



GLOBAL WELLNESS
SUMMIT 2019

New Life Builders: Ageing Is Better Than You Think!

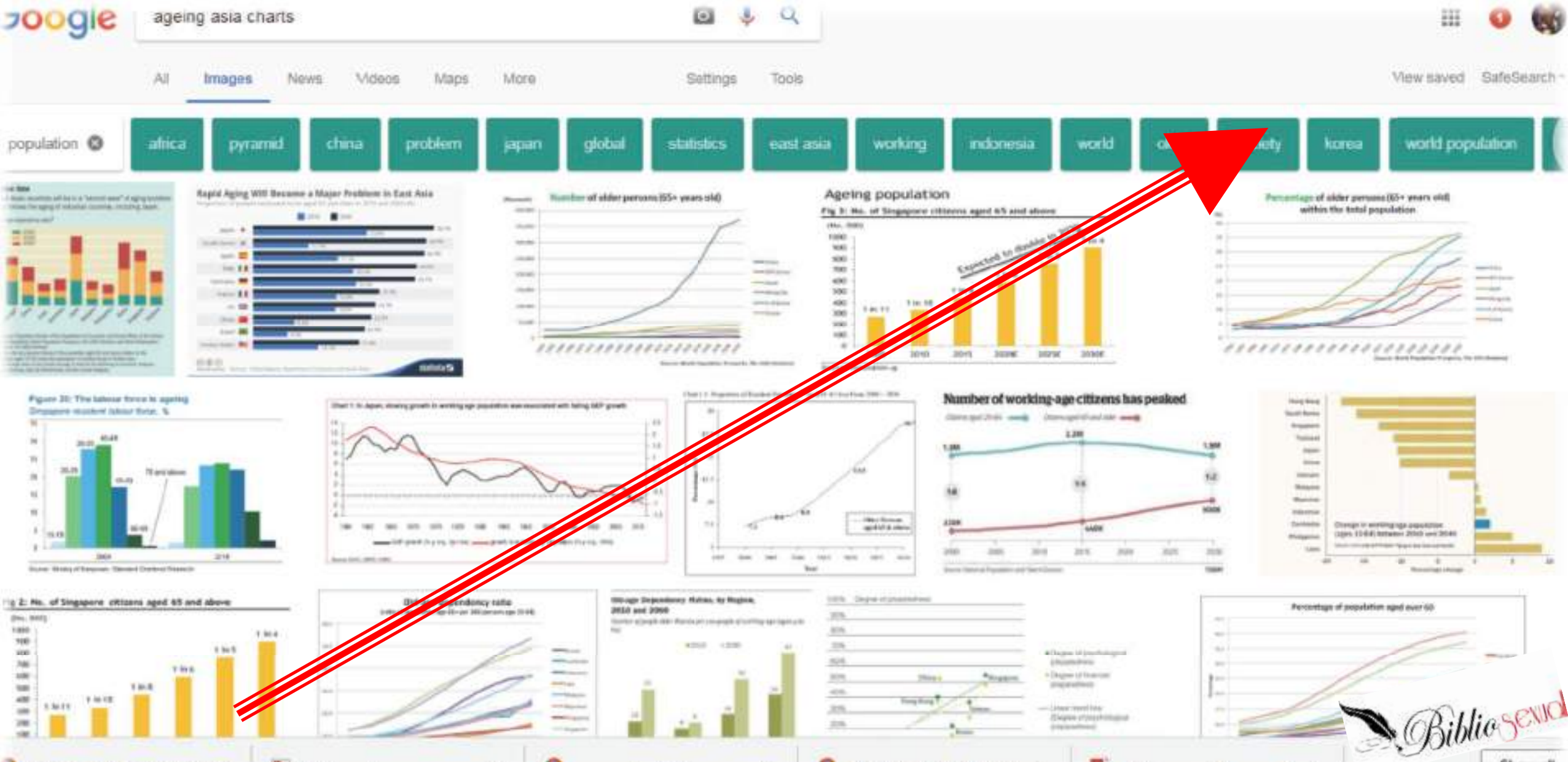
Dave McCaughan, Founder & Storyteller,
Biblosexual, Thailand

NEW LIFE BUILDERS

THINKING
FORWARD

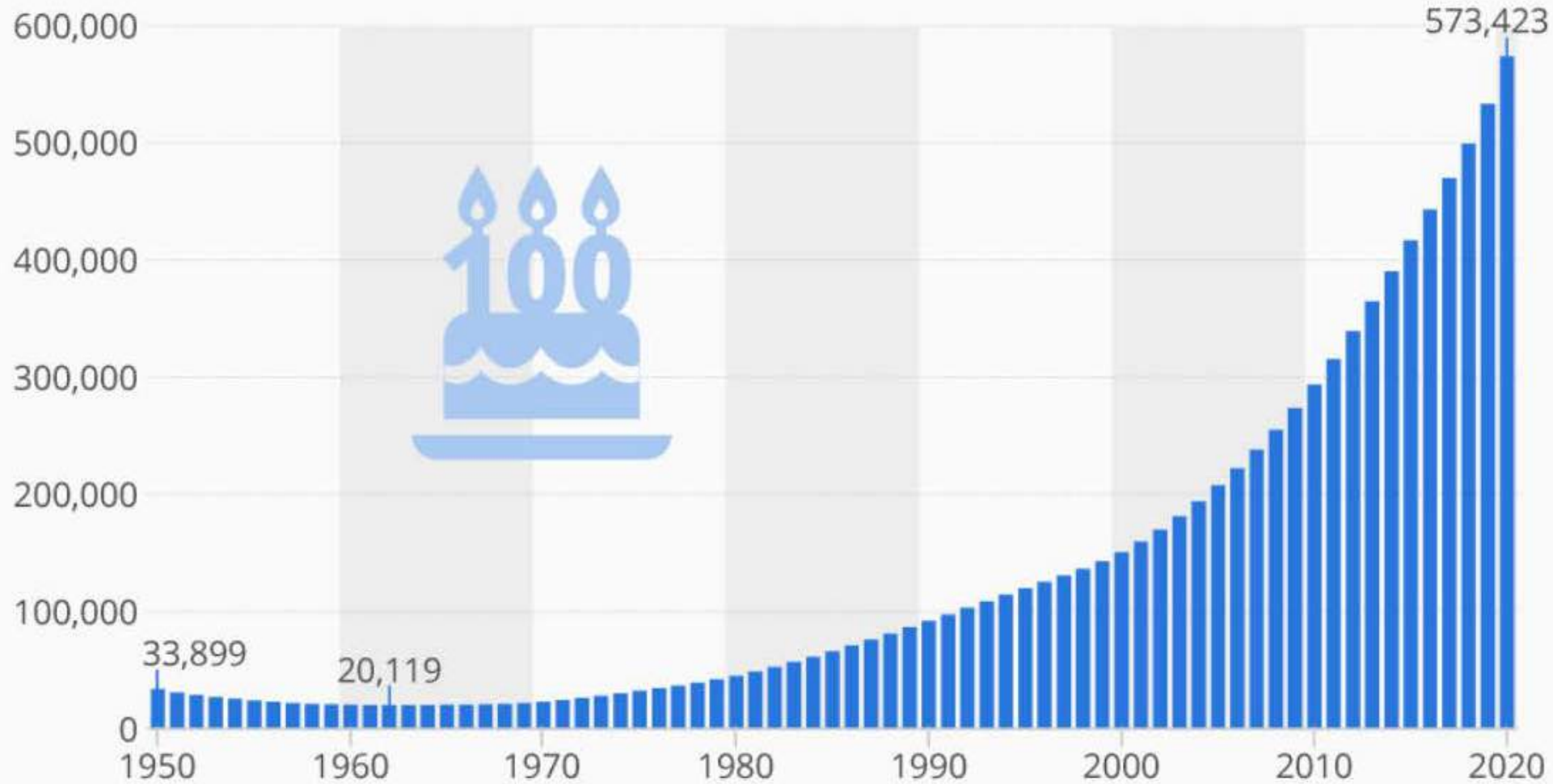


SIMPLE TRUTH : AGEING IS THE BIGGEST GROWTH AREA IN ASIA



Centenarians Are Becoming More Common

Number of people worldwide who are 100 years or older



70+



@StatistaCharts

Source: United Nations

statista





A TOY STORY



LIFE IS ABOUT EXPLORATION ...



GENERATIONS ARE DEFINED BY EXPERIENCES

Optimistic

Idealistic

Personal gratification

At work: loyal, driven

Cope with technological change

Skeptical

Pragmatic

Savvy

Reluctance to commit

**At work: aligned with values,
flexible**

Want to be appreciated

Accept change

Cautious

Independent

Inclusive

At work: self centered

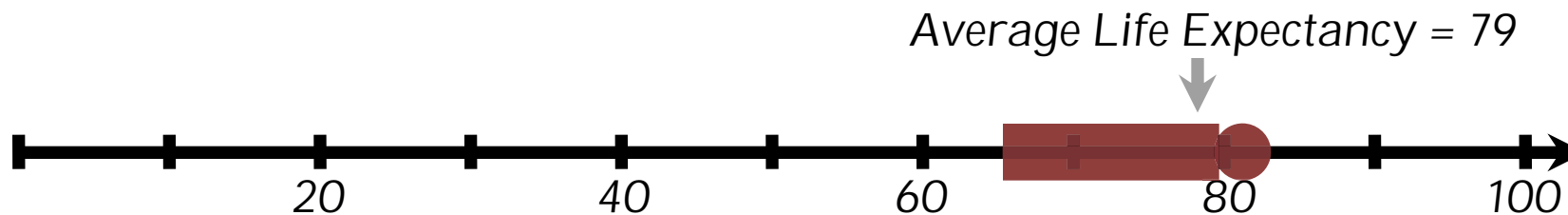
Disruption as a value

TRUTH : EVERYONE DIES YOUNG

people everywhere expect to live longer than the national life expectancy actually is



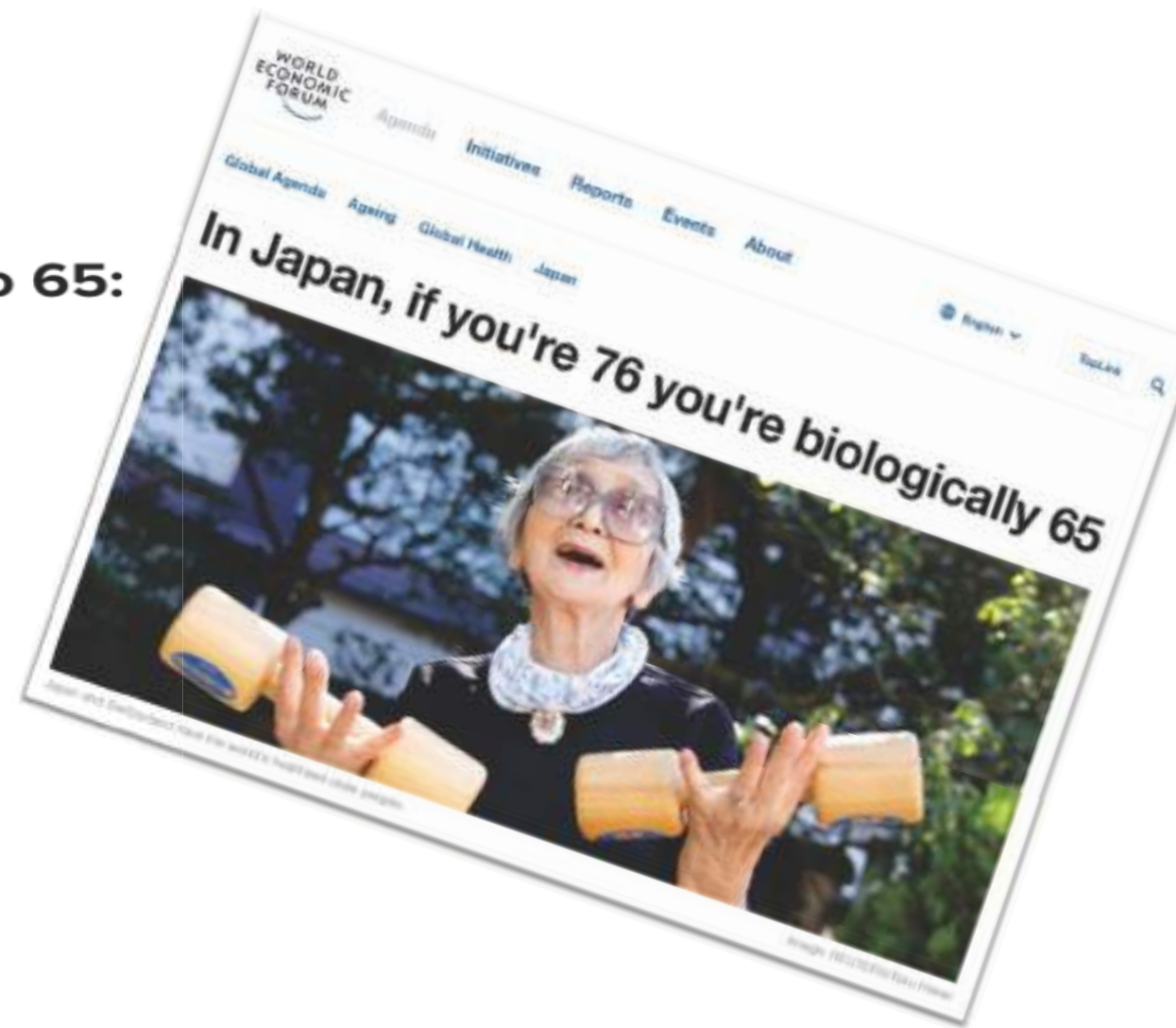
however, that becomes more pronounced with those over 65, who expect to live on average 4+ years beyond life expectancy norms



76 IS THE NEW 65

Countries with highest equivalent age to 65:

1. Japan: 76.1 years
2. Switzerland: 76.1
3. France: 76
4. Singapore: 76
5. Kuwait: 75.3
6. South Korea: 75.1
7. Spain: 75.1
8. Italy: 74.8
9. Puerto Rico: 74.6
10. Peru: 74.3

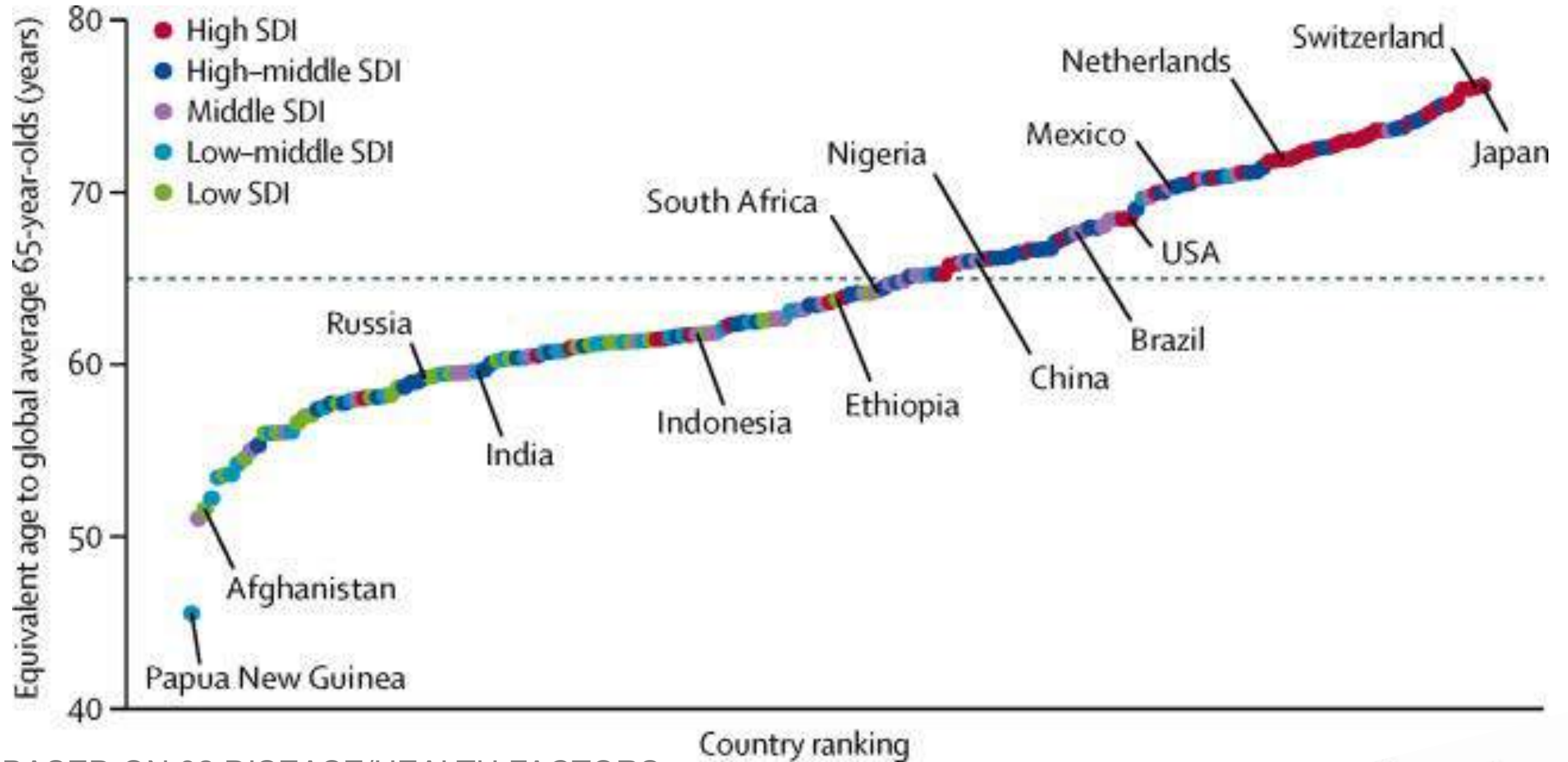


BASED ON 92 DISEASE/HEALTH FACTORS

<https://www.weforum.org/agenda/2019/03/japan-ageing-slower-76-is-biological-65-study>



76 IS THE NEW 65



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60 is the new 60

KandK Designs
@etsy

Top 10 Reasons Why 60 Is Not the New 40

0 | June 6, 2014 | Debra Gilbert Rosenberg, LCSW



Baby Boomer Generation:
Turning 60 may mean you're closer to getting those great senior-citizen discounts, but it also marks a turn in your life when the kids are grown and you can focus more on you

I just turned 60, and let me say this clearly: 60 is big. Well-meaning friends and colleagues have said to me, "Great! Sixty is the new 40." What is this supposed to mean? Should I find that comforting? Maybe feel less

close to life's end? More vital? Less marginalized? Younger? I don't really know, but I do know that I don't agree. At all.

FROM “ANTI-AGING” TO “NOW”

“IT WAS A BIG DISCOVERY FOR US. WE LEARNED THAT THE CURRENT POPULAR CATCHPHRASE, ‘*IMADESHO* (NOW’S THE TIME TO DO IT),’ – SHISEIDO





KAY IS “IN HER EARLY 80S” AS SHE SAYS

A WIDOW
MOTHER
GRANDMOTHER(SOON TO BE
GREAT GRANDMOTHER)
GOES TO CURVES THREE TIMES A
WEEK
TRAVELS REGULARLY

GOES TO THE MOVIES TWICE A
MONTH

EVERY THURSDAY SHE TRIES A NEW
RESTAURANT

Sanju Mariko

And the world of rediscovery





**FIGHTING FOR JUSTICE
NEVER GROWS OLD.**
40% of Super Hero programme viewers are 45 and older.

A WHOLE LOT OF HEROISM IN ONE PLACE.
Because with Singtel, you can

RESTAURANT
of
MISTAKEN
ORDERS™





THE EUPHAMISMS ARE RIFE

“THE OLD”

“THE GRANNIES”

“THE AGED”

“SILVERS”

“THE GOOD LIFERS”

New Life Builders



NOT TECHNOLOGY STRUGGLERS BUT THE REAL TECHNOLOGY NATIVES

- ✓ *Television*
- ✓ *Walkman*
- ✓ *Remote controls*
- ✓ *Micro waves*
- ✓ *Auto Banking machines*
- ✓ *PC ... the home PCs*
- ✓ *Video recorders*
- ✓ *Video cameras*
- ✓ *Mobile phones*
- ✓ *Internet*
- ✓ *Smart phones*



WE THINK THIS



WE SHOULD THINK THIS



RICH FEATURES
FOR A RICH EXPERIENCE

5000 SONGS



Saregama

USB



USB

FM RADIO



FM

BLUETOOTH



Bluetooth



SAREGAMA CARVAAN



THE FIRST OF JAPAN'S DANKAI (BABY BOOMER) GENERATION BEGAN TO RETIRE, AND ACCORDING TO SOME REPORTS, THE FASTEST GROWING SALES OF ANY CATEGORY OF PRODUCTS THAT YEAR WAS

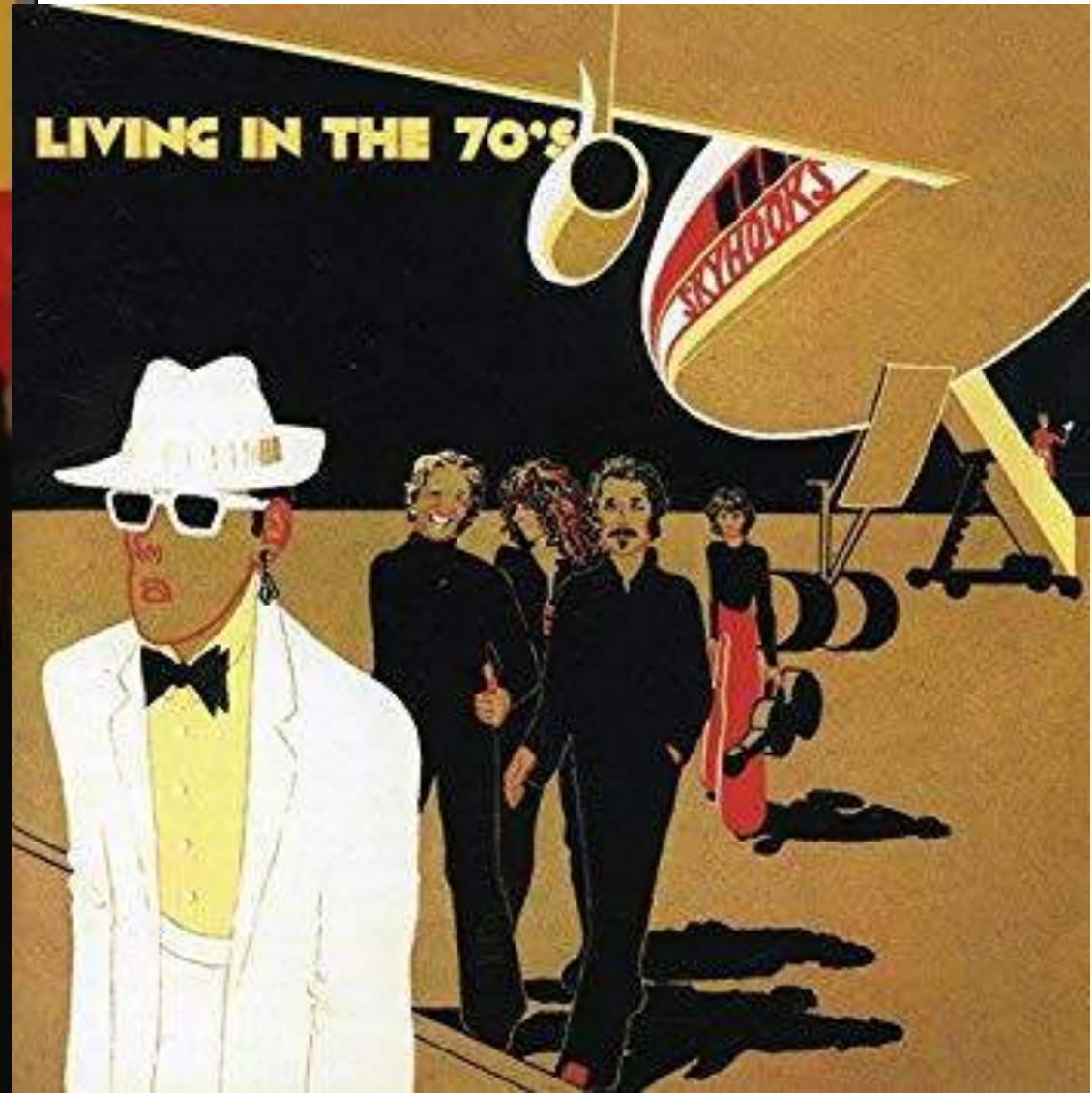
ELECTRIC GUITARS







Starting the day with dancing in the park ... typical from Beijing to Bangkok to Bangalore





AC/DC



MARQUEE
BY
90, WARDOUR ST,
LONDON W1R
M. 01 437 600

- MON 26th JULY
- MON 2nd AUGUST
- MON 9th AUGUST
- MON 16th AUGUST
- MON 23rd AUGUST

THE PRETTY THINGS
OUT NOW



The Four Kings

BIRD

Thongchai

FANCLUB

APPLICATION



Billboard Top Rock'n'Roll Hits: 1974

From Wikipedia, the free encyclopedia

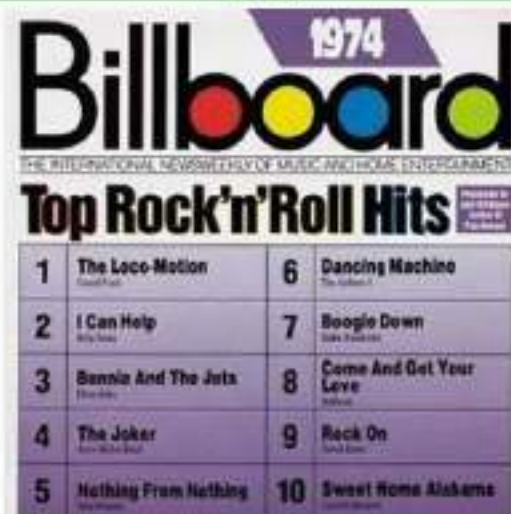
Billboard Top Rock'n'Roll Hits: 1974 is a compilation album released by Rhino Records in 1990, featuring 10 hit recordings from 1974.

The track lineup includes five songs that reached No. 1 on the *Billboard* Hot 100 chart, while the remainder were Top 10 hits.

Track listing [edit]

No.	Title	Artist	Length
1.	" Bennie and the Jets " (Billboard peak #1)	Elton John	5:22
2.	" The Loco-Motion " (Billboard peak #1)	Grand Funk Railroad	2:48
3.	" Nothing from Nothing " (Billboard peak #1)	Billy Preston	2:37
4.	" Come and Get Your Love " (Billboard peak #5)	Redbone	3:34
5.	" I Can Help " (Billboard peak #1)	Billy Swan	2:58
6.	" Dancing Machine " (Billboard peak #2)	The Jackson 5	2:38
7.	" The Joker " (Billboard peak #1)	Steve Miller Band	3:39
8.	" Sweet Home Alabama " (Billboard peak #8)	Lynyrd Skynyrd	3:39
9.	" Boogie Down " (Billboard peak #2)	Eddie Kendricks	3:52
10.	" Rock On " (Billboard peak #5)	David Essex	3:24

Billboard Top Rock'n'Roll Hits: 1974



The image shows the cover of the Billboard 1974 Top Rock'n'Roll Hits chart. It features the Billboard logo at the top, followed by the year 1974 and the title 'Top Rock'n'Roll Hits'. Below the title is a grid of 10 numbered entries, each with a song title and artist name.

1	The Loco-Motion <small>Grand Funk</small>	6	Dancing Machine <small>The Jackson 5</small>
2	I Can Help <small>Billy Swan</small>	7	Boogie Down <small>Eddie Kendricks</small>
3	Bennie And The Jets <small>Elton John</small>	8	Come And Get Your Love <small>Redbone</small>
4	The Joker <small>Steve Miller Band</small>	9	Rock On <small>David Essex</small>
5	Nothing From Nothing <small>Billy Preston</small>	10	Sweet Home Alabama <small>Lynyrd Skynyrd</small>

Compilation album by Various Artists

Released	September 12, 1989
Genre	Pop, Rock
Length	34:36
Label	Rhino Records

Billboard Top Hits chronology



The elderly icon group Obachaaan. Photo: Facebook

<https://www.youtube.com/watch?v=Ko0v2ml5wV8>



A photograph of a DJ, Summirock, performing at a DJ booth. She is wearing a dark, long-sleeved top with green text and purple stars. The text on her top includes "style", "bijou", "queer", and "queer". She is also wearing large, colorful, futuristic sunglasses and headphones. Her right arm is raised, and she is looking towards the camera. The background is dark with purple and blue lighting.

DJ Summirock

RAISED TO EXPLORE

1. THEY DON'T BUY NEW STUFF

Travel, auto, beauty, food marketers “know” they do

2. THEY DON'T TRY NEW BRANDS/PRODUCTS/SERVICES

Anyone under seventy is a lifelong switcher

3. THEY SWITCH FROM “GOOD FUN” TO “SURVIVE”

Try telling guitar makers that ... and the theatre ... and education

4. THEY CAN'T USE TECHNOLOGY

Really ??

Who were/are the first buyers of so many technologies ?

THE PROBLEM ...

“ it’s ok for us to come up with great plans to reach the over 60’s ... but our 30something brand managers and account directors don’t want to brag over Friday night drinks they are working on projects targeting ‘their grannies’ ... we need more people in their 60s and over working in our teams guiding them to understand and reach older potential consumers”

Toru Shibata (ex Pres J&J Japan , ex-COO Cocacafine Japan)



Currently, the average age of marketing and agency people across asia pacific is **33**.

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FORWARD

