in disrespectful views of older people in society. Maintaining and developing relationships for seniors can become difficult because of these negative attitudes that may devalue them in society. However, the importance of these intimate relationships increases as people age, they become more dependent on connections that provide emotional support.

Cross-generational interaction still holds tremendous value for both elders and youth. The more contact children have with older adults, the more positive associations children may have with the elderly. Also a better understanding and value children will have for history, family and the aging process. Youth who interact with elderly people can potentially gain character value, respect for elders and a heightened appreciation of the past, of cultural traditions and their personal history.

Problem Statement

My overall goal is to create a motivating learning process for graphic design and marketing professionals to reflect the needs of the elderly in their designs positively and respectively to target audiences. Many marketers do not take time or effort to understand diversities that are unique to elder generations. There are very stereotypical and offensive advertising that portrays elderly in the media currently. Professionals should drop the misconceptions and create respect. Through research I will study and learn not only age, but behavioral characteristics that this older group will respond positively to and also raise awareness for older adults. As marketers begin to discover the potential size and spending power of the senior market segment, they should reevaluate how their advertising affects senior citizens.

I will demonstrate my research through social marketing advertisments marketed toward the older community. The concept will be focused around cross generational communication. The broad changes in social interaction may have resulted in a lack of communication between generations with different levels of technological skills. A lack of interaction with the elderly results in a deficiency in receiving information, and qualitatively different relationships. These factors can cause the older community to become inactive and isolated. Inactivity and limited social interaction can have a worsening effect on general health and even speed the aging process. In order to improve communication with elderly individuals, the value of cross generational relationships must be acknowledged and promoted.

While social digital technologies have become an essential part of participating in modern life and keeping people actively in touch with friends and family, older people are not as familiar, comfortable, or knowledgeable with communication devices (e.g. the Internet, e-mail, cellular telephones and texting). This may inevitably prevent them from maintaining active relationships with younger generations for whom these devices are an integral and essential part of daily life. In my opinion, if the promotion of devices such as computers, internet, iPads, e-Readers, and cellular phones, were marketed strategically toward the needs and abilities of elderly people, it could raise awareness of the potential benefits to their communication, reduce the generational gap and lead to an increase in cross-generational interaction.

I believe that if we can create a common ground in an interest and method of communication, we can enhance interaction between generations and ultimately reduce misconceptions. This marketing strategy would include educating and endorsing technological devices to elderly to bring them closer to youth, while also presenting the benefit of more traditional forms of communication to younger people, like writing letters or making phone calls. Enhancing the connection between the young and old is key to a positive lifestyle for older people as they age and become more dependent on relationships. Graphic design skills can provide a creative outlet through a system of print and online advertisements to raise awareness of the value in communicating cross generationally for both the youth and the older community. Additionally, the role of graphic design can contribute to understanding current social issues and create an impact on societal behavior.

Existing Negative Media Portrayals

These are examples of many different industries with negative views and portrayals of aging populations in our society.

You can see how handbags, cameras, camera bags and make-up are just some of the products that use ageism in their advertising strategies.
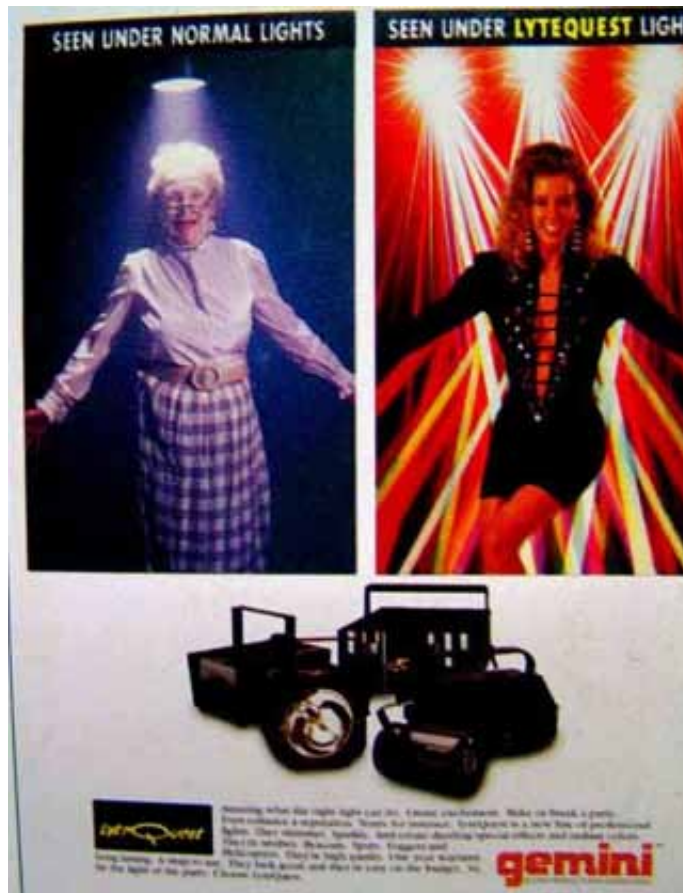
The Old Bag You'll Actually Love.

KIESEL
Camera Bag Solutions

KIESELBAGS.COM | 619.819.8578

Last night, you turned the clocks ahead one hour.
Every other night, turn back years.

regenerist

OLAY
love the skin you're in

While you turn the clocks ahead this weekend, turn back time, night after night, with new Olay Regenerist Continuous Night Recovery. It increases surface cell renewal by 50% after just five nights. For the look of a mini-lift in the morning. This overnight sensation works like a dream.

Marketing

1   *Top 10 Misconceptions that Sabotage Marketing to Mature Audiences #5: Disrespect will go unnoticed.*
Martino Flynn
August 2010, http://www.maturemarketpractice.com/

This article is directed toward marketing communications companies and argues why the elderly need to be communicated and marketed toward differently than younger generations.The authors highlight examples of ageism, discrimination, and stereotyping toward the older generations in existing advertising and marketing campaigns. This article is especially helpful for me in defense of my reasoning for targeting the elderly market in my thesis.

2   *AgeShift Report Reveals Over-50s as Branding Resistant*
Emily Pacey
Design Week, September, 2009

This article is geared toward marketers and designers. The author stresses that in order to attract the attention of the elderly, you must speak clearly and truthfully while avoiding sentimentality. The authors advise not to place all older people together as one large group, because someone who is 50 is very different from someone who is 80.

3   *The Elderly Consumer: Past, Present, and Future*
H. Lee Meadow, Stephen C. Cosmas, Andy Plotkin
Advances in Consumer Research, Vol. 8. 1981

This journal article discusses a more thorough and in depth study of research findings on the elderly consumer. The authors stress importance on the elderly consumer segment because of increasing size and buying power. This article is extremely useful because it defines different segments within the elderly market.

4   *Social Marketing; Strategies for Changing Public Behavior*
Philip Kotler and Eduardo L. Roberto
Macmillan, 1989

Social campaigns are used by agencies throughout the world in an effort to change public behavior. This book would help in trying to plan a way to influence society's behavior to be more appreciative and respectful of the aging population. This is a comprehensive guide for planning and implementing social campaigns. Social marketing has the power to change beliefs, attitudes and behaviors of individuals by communicating and promoting information.

Survey of Literature   **Visual Design**

5   *Manuals for the Elderly: Text Characteristics That Help or Hinder Older Users*
Floor van Horen, Carel Jansen, Leo Noordman
International Professional Communication Conference Proceedings, 2005

This article addresses the ways that instruction manuals can optimize to meet the needs of elderly users and make modern technology more accessible to them. Their research indicates that signaling of steps and the presence of goal and consequence information affects older people's task performance. The authors report relevant experiments in which these theories are thoroughly investigated. This article is useful in hypothesizing improvements in the design of technological devices.

6   *Typography and the Aging Eye: Typeface Legibility for Older Viewers with Vision Problems.*
Paul Nini, AIGA
http://www.aiga.org/content.cfm/typography-and-the-aging-eye#authorbio

This article is specifically helpful to me in using graphic design that appropriately geared to older generations who may have trouble seeing. It explores the ideas that certain typefaces are more suitable toward aging eyes. He recommends characteristics and functions of certain typeface that would be more legible to elderly people. This article helps me to be aware of issues surrounding common vision problems of the aging population, so that I can better address them in the design of my thesis project.

7   *Visual Design for an Aging Population*
Liam Otten
http://news.wustl.edu/news/Pages/3074.aspx

This particular article looks at elderly information design. It suggests that there is an overlooked impact of aging on visual perception and designers and advertisers need to cater to the older populations. Colors such as blues, greens, and purples often appear dimmer and less distinct. The author disputes that many designers are young, with young eyes and can make incorrect assumptions about what their audience can see..The article highlights many misconceptions when designing for older people. Designers must put aesthetics aside and give attention to maturing eyesight.

8   *Designing for Older Adults: Principles and Creative Human Factors Approaches*
Arthur D. Fisk, Wendy A. Rogers, Neil Charness, Sara J. Czaja and Joseph Sharit
CRC Press, 2004

This book serves as a guide to practical introduction to human factors and the older adult. It gives engineering and psychology perspectives and applies age related issues of perception, cognition and movement control to practice. It gives advice for design issues such as web design, input device selection and lighting.

9   *Designing for Older Adults: Principles and Creative Human Factors Approaches*
Second Edition
Arthur D. Fisk, Wendy A. Rogers, Neil Charness, Sara J. Czaja and Joseph Sharit
CRC Press, 2009

This is the second edition to the previous book listed. This book is extremely helpful by bringing elderly cognitive issues to the forefront. It explains reasons and ways to teach older adults in an effective way through designing instructional programs and training. The book gives design guidelines that would be useful for maximizing usefulness and usability toward older people

10   *Ageism: Stereotyping and Prejudice Against Older Persons*
Todd D. Nelson
MIT Press, 2002

This book brings attention to the prevalence of ageism in our society with different researchers. It provides a current thinking on age stereotyping prejudice and discrimination by researchers in gerontology, psychology, sociology and communication. This book is helpful to me by providing me with background of the treatment of older people in our culture.

11   *Aging Lifestyles, Work and Money*
Elizabeth Vierck and Kris Hodges
Greenwood Press, 2005

This book provides insight on the impact that the baby boomers have on America. The large generation is exposed to and confronts a wide range of problems and decisions. This book is useful to me to learn about my target audience by giving a comprehensive source of information about people age 65 years and older through data, trends and statistics.

12   *The Elderly Consumer and Adoption of Technologies*
Mary C. Gilly, Valarie A. Zeithaml
Journal of Consumer Research, Vol. 12. December, 1985

The authors of this article focus more on the resistance of the elderly toward technology, as well as a general resistance to change and reasons behind it. This article finds through research studies, that the older the consumer, the more negative the view toward technology and the lower the use of various technologies. Print media, should be emphasized in communicating the benefits of technological innovation to the elderly market.

13   *The Fictions, Facts, and Future of Older People and Technology*
Simon Roberts
February, 2009

The elderly as 'users' have specific needs which are met by specific technologies. The language we use to talk to older people about technology is ageist, It can promote stereotypes or underplays difference by talking about 'users' - underplays the considerable diversity in interest, ability and experiences they have with technology.

14   *Aging and Communication*
Herbert J. Oyer, E. Jane Oyer
University Park Press

This book provides insightful perspectives and essays on communicating with the elderly. The book as a whole stresses the importance of communication with people in their later yeears as their needs change and their desires are altered.

15   *Human Communication and the Aging Process*
Carl W. Carmichael, Carl H. Botan, Robert Hawkins
Waveland Press, Inc.

This book is an overview of recent research and thinking of an interdisciplinary field of agings. It addresses topics like communication of attitudes and stereotypes, portrayal of older people trhough the media, administration of nuring homes and changing relationships in the elderly years.

Project Methodology

The focus of social marketing is to achieve behavioral goals with specific audiences in relation to different topics that are relevant to social good. I plan on utilizing both print and web design to help me achieve my objectives of creating awareness, and promoting cross-generational communication.

Following an initial stage of understanding target behavior and attitudes, design strategies and message content can begin to develop, followed by implementation and dissemination.

1   Research target audience groups and current behaviors and attitudes. Develop objectives and marketing plan.

2, 3   I will send out a questionnaire to target groups to understand their current attitudes behaviors toward communicating with technology. Further segmentation of the audience groups into similar characteristics.

4   Message content of overall campaign will be developed after research and initial analysis of the target audiences.

5   Design the content in an effective way for the target groups.

6, 7   Implementation of the campaign will be disseminated to the target audiences in local places.

8   Collection of additional feedback from the inital target audience about their learning experiences, measuring effectiveness of the marketing campaign.

9   Application of post-campaign surveys to help evaluate and measure effectiveness.

10   Presentation and further dissemination.

Last phase of this project is to teach design and marketing professionals strategies that will help them to understand the mature market and learn how to reach and motivate them through appropriate marketing tactics and design principles. The information for this will come from research throughout my project.

See flow chart on the following page for a summary of the project concept.

Graphic Design and Marketing Integration to solve social issue

The Issue
Digital Divide between young and old, negative misconceptions in media

Proposed Solution
Market technology to older people, specifically for communication purposes

Concept
Promote cross-generational awareness through social ad campaign
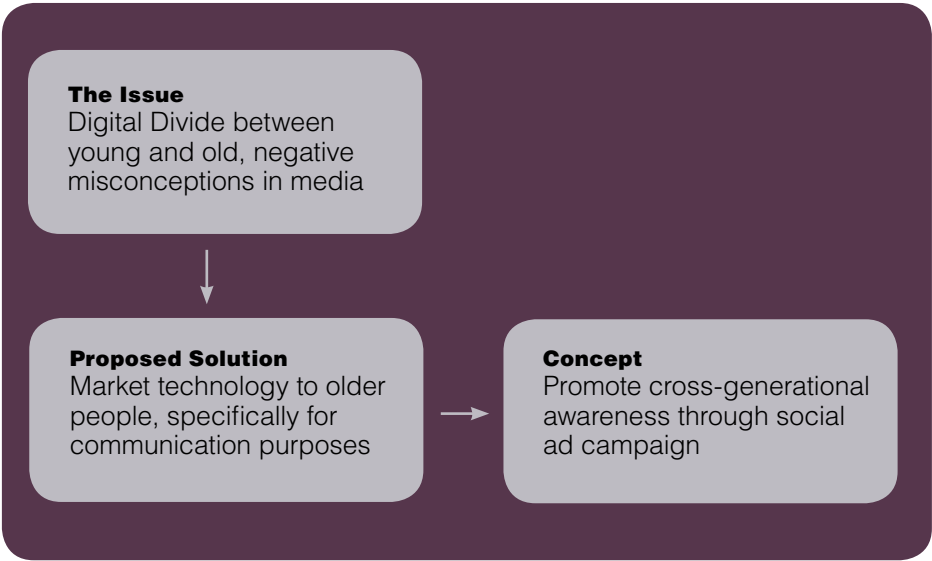
Educate and Inform
Motivate marketers/graphic design professionals to target older communities through strategies and guidelines.

Marketing and Research Development

1 **Background, Purpose and Focus**
Objectives, Issues

2 **Situation Analysis**
Organizational Strengths, Weaknesses and Environmental
Opportunities & Threats
Environmental scan of programs focusing on similar efforts

3 **Target Audience Profiles**
Demographics, geographics, relevant behaviors, psychographics, social
networks, community assets and stage of change
Size of target audience

4 **Marketing Objectives and Goals**
Campaign Objectives, specifying targeted behaviors and attitudes
Goals: Specific, Measurable, Achievable, Relevant, Time bound changes in
behaviors and attitudes

5 **Factors Influencing Adoption of the Behavior**
Perceived barriers to targeted behavior
Potential benefits for targeted behavior
Competing behaviors/forces
Influence of important others

6 **Positioning Statement**
How do I want the target audience to see the targeted behavior and its
benefits relative to the new/preferred ones?

7 **Marketing Mix Strategies**
How will I reach the intended audience?
Print, Web, Outdoor advertising
Costs: money, time, physical effort, psychological
Promotion: Persuasive communications highlighting the benefits, features
Creating convenient opportunities to engage in the targeted behaviors
Creative/Executional Strategy, Message
Media Channels & Promotional Items

8 **Plan for Monitoring & Evaluation**
Purpose and audience for monitoring and evaluation
What will be measured: inputs, outputs, outcomes and impact
How and when measures will be taken

9 **Budget**
Costs for implementing marketing plan, including additional research and
monitoring/evaluation plan

10 **Plan for Implementation and Campaign Management**

Design Ideation

Design ideation of the creative advertising method will be sensitive to specific target audiences and the most beneficial way to reach them through varying distribution channels. Specific emphasis will be placed on consistent message content and cohesiveness to ensure clarity and understanding.

Sequence

Observe, Document, Research
Brainstorm Ideation and Concepts
Concept models

Considerations

Typeface
Style   Size   Kerning
Weight   Color

Color
Contrast   Palette

Imagery/Graphics
Photography   Illustration   Icons

Layout
White space   Paragraph alignments
Organization

Message Content
Vocabulary   Informational Content

Specifications

Print Advertisements
Outdoor Advertising
Social Media Advertising (e.g., banner ads)

Design Methods for Brainstorming and Ideation

Generative Matrix
This process will help me to cross-reference aspects of my subject that I may not consider and will serve as a good brainstorming tool. This tool will help to provide me with different ways of investigating message contents and design outcomes.

Forced Juxtapositions
This brainstorming technique could help me to make connections between characteristics of the subject of aging and communication that I may not otherwise have thought of. It provides new relationships and directions to generate and may result in a richer final solution.

Inspiration and Examples

The Ad Council is the nation's largest producer of public service advertisements and their mission is to address the most pressing social issues of the day. Today their campaigns address energy efficiency, internet safety, financial literacy, youth reckless driving, cyberbullying and autism awareness, to name just a few.

Historic Examples
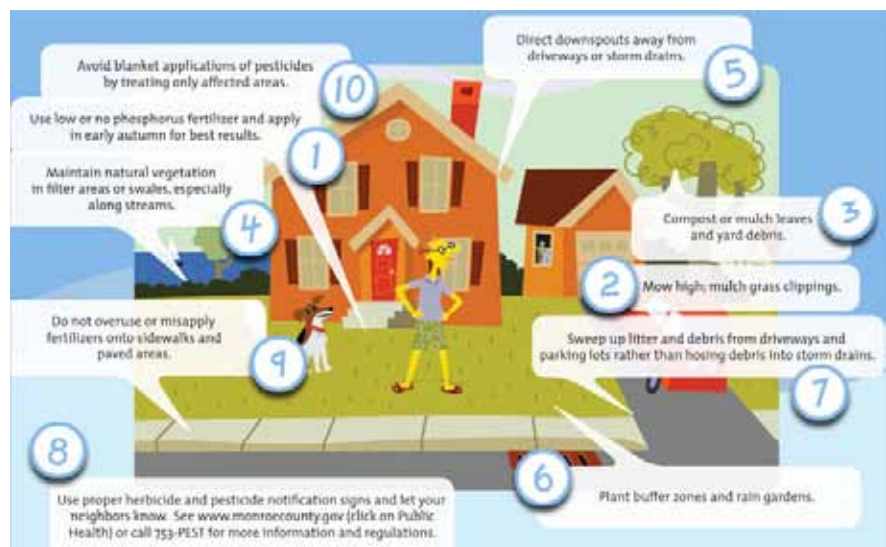

Rosie the Riveter
Women in War Jobs
1942–1945

American
Red Cross
1945–1946

Local Examples

The Ad Council in Rochester

H2O Hero

Cause: Feeding America, Hunger Prevention

Cause: Fatherhood Involvement

Cause: Child Car Safety

Cause: Lead Poisoning Awareness

Target Audience

My intent is to design a marketing campaign for specific age groups within our society. For my purpose of creating awareness and reducing misconceptions, I would need to reach both an elderly community and a younger community to bring them together. Both audiences would have different marketing channels based on their demographics, however a similar message content with an underlying and cohesive goal would be utilized.

Based on my scope of time and duration of this project, it is necessary to narrowly focus on small sets of people within the the two audiences. The following example personas are the audiences in which I intend to reach throughout my thesis project by surveying, testing, and evaluation.

Persona A

Senior
Sex	Male
Age	68
Education	Bachelor's Degree
Residence	Retired, at personal home
Interests	Reading, keeping up with current events, stays active playing golf
Technology	Has a PC computer for finance purposes mainly.

Persona B

Elderly
Sex	Female
Age	82
Education	High School Diploma
Residence	Nursing Home residence
Interests	Watching classic movies, enjoying family visits with grandchildren, drawing and sketching, reading,
Technology	Basic use of cell phones to make phone calls, only. No computer experience.

Persona C

Teenager
Sex	Female
Age	15
Education	High School
Residence	Lives at home with her parents and two brothers.
Interests	Enjoys baking, reading, shopping
Technology	Uses her parents computer for homework, social networking, e-mail, and online shopping.

Persona D

Marketing/Design Professional
Sex	Male
Age	34
Education	Masters Degree
Residence	Suburban home with wife and small children
Interests	Cars, football
Technology	Frequently uses texting, e-mail on his personal lap-top, and iPhone. Proficient in Adobe software.

Implementation

As well as graphic design, this project requires a background knowledge and degree of understanding marketing perspectives. My academic interests have not been limited to design, but also concentrated on business courses that have given me a basic foundation for understanding marketing concepts. The scope and time of this project is one that requires local and regional focus based on the short amount of time.

This campaign will focus on local organizations and campuses in Monroe County only, because of the limited amount of time for concept development, implementation, and evaluation. Targeting different age groups in the area will require implementation of the advertisements in contrasting places.

Area Universities and Colleges will be ideal to reach the younger generations, where as senior community centers and elder care faciliies may be necessary to reach the older population. However, there are local places in the county that I could implement the campaign to reach both target audiences. For example, public libraries.

Evaluation Considerations

The evaluation criteria and process are important for social marketing. To determine the success of my objectives I will look for short and long term impacts on the intended audiences. However, given the amount of time for the project, it will be harder to evaluate the long term effects of the social marketing.

Considerations

Do people feel the idea being marketed is relevant to them?
Awareness of the problem
Has it reached the target audience?
Are there changes in knowledge and beliefs?
Do people believe it? Does it make them stop & think?

Short Term Impact

Message comprehension and acceptance
Awareness, Interest
Are there positive reactions?

Long Term Impact

Are there behavioral changes? This will be harder to measure. This would need to occur long after the campaign's elements have been introduced completely.

Sucess Determinants

Message has reached it's intended audience
Campaign has impacted on that audience as intended
Campaign has brought about awareness and the need for change

How

Face to face interviews
Observation

Dissemination

I will distribute my findings for future audience interaction by posting it on my blog, *jlnichols.wordpress.com.* Also, printed copies will be left with the RIT Archives and the Graduate Graphic Design program as well as submit electronic copies to the RIT Archives and ProQuest/UMI. Lastly, I will submit my finished project and research findings to communication, design, and gerontology journals that may be interested in my project. I also plan to inform local organizations that provide elderly and senior care of my project and research. I would also like to inform local agenices of the work that I have done, and the importance of marketing specifically to the older community to keep them active in the community.

The following are publications and organizations I may potentially contact or inform of my thesis research and project.

Journals
Educational Gerontology
Journal of Design Communication

Magazines
How Magazine
Communication Arts

Living Facilities
St. John's Home
LifeSpan
St. Ann's Community Day Center

Local Marketing Agency
Martino Flynn

Budget

Print Materials	**$200**
Thesis Show	**$200**
Promotional posters, business cards, awareness	
Dissemination	**$250**
Submitting final thesis information to journals and magazines.	
Publishing	**$100**
Proposal, (2)	
Final bound copies, (3)	

Total	**$750**

Numbers are an estimation of what I can expect to spend throughout my project. All expenses are subject to change and will, most likely.

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Projected Timeline

2010

October				November				December			
3–9	10–16	17–23	24–30	31–6	7–13	14–20	21–27	28–4	5–11	12–18	19–25	26–1

Literature Review

Research Content, Environment and Audience Behaviors

Marketing Plan

Proposal Draft

Finalize Proposal

Proposal Defense

Develop Message Content

Design/ Project Development

Blog/Website Documentation

Finalize Committee

Committee Meeting

Milestones

___ Finalize Committee

___ Proposal Defense

___ Proposal accepted

___ 1st committee meeting

___ 2nd committee meeting

___ 3rd committee meeting

___ 4th committee meeting

___ Thesis Final Defense

___ Thesis show

___ Graduation

2011

	January				February				March				April				May		
2–8	9–15	16–22	23–29	30–5	6–12	13–19	20–26	27–5	6–12	13–19	20–26	27–2	3–9	10–16	17–23	24–30	1–7	8–14	15–21	22–28

Thesis Show

Thesis Report

Report Revisions

Publish Report

Implementation of Campaign

Evaluation and Post Testing

Graduation May 21, 2010

Committee Meeting

Committee Meeting

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