



GLOBAL WELLNESS  
SUMMIT 2019

# The New Emerging 50+:

Unpacking the Most Powerful, Discerning  
Consumer in History

**David Harry Stewart, CEO, AGEIST, US**

# The New Emerging over 50 Consumer

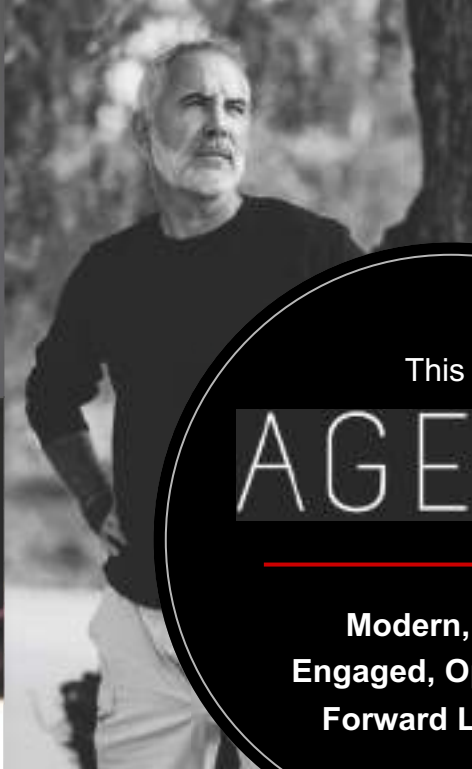
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The Most Powerful, Discerning  
Consumer in History

AGEIST



Rachel, 61



This is

# AGEIST

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**Modern, Vital,  
Engaged, Optimistic,  
Forward Leaning**



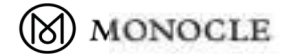
# Global Clients:

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Humana



JACKSON



CADDIS



# Our Purpose

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To reinvent how life  
after 50 is lived,  
experienced and  
understood.

# Our Vision

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To change how  
individuals and the world  
envision life after 50.

**50% of our readers are under 50.**

**20% are under 30.**

**Aspirational framing.  
Cool is ageless.**





**People don't buy brands and products. They buy better versions of themselves.**

**Who are  
these  
people?**



**It's complicated.**



# Google

Okay Google, what do old people look like ?





Funny



Cartoon



Meme



Black



Tattoos



Happy



# Google

So.... what do people over 50 look like ?





**Okay, so what do people over 50  
*really* look like...**



Amy, 104

About Amy

Shared interests (1)



LuRae, 55

About LuRae

Smart, responsible, energetic, witty, intelligent, confident, compassionate and honest. Also, she's beautiful. You'll love her!



Tiziana, 50

About Tiziana



Vickie, 57

About Vickie

I'm 57 and 5'8 1/2 inches in height



Beata, 51

About Beata

I'm a sweet, confident, funny, girly, fun, happy, and bubbly - she's a bit. Charming, intelligent, kind, fun, a gentleman, and single. It's a who you want to be! Love life, adventure, dancing, food and travel!



Samantha, 47

About Samantha

Hi, I'm a fun and bubbly woman with my own business independent girl getting by a nice, full, responsible and like responsible too. 35 and that's a question mark but simple, fun, confident and not looking for just a hookup. 25 and I love women!



Margot, 52

About Margot

Single and looking for date other singles. It's a creative kind of person and I get into learning new things. Finding laughter in life is something I treasure and I enjoy being around with people. Like having so well as being in a happy thinking about the things that make me laugh. I don't believe there's only one right way to live and love and I'm looking for her.



Maryline, 51

About Maryline

I'm 51 and 5'8 1/2 inches in height



Susan, 63

About Susan

Single



Lou, 63

About Lou

Healthy, funny, happy, positive and intelligent. I love to travel, travel to Europe. Outdoor sports and working in the field in the water. Love animals, hiking, fishing, hiking, swimming, fun music, dancing, creative of learning, reading, studying and knowing and working. Fun loving. But you can't see me that right up



tinder



Lisa, 59  
Sales Executive

tinder

tinder



Elena, 60

tinder

tinder



Sheldon, 50  
Self-Employed

tinder

tinder



Bijju, 55  
BIO 1162 (Comp & University)

tinder

tinder



Theresa, 51  
AT&T 8:46 PM 43%  
tinder

tinder



Trish, 57  
President/CEO of Little-Smiffy



Irene, 57  
RFD



Laura, 62  
UCA



Terri, 57  
Color By Deluxe Labs

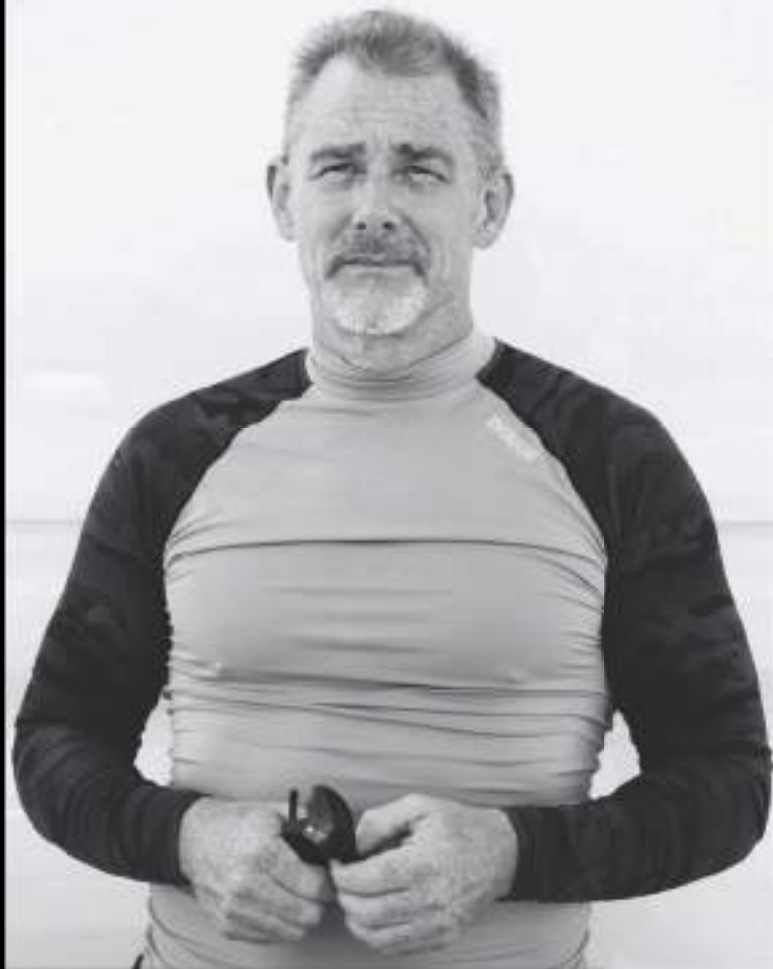


Theresa, 50

**We are on the verge of a revolution  
based on demographics alone**

**We need get over our  
obsession with Millennials**

**Not Done Yet.**



**Self Actualization:  
How can I become the  
best version of ME?**

Meaning, Purpose, Impact

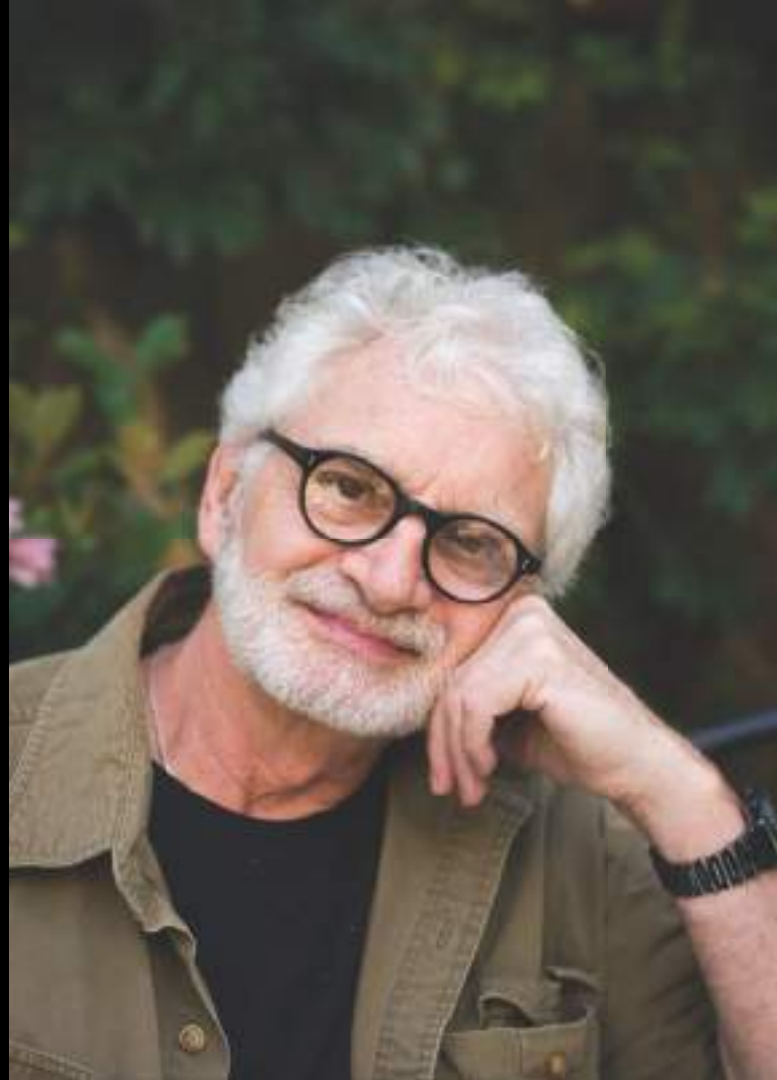


**All people do not  
age the same.**



**Geography**  
**Health**  
**Income**  
**Education**

**But there is more....**





# A new outlook.

A 50 year old now, for the first time, can believe they are only half way through their life. They have a life 2.0 in front of them.





*“I think I have a good chance—I would put it at 80 percent—of getting to the point where life becomes indefinite, because you’ll be adding more time than is going by to your remaining life expectancy.”*

Ray Kurzweil, 68. Futurist

**74% are involved in a fitness program**  
**72% are highly attuned to what they eat**  
**94% are open to new technology**

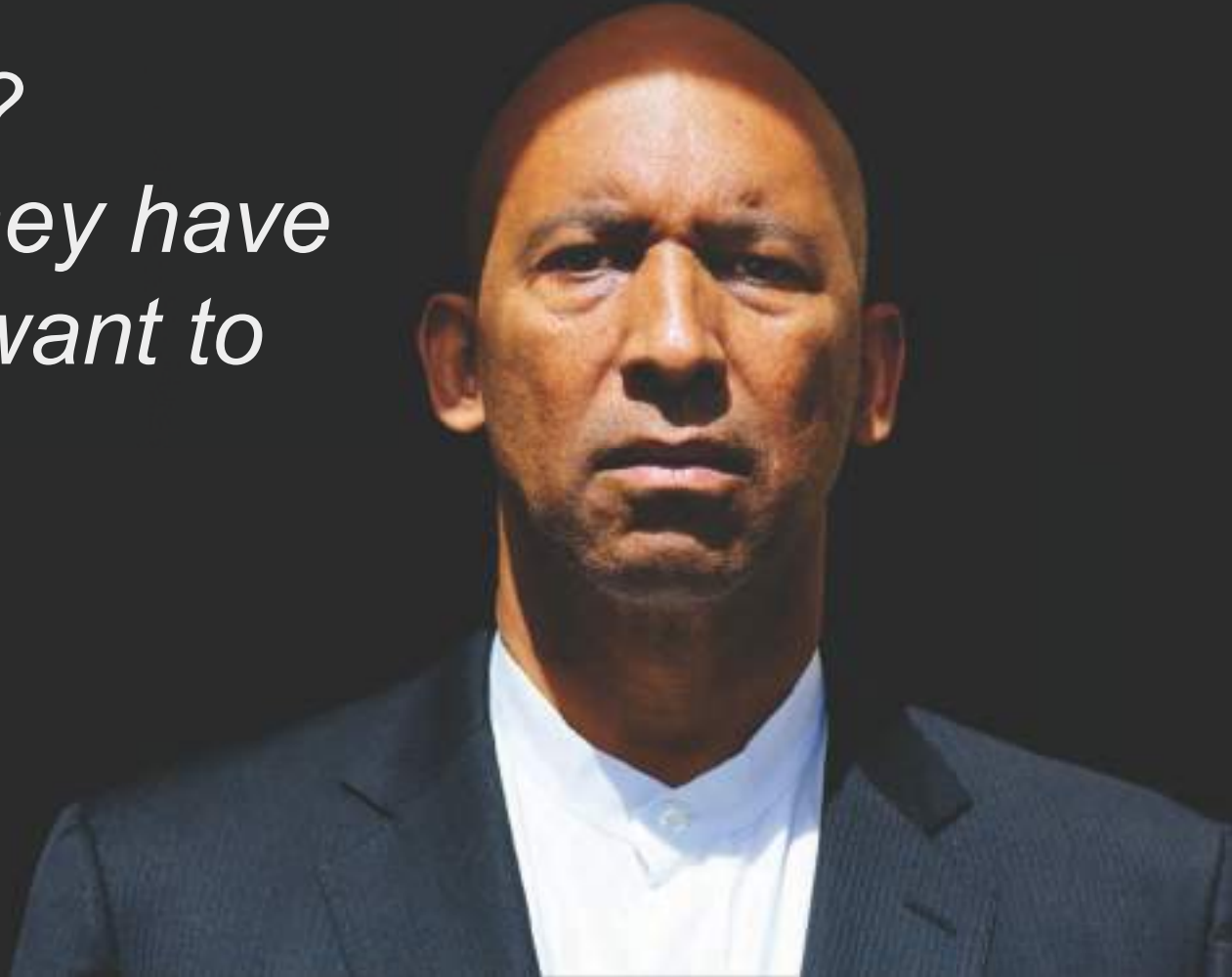
Legacy organizations  
are being disrupted:

**93% of our people  
have negative feelings  
towards AARP.**



*“The AARP?  
Whatever they have  
got, I don’t want to  
catch it.”*

**Joe Lewis, 62, Los Angeles**



A woman with long, light-colored hair is standing on a city street at night. She is wearing a black leather jacket over a dark top and black pants. She is looking off to the side with a serious expression. The background is dark with some blurred lights and a building. The text "Self-Empowered" is overlaid in the center of the image.

**Self-Empowered**



**74% will research health issues online vs 38% trusting their doctor.**

**Their greatest fear is  
a lack of relevance.**





An elderly couple is sitting on a couch. The woman on the left has short, wavy, light-colored hair and is wearing glasses and a blue top. The man on the right is balding with glasses and is wearing a white shirt. They are both smiling and have their hands clasped in their laps. The background is a plain, light-colored wall. A dark grey horizontal band is overlaid across the middle of the image, containing the text.

**THEY DON'T FEEL OLD**

We asked:

**How old do you feel?**



**Average delta is  
-20 years**

# Knowledge of Self



*“I think it takes a long time to work out how to live.*

*I’ve compiled this critical mass of experience that allows me to live better, take risk and be more specific.”*

Sophia, 60, Barcelona



*“Are you just going to live by being safe? Ha! What fun is that? You’ve never taken any risks?”*

# CURIOSITY

- While all of our respondents are naturally curious, for this generation at this time, the trait has come to mean something much bigger
- In previous generations, your ability to be curious would be increasingly curbed as you aged and your world got smaller
- Today, curiosity is exponential; media exploration, fact-finding and personal interest are driven by the individual and practically limitless



*“[To be healthy, you need to be] always willing to learn, always student of life, curious in people and adventure. You need to be savvy with the Internet, you always want to learn more.*”

*What’s current? What’s going on? What are the kids doing? Are you connected with what is going in the world?”*

Dr. Connie Mariano, 62



# THEY HAVE GEOGRAPHICAL OPTIONS

- Have taken advantage of increased global mobility in their lives; air travel is casual, foreign is less “foreign”
- Additionally, their repertoire of potential locations has opened up dramatically...for short-term recreation or to settle more long term
- Now conscious in choosing a place to live that most enriches their lives...not where allows them to wind down

# IT'S A CONNECTED WORLD

- Regularly buy new phones, apps, computers
- Slower adoption + digital loyalty means learned behaviors stick; not caught up in platform churn
- Adoption of new platforms and technology is likely to speed up. A huge opportunity.



*“By Jan 2014 the YouTube views started to go up to 1000/day, and to date we’ve had 1.7million views...I’ve been on the most massive learning curve.*

*Everything about this business is new to me. I’ve had to really let go of any thoughts in my head of not being able to do this, not get my head around this.”*

Tricia 68, London

# KEY TRENDS

Key Trend:  
**Re-Urbanization**





Key Trend:

# **Women Lead Everywhere**



Key Trend:

**Life-Long-Learning**

Key Trend:  
**Spirituality**







Key Trend:

**New Norms**

Key Trend:

# Responsible Consuming



**They have options.  
They are not settling.**



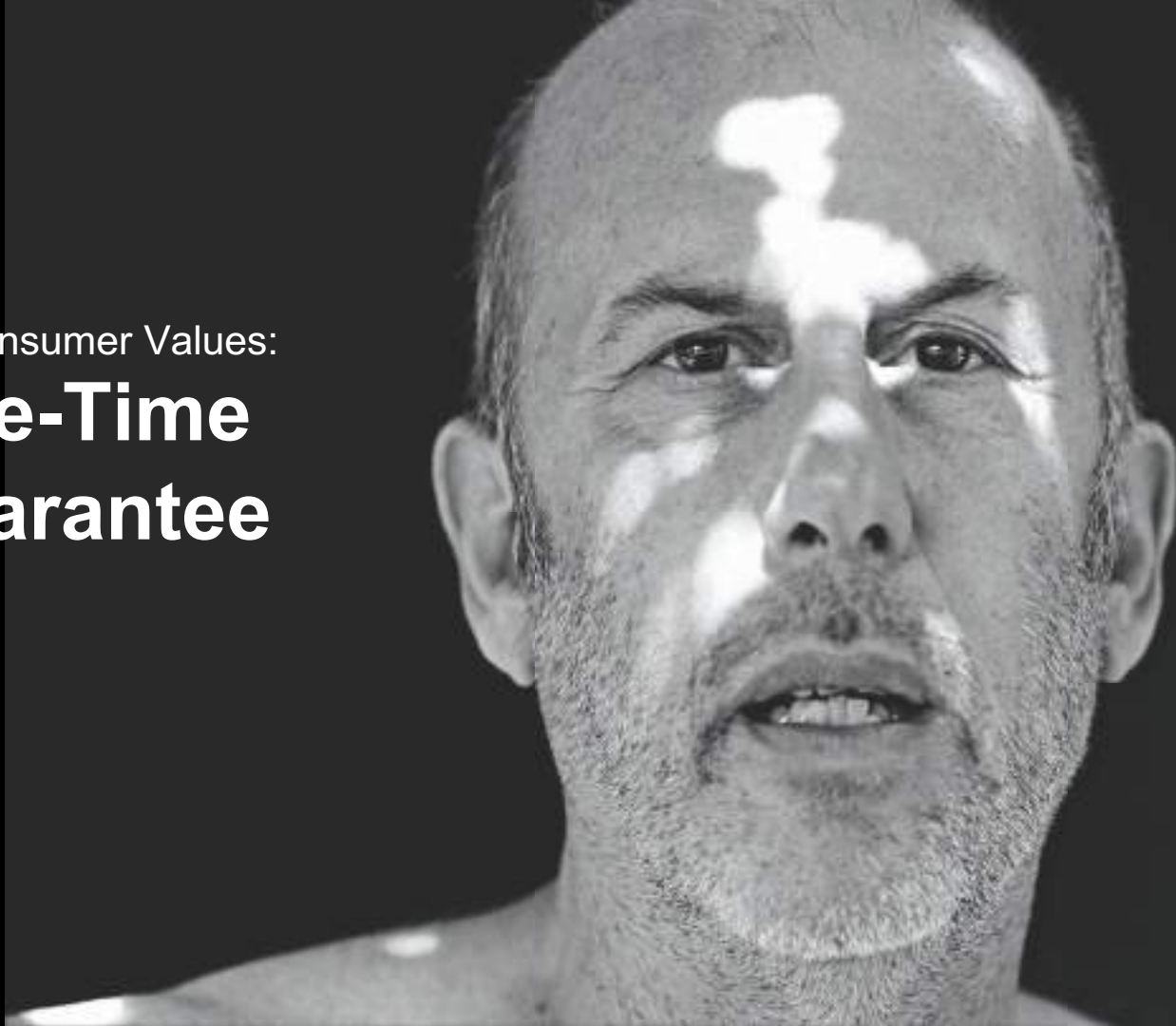
# **Personalization and Customer Service**

Key Messaging Channels:  
**Social Media**

# KEY CONSUMER VALUES

Key Consumer Values:

**Life-Time  
Guarantee**



Key Consumer Values:  
**Heritage Brands**





Key Consumer Values:  
**Less Cocooning**



Key Consumer Values:

# **Discerning, Self-Secure Purchasers**



**Aspirational framing.  
Cool is ageless.**



**Delight them.**

