



# C2

ISSUE 27 • AUTUMN 2011

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**THE MAGAZINE**

Engaging Consumers > 40

## **THE FUTURE OF CARING**

### **TRENDS**

21st Century Retirement,  
Health, and Caregiving

### **TECHNOLOGY**

The Age of Independence

### **MEDIA**

Eons: The Baby Boomer  
Connection

### **PROFILE**

The Silverado Story

### **INTERVIEW**

The Business of Aging  
Interview with AARP



## FROM THE EDITOR

So much has changed since our last issue of C2! The one constant is that the economic outlook continues to provoke anxiety. Older adults appear to be faring better in some respects than younger generations, though our studies show they continue to live under a cloud of worry. Many are expressing this as the loss of the American dream for younger generations, particularly their children and grandchildren. A recent campaign for the National Association of Realtors taps into this with a touching conversation between a grandfather and his young grandson. View it at <http://www.realtor.org/pac.nsf/pages/pachome>.

Continuum Crew has experienced positive growth, as mature consumers continue to be able to spend on a number of products and services for themselves and their extended families. In fact, the new MetLife Report on American Grandparents (July 2011) notes that households led by those aged 55 to 64 increased their non-health-related spending by an average of \$11,700 over the past ten years, when their household income rose just \$1,200. Further, in the same 10-year period 55-to-64-year-olds spent \$7.6 billion on baby food, infant equipment and clothing, toys, games, and tricycles – a 71% increase. Household spending for the 25- to 44-year-old households with children present saw a far smaller rate of increase indicating that baby boomer grandparents are helping in all new ways (Bureau of Labor Statistics Consumer Expenditure Surveys).

It has never been more important to listen carefully to consumers in order to understand what they want from products and services, and how they want to be engaged. Continuum Crew launched Crew Media earlier this year, which purchased Eons.com – the only baby boomer social network. Founded in 2006 by Jeff Taylor, also founder of Monster.com, Eons has more than 800,000 members who have started more than 1,700 groups focused on their passions and interests. Learn more about it from community manager Ri Regina on page 13.

Also under the Crew Media banner is our partnership with GRAND – the digital magazine for the grandparenting lifestyle. As a first-time grandmother to baby Gabriel McClain, I am proud to be GRAND's new publisher.

Another initiative we launched this past spring is Move Beyond Age, a coalition of individuals and companies that is committed to making smart design a quality-of-life issue. We are encouraging companies to design better products and services for older consumers, which will in turn create better experiences for every generation. Take a look at Jeffrey DeMure's article on the Bookend Markets, Bill Yates on GreatCall, and Stephen Winner on the Silverado Story, for examples of companies and thought leaders who understand the importance of designing smart products and services.

Speaking of thought leaders, we have articles from Stephen Reily of VibrantNation, Sherri Snelling of Caregiving Club, and Barbara Waxman, author and coach for midlifers.

Also new to Continuum Crew is *The Business of Aging* radio show on WeEarth Global Radio Network – WGRN. The show is also available on our blog at [www.boomersinthewild.com](http://www.boomersinthewild.com) and on iTunes. In this issue we share our first show of the season, an interview with Patricia Lippe Davis from AARP Media Sales on her view of the mature consumer marketplace. We are currently in our second season and hope you will join our listenership as we talk about successful strategies for engaging consumers over 40.

Thank you for your continued enthusiasm for our market and our work here at Continuum Crew!

*Lori Bitter*

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# C2

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# What Is 21st-Century Retirement?

Barbara Waxman, who helps adults navigate midlife transitions, writes a letter to the leading baby boomers embarking on retirement.

What is retirement in the 21st century? We hear about the longevity revolution all the time: In 1900, the average life expectancy at birth was 47 years; babies born today can expect to live to age 78. Today a man at age 65 can expect to live another 17 years; a woman can expect another 20 years. And if you exercise, remain active and engaged, and don't smoke, living to 100 might be a reality. While these tremendous gains are something we have wanted, they come with some challenges. If you think about it, what we have really gained is not more years at the end of our lives, but additional active years in midlife. And knowing how to navigate these new and robust years can be daunting. But as I learned from the hundreds of interviews I have conducted with adults at midlife, for many of them work is no longer the primary activity, and a sense of adventure, meaning, and purpose takes on an even greater role.

As originally envisioned during the Depression, retirement moved people out of the workforce to make room for younger workers. The question was, what to do with those 10 or so years? Dell Webb and others answered the question with the development of retirement communities based around leisure and made up of people all around the same age. As a result, retirement quickly became synonymous with three primary ideas: playing golf (or something of that sort); taking that vacation you've always dreamed of; and spending time with grandchildren. That was about it.

That model doesn't work anymore. Simply put, we need to retire the word *retirement*! The new retirement, or 'pro-tirement' as I like to call it, means ending the traditional way we have worked at our full-time jobs and venturing into new ways of using our time. If you think of your life as a portfolio of activities, much like your financial portfolio, consider how you invest your time. Up until now you may have invested the majority of your portfolio into work. With careful retirement planning—not the financial kind—you can reallocate your time spent on activities/relationships that you choose in a way that designs your personal portfolio of meaningful choices. Many people assume that retirement means not doing any work in exchange for compensation. Not so; retirement may mean starting a new home-based business or working part-time; it does not necessarily mean a cessation of work for pay. In fact, given our extended life expectancy, many people need to maintain an income stream in retirement. The difference is really based on the centrality of work in your life.

Retirement is also about purpose, passion, and the place where the two intersect. It's about strengthening bonds with friends, family members, and those causes that we relate to. It's about a peak quality of life. Retirement may look like an inspired phase of creativity where you finally take up an instrument, sing in a choir, develop your inner artist, write your memoirs—who knows? We do know this: creativity, lifelong learning, engaging in activities, and being with people who make you smile will increase not only the quantity but also the quality of your years.

Retirement may get you into the best physical shape of your life. Retirees are competing in Senior Olympics, climbing mountains, and generally feeling more engaged and energized than when they were younger. Some are experiencing their most creative and productive years ever.



BY BARBARA  
WAXMAN,  
M.A., M.P.A.

Barbara is an executive and life coach who has been called 'America's favorite coach for adults, midlife and better'. She helps adults at midlife

harness their personal and professional goals and navigate the work and life transitions in the second half of life. Barbara is editor of the book *How to Love Your Retirement*, the most comprehensive book of advice, tips, and anecdotes from real people about how to prepare for and thrive in retirement. It is available through Amazon ([www.Amazon.com](http://www.Amazon.com)) and at major bookstores. Reach her at [www.theodysseygroup.net](http://www.theodysseygroup.net).

Retirement also signifies change, and if there is one thing adults approaching retirement have learned, it's that change is never easy. In the book "How to Love Your Retirement" we'll introduce you to an effective model for change that will help demystify some of your feelings and move you toward the balance you desire in your life.

Don't expect to know exactly what this stage will look like for you. Experiment. Discover new things by taking a risk and signing up for that class you've always wondered about. Offer your help in an area you'd like to learn more about by creating an adult internship. Remember, 60 really is the new 45! Every day individuals are transforming their retirement phase in new and exciting ways.

Welcome to what will be some of the best years of your life.

# Sex and the Vibrant Boomer Women: A Market Opportunity Spurned

Boomers are sometimes blamed for wanting to stay young even as they age. But a 50-year-old baby boomer woman is younger than her mother was at the same age, and not because she refuses to mature.

Being 50 is not the same from generation to generation, because it represents the sum of the ages we have been on the way to 50. For the baby boomer woman, being 50 is different from her mother's 50, because her 20 was different from her mother's 20, and each age in between.

These generational differences become the most clear in topics where age makes the most difference. Topics like sex. A woman who came of age in the 1970s had a far different experience of sex than a woman who came of age in the 1950s. And sex will be different for her in her 50s as well. She doesn't turn into her mother just because she's gone through menopause.

## SEX AND BOOMERS: THE BASICS

Sex was a bigger part of Boomers' lives and culture than any previous generation. It was in their movies and music, in their social lives, and in their medicine cabinets: they were the first generation on the Pill (which itself just turned 50).

And for many Boomer women the Pill offered sexual freedom with a new set of generation-specific costs. Because the Pill made them the first generation of women who could reliably choose when to bear children (and build a career before they did so), it also gave Boomer women the idea—or imposed on them the burden—that they could, unlike their mothers, “have it all”. Boomer women's valiant attempts to achieve that goal often meant putting their personal needs at the bottom of the list as they managed careers, shuttled their children to a dizzying array of achievement-oriented activities, and maintained a house and dinner table to which even a liberated husband contributed far less than she. In the face of conflicting demands, one of the first personal needs this multitasking woman often dropped was sex. Ironically, the Pill itself ultimately denied women the lifetime of sexual freedom it promised. As one member of VibrantNation.com said, “I was exhausted for twenty years.”

## A REAWAKENED INTEREST

For many Boomer women, the freedoms the Pill originally promised have now returned, and not too late to enjoy them. In one of our regular surveys of women over 50 about their stage of life, we asked Vibrant Boomer women about sex. More than half of our respondents told us that they were dissatisfied with their sex lives. But because they aren't willing to live without sex, even more of them told us that they are doing something about it. Eighty percent said that they masturbate, and 56 percent use sex toys; another 10 percent are interested in them.



BY STEPHEN REILY

Stephen Reily is an entrepreneur, marketing expert, author, active blogger, and founder and CEO of VibrantNation.com, the leading online community for baby boomer women—the place where they connect and support each other on issues unique to life after 50. Stephen is an author, speaker, and expert on topics related to the Boomer woman demographic. He is the co-author (with Carol Orsborn, Ph.D.) of Vibrant Nation: What Boomer Women 50+ Know, Think, Do & Buy.



## THE BIG FIVE-O

### THE BIRTH CONTROL BIRTHDAY

The Pill just turned 50. Baby Boomer women were the first generation to use birth control pill.

While Boomer women are major players in sex-related product categories, the marketplace has so far ignored them. Perhaps because of society's generally squeamish feeling about aging and sex, companies that are happy to benefit from Boomer consumers also seem happy to ignore them. (This isn't just marketers. An online PR network was unwilling to run VibrantNation.com's sex survey press release unless it emphasized the 'dissatisfaction' angle of the story.)

Drugstores are selling a lot more lubricants, but not selling their benefits directly to the Boomer women who make up much of their sales. And while brands like Trojan® have introduced their own 'intimate massager' (the Trojan® Vibrating Tri-Phoria®), they don't seem interested in the older women who are interested in them.

One old-fashioned exception confirms that retailers know who is buying what. The Vermont Country Store, that black-and-white catalog full of antique-y and out-of-stock products, now offers half a page of 'personal massagers for women.' The store's website sells 15 different types.

## FOR THE COMPANIES THAT SHOULD BE DOING MORE TO TARGET THIS IMPORTANT MARKET SEGMENT, HERE ARE MY TIPS FOR GROWING YOUR BUSINESS AND MARKET SHARE WITH BOOMER WOMEN:

1. The last decade has seen sexual products like lubricants become far more commonly available. Boomer women like category leaders K-Y® and Astroglide®, and also recommend female-oriented brands like Liquid Silk®, Carrageenan®, and Replens®. But we have not seen much evidence that manufacturers or retailers of these products appreciate the important market they have in Boomer women. In a recent VibrantNation.com survey, 22 percent of women reported that intercourse is painful for them and yet 75 percent don't have a favorite lubricant. There is a great untapped opportunity for one (or more brands) to become the favored (and most recommended) brand of lubricant for postmenopausal women.
2. Two out of three Vibrant Women report that they either own a sex toy/vibrator or are interested in getting one, but almost none can identify a brand name they respect in the category. Therefore, there are clear opportunities to become the product of choice. Smart marketers and retailers will look for better ways to cater to this important yet frequently overlooked Boomer demographic. And while there are women-friendly retailers like Good Vibrations, there is no single preferred source of sex products for women over 50.
3. Big Pharma should devote some of the resources gained from selling Viagra® and Cialis® to devising solutions that will address the needs and desires of real women 50+. *The New York Times* recently cited a 2005 study that the market for a



female sexual dysfunction aid could be as big as \$4 billion. One woman-owned company has done just that with Zestra®, a 'natural arousal' oil said to improve sexual satisfaction for women. There should be more.

## IF YOU HAVE A PRODUCT THAT ADDRESSES THE BOOMER WOMAN'S DESIRE TO ENHANCE HER SEX LIFE, HOW SHOULD YOU MARKET IT?

Tell her that you know she can enjoy the fullest life possible, including the sexual and romantic life she deserves. Then provide her with solutions for her issues.

In general, when discussing sex, use explicit—but not crude—terms over euphemisms.

Go straight to the experts. Young marketers might always have a hard time imagining the sex lives of women the age of their mothers. For that reason, companies should consider other ways to overcome this psychological obstacle. First, engage Boomer women directly in developing ideas for the products and services as well as the messages they seek in this area. Second, consider hiring other Boomer women as marketers for products whose application they themselves can appreciate. The most trustworthy spokesperson for a Boomer woman is always another “woman like her.”

The average Boomer woman (who is, after all, only 54) wants to make the most of every part of her life. The companies that recognize that this desire applies to sex, and help her fulfill it, will gain a lot of business in the decade ahead. **C2**

# The Bookend Markets

The home buyers of today and the near future belong to three distinct segments of the population: first-time buyers, last-time buyers, and re-starters. This article is the first of a two-part series that will address these three buyer groups and their surprising similarities. It focuses on the phenomenon that architect Jeffrey DeMure, AIA, has dubbed “The Bookend Markets,” saying, “These buyers are in the market for their first house and their last house, respectively. We’re talking about Millennials and the older adult segments of the early baby boomers and Silent Generation.” This article focuses on the latter group. Part two of the series addresses the re-starter market, called *The Bookmark*.

This year, there are more than 40 million older adults over the age of 65 in the United States. Within 10 years this segment will grow by nearly 15 million people. Now you know why they call it the Silver Tsunami!

The early Baby Boomers and the Silent Generation share many surprising parallels with the Millennial generation. They have a similar desire for

**Baby Boomers and the Silent Generation share many surprising parallels with the Millennial generation.**

connection, as well as a tendency toward the midcentury modern design aesthetic, although this is based mostly on comfort and familiarity, as it is likely what they have lived in for much of their lives.

Many older adults and Millennials alike are members of a group tied together by values rather than age. This group, identified by sociologist Paul H. Ray and psychologist Sherry Ruth Anderson, has been dubbed The Cultural Creatives. Ray and Anderson have found that more than one quarter of the adult population of the United States belongs to this group. This segment of the population is comprised of educated, leading-edge thinkers and includes artists, wellness professionals, and a range of other mavens of the arts and various industries. What does this mean? It means that this is a group that is not likely going to settle for the norm when it comes to choosing their home. This is a group that wants that small mid-century modern home, because it is aligned with their artistic sensibilities, the value they place on quality of design over quantity of house, and desire to have money left over at the end of the month.

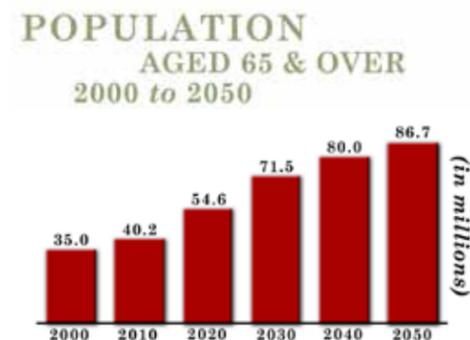
The older adult groups have given and given and given and are ready for a little ‘me time.’ They are ready to downsize, have less financial responsibility, and use the extra money to travel, give back to society, and have social lives. And when they downsize, they want to purchase their last home. AARP conducted a study and found that, when asked, **a full 90% of baby boomers want to age in place.** Aging in place (what we prefer to call ‘living in place’) is a phenomenon that has taken the world by storm, and if you’re a builder or a developer, it’s not as hard as you might think to address this segment of the market through thoughtful design based on Livable Design™ principles.



BY JEFFREY DEMURE, AIA

Jeffrey DeMure brings national experience and reputation to the West as President of Jeffrey DeMure + Associates Architects Planners, Inc. (JD+A). With more than 26 years of professional practice, Jeffrey is a registered architect in eight US states. JD+A’s unique services include innovative impactful solutions for the Older Adult market, with a variety of care levels, residential and mixed-use architecture, community planning, and high-density solutions for builders, land owners, developers, municipalities, and ultimately the people who choose to live and work in these communities.

The second article in this series, *The Bookmark*, can be found at [www.issuu.com/jdaarch/docs/bookmark](http://www.issuu.com/jdaarch/docs/bookmark).



Note: The reference population for these data is the resident population. Sources: 2000, U.S. Census Bureau, 2001, Table PCT12; 2010 in 2050, U.S. Census Bureau, 2004

## POPULATION AGED 65+ THE SILVER TSUNAMI

There are more than 40 million adults over the age of 65 in the United States. Within 10 years this segment will grow by nearly 15 million people.



### THE SEVEN DIMENSIONS OF WELLNESS

A harmony exists between all seven interconnected elements. Achieving balance is the goal.



### THE EIGHT ELEMENTS OF COMMUNITY

The building blocks that create a distinctive and meaningful community.

What the Bookends can control is their health and wellness, it has become the new status symbol.

## HEALTH AND WELLNESS

One value that brings both the Millennials and older adults together is health and wellness. The Bookends have discovered that there is little in life that they can control—they can’t control the economy, the political climate, or the success of their portfolios. What they can control is their health and wellness. It has become the new status symbol.

In 2009, the health and wellness segment of the retail industry was the only one that actually expanded. There is even a movement in America toward achieving a balance between The Seven Dimensions of Wellness: social, emotional, spiritual, environmental, occupational, intellectual, and physical. These elements are interconnected, and a harmony exists between all seven dimensions.

The Seven Dimensions of Wellness can be expressed as a platform for community through a concept we developed at JD+A called The Eight Elements of Community. These elements are comprised of meaningful open space, cultural infrastructure, the red bench, the third place, connectivity, walkability, placemaking, and wayfinding. These are the pieces that create a distinctive and meaningful community that buyers can identify with and call their own.

Another expression of wellness exists in the concept of Livable Design, a concept JD+A pioneered with Eskaton, a 41-year-old nonprofit provider of services for older adults. Livable Design challenges typical home design to imagine if homes were designed for everyone—regardless of age or mobility.

The goal of Livable Design is to change the way homes are built in order to accommodate everybody in both functional and beautiful ways. Imagine a veteran returning home from Iraq with a traumatic brain injury that causes the soldier to drag a leg. Stairs can be quite an impediment in this situation. Zero threshold entries and showers would mean the difference between embarrassment and dignity for this person who has so gallantly served our country. Or consider the mother of three young children, pushing a stroller and carrying any number of kid-related items at any given time. Do you think wider doors and hallways would make a difference in her life? Think of a grandfather in his wheelchair. How would a removable toe-kick under a sink and cooktop in the kitchen help him keep his independence? Finally, imagine your family at home. How would you feel knowing that the air that they breathe is pure and free of toxins? I imagine you'd feel pretty good.

Health and wellness is not a fad or a passing trend, and it's more than just a selling point. It's a statement of your values as a company, and you'd better bet that today's buyers are researching more than just your sales price and floor plan offerings. Today's buyers are going to be searching the web for your company and your company's leadership team to find out what you do behind the scenes, what your values are, and what makes you tick. By being able to make a strong statement of values, you will stand apart from the competition.



## OPPORTUNITY

Today's builders and developers have a chance to develop truly meaningful communities that address the values of the buyers. I hope this article has given you confidence in knowing that you don't have to spend a lot of money to make a difference in buyers' lives and to outsell your competition. You can build modest Nouveau Retro homes that are elegant in their simplicity and address health and wellness needs through conscious design and material choices. Your community can rise above the rest with thoughtful landscape design and simple community icons and attention to placemaking and wayfinding details that will appeal to any generation. Ultimately, you don't want to just compete in a market, you want to create a monopoly. You want buyers to recognize your communities by name—and recognize your company by name. How do you create this brand recognition? Host a block party in a community that you recently completed. Show your buyers that you care about them, even after you've made the sale. Create a buzz. Create raving fans and unpaid spokespeople. Make sales go viral. Create a monopoly. **C2**

**This is a group that wants that small mid-century modern home, because it is aligned with its artistic sensibilities, the value it places on quality of design over quantity of house, and desire to have money left over at the end of the month.**

# Will It Be 'Happily Ever After' for Corporate America and Caregivers?

The following is a story of unrequited love . . .

Once upon a time (actually, today) there was a group of hardworking yet undervalued people known as the family caregivers. Many of them—in fact, 73 percent of the approximately 65 million caregivers in the U.S.—represented more than 19 percent of the entire workforce (full and part-time) in the Kingdom of Employers also known as Corporate America.

This kingdom was facing an increasingly 'older' workforce—employees over the age of 40 numbered 69 million, and statistics showed that by 2020 one in five employees would be over the age of 55. The kingdom was also facing an aging citizenry, (today, there are 35 million Americans over age 65; in the next 15 years that number will double to 70 million). An aging society would mean more family caregivers and greater impact to the kingdom and its U.S. business.

Because of the growing number of older citizens and the growing number of older workers who would be faced with caring for these citizens (the average caregiver is a 48-year-old caring for a 74-year-old), the Kingdom of Employers needed to shift its focus from childcare to eldercare to support its many employees who faced this life event of caregiving.

**ALAS, MANY OF THE LORDS IN THE KINGDOM OF EMPLOYERS DID NOT RECOGNIZE THE NEEDS OF THEIR PEOPLE.**

These working caregivers toiled tirelessly for the Kingdom of Employers. They would juggle their workplace duties with many additional hours spent caring for their loved one. One in four of these caregivers would put in 20+ hours a week to ensure their loved one had the care they needed (13 percent of caregivers spent 40 or more hours a week doing their caregiving duties—essentially taking on another full-time job). A champion for these caregivers known as The Honorable AARP made a proclamation on July 18, 2011 that the caregivers represented a \$450 billion annual value to society in the unpaid care they provided to their loved ones.

**BUT VERY FEW OF THE EMPLOYER LORDS WERE LISTENING.**

Even though the Kingdom of Employers knew from studies published by the National Alliance for Caregiving and the MetLife Mature Market Institute that they were losing up to \$33.6 billion annually in lost productivity from its employees who were caregivers (taking time at work to research eldercare services, taking time away from work or turning down travel or promotions to care for their loved one, etc.), the Lords of the Kingdom of Employers were also feeling financial pressures from a declining economy and ongoing recession.



BY SHERRI SNELLING

Sherri Snelling is CEO and founder of the Caregiving Club ([www.caregivingclub.com](http://www.caregivingclub.com)), and a nationally recognized expert on America's 65 million family caregivers,

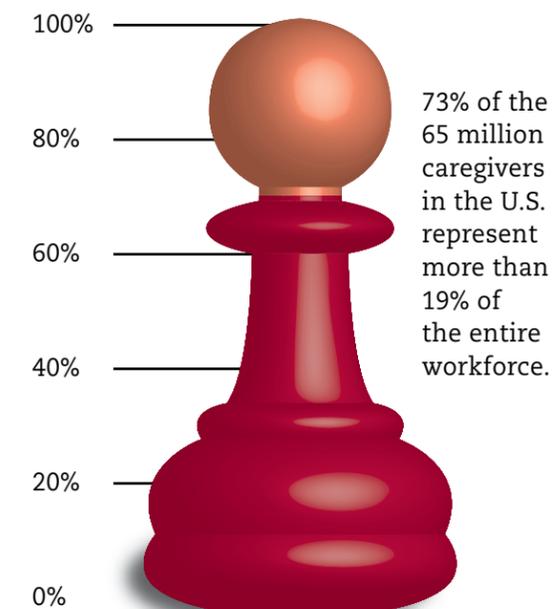
with special emphasis

on how to help caregivers balance self-care while caring for a loved one. She is executive producer and host of a new caregiving TV series, *Handle with Care*, on RLTV and co-producer of the *Silvers Summit* at the annual Consumer Electronics Show. Sherri is a consultant, media contributor, and frequent guest speaker on the nation's baby boomers and their caregiving role as the 'The Sandwich Generation.'

Mentioned in this article:

Lotsa Helping Hands:  
[www.lotsahelpinghands.com](http://www.lotsahelpinghands.com)

AARP:  
[www.aarp.org/relationships/caregiving](http://www.aarp.org/relationships/caregiving)





## Employers need to shift the focus from childcare to eldercare to support employees who face this life event of caregiving.

Because times were hard, many of the employer lords in the kingdom withdrew their caregiving support for employees. In fact, of all the employer lords who had offered these services before the recession (approximately 24 percent) – less than half of them (11 percent) maintained any support for the hardworking caregiver employees, according to the 2009 report from the Society for Human Resources Management (SHRM).

This trend away from caregiving support for employees was truly medieval thinking.

### Consider what these caregiver employees were providing the kingdom:

- Making or influencing 79% of the purchases of care-related goods and services, with a purchasing power of \$800 billion annually.
- Maintaining balance in the kingdom's healthcare system by providing 80 percent of the long-term care needed to keep the older citizens living in their own homes longer.
- Juggling the demands of career and caregiving without revolting—causing caregivers more stress that can lead to chronic illness. In fact, a Commonwealth Fund study found that caregivers were twice as likely as other citizens to develop chronic illness earlier in life due to the prolonged stress of caregiving.
- Paying dearly if forced to choose between work and caregiving. Those who left their jobs suffered greatly—on average they lost \$324,000 in individual wages and benefits (studies showed that 10 million caregivers were affected in this way, representing \$3 trillion in lost wages/benefits).

## Will there be a fairy-tale ending?

This tale of unrequited love between employers and their caregiving employees is a story still unfolding. A 'happily ever after' ending will need:

**FOR EMPLOYERS:** Understand what your employees, especially the baby boomer employees, are facing in terms of caregiving duties and provide the services and information that will help keep them on the job and productive. In the long run it saves on the bottom line, enhances your employee wellness efforts, aids your recruitment and retention outreach and creates an attractive, caring environment for your most valuable asset – your employees.

**FOR WORKING CAREGIVERS:** You don't need to face caregiving all alone. Some employers already have caregiver services in place. Check your Employee Assistance Program (EAP) or ask your Human Resources department what services might be available to help you during your caregiving journey. Some employers offer access to a professional care manager who becomes the expert who can help you navigate the intricate healthcare system, giving you peace of mind and saving you time and money. Reach out to friends and family to get the support you need to maintain that balance in your life. Social networking/volunteer online communities like Lotsa Helping Hands are there to lend much needed support to caregivers.

The time is now for employers to stop playing Sleeping Beauty and wake up to the needs of their aging workforce. And for caregivers, remember: to find happiness, even Cinderella needed help from a fairy godmother and some village critters—reach out to your social network to get the help you need. **C2**

# The Baby Boomer Sentiment that 'Old Is Not Me'

## What Does it Mean for Marketers?

There are endless amounts of research and documentation that set out to help us understand the generation born between 1946 and 1964—the baby boomers. Although the majority of this generation is now in their 50s, the oldest boomers began turning 65 this year. As a result, the historical definition of what it means to be a senior is starting to see the beginning of a long-term, radical change. This change should not come as a surprise to anyone, as baby boomers have historically been defined as the rebellious generation that rejects and redefines traditional views and believes that it can change the world. Naturally, as baby boomers begin to enter their 60s, they are now redefining what it means to be a senior.

For us marketers, it has been common practice to segment the baby boomers from the senior market when thinking through a marketing or business plan. The boomers have defined themselves as extremely hard-working and motivated by perks and rewards. But now, those who are targeting people over the age of 60 are challenged with the fact that the dividing lines by which we have learned to segment the generations are about to disappear.

For those of us who are watching and listening, we are learning what is important to the aging boomers. First and foremost is the understanding that, even though signs of aging are starting to kick in, the boomers pride themselves in maintaining their independence and continuing to live life the way they always have. This means that marketers should avoid reminding them that they are getting older. For example, stay away from positioning a solution as being 'helpful' or thinking that they 'need assistance' with solving 'issues' that your research indicates they may have. These approaches can backfire quickly, as the aging boomer may consider them to be pandering with muddled intentions. Instead, support their emotions and what is important to them—staying connected with their family and friends, healthy aging, and living an active and safe life.

For aging boomers, one of the greatest fears is losing their independence as they get older. With many boomers currently experiencing the trials and tribulations of caregiving for their senior parents, they dread the thought of becoming a burden on their own children. Rather than making the mistake of offering 'help' with aging, support what is important to them. Provide tools to increase their social interaction; support their need for healthy aging; and think of ways to keep them close to what matters most—friends and family. Designing products and services that are less convoluted is a good place to start. The trick, however, is to remove the unnecessary complications that are easily mistaken for something that adds value. For example, the Jitterbug cell phone has eliminated complicated menu screens and icons and added an easy-to-use navigation tool. These may not sound like big ideas, but sometimes it is the little things that really count.



BY BILL YATES

Bill Yates joined GreatCall in August 2007 and currently serves as Vice President of Marketing and Sales. He leads the company's efforts in strengthening services and applications to

ensure that customers are connected, safe, and healthy. Bill is a marketing and branding leader, with a broad background in the telecom services industry.

Boomers pride themselves in maintaining their independence and continuing to live life the way they always have. Marketers should avoid reminding the aging boomers that they are getting older.



#### DESIGN FOR EASE-OF-USE

The Jitterbug replaces complicated menu screens with an easy-to-use navigation tool.



#### INTERACTIVE HEALTH SUPPORT

MedCoach features a medication schedule, a doctor/pharmacy contact list, and a medication history.



## Although this generation is financially successful, typically holds positions of power, and accounts for an estimated 50 percent of all U.S. consumer spending, to the aging Boomer, the only true wealth is health.

In my experience in consumer research, focus groups and online questionnaires targeted at the aging boomers, respondents over the age of 50 will openly deny almost everything related to the effects of aging on their health. But don't be mistaken. One of the most important values in their lives is healthy aging and improving their overall well-being. Although this generation is financially successful, typically holds positions of power, and accounts for an estimated 50 percent of all U.S. consumer spending, to the aging boomer, the only true wealth is health.

We took these facts into consideration at GreatCall when designing our new MedCoach iPhone App. It is designed to make medication management easy, offering standard options in a medication reminder service, such as a personal medication schedule, a contact list of doctors and pharmacies, and a medication history. The app is designed to engage the customer with an easy-to-use and unobtrusive system intended to minimize missed medication dosages. Whether you take multiple medications

at different times of the day, or just simply want to remember your daily aspirin, MedCoach will assist you in an easy-to-use and interactive way.

Unlike the Generation X and Y children of boomers who have become accustomed to a lower standard of quality products and frustrating customer service, the Boomer generation expects a high quality experience with both products and in customer service. It is because of this expectation that we see opportunities develop for those companies that are willing to step up and deliver on this promise. At GreatCall, having knowledgeable, well-trained customer service representatives is a top priority. To ensure we deliver on this priority, all of our customer service is based in the U.S. and is available to all customers 24 hours a day, 7 days a week. We also continue to be innovative in simplifying the customer service experience. For example, we have brought back the idea of a 24-hour operator on our Jitterbug cell phones. Simply press '0' on the keypad to reach our customer service department. Our new MedCoach iPhone app is the

only app available with 'Shake for Help,' a handy tool that provides users with step-by-step guidance and answers based on the specific section of app. In addition, the app also includes 24/7 access to live, personal assistance via email to GreatCall's HIPAA-compliant customer support team, as well as the ability to search for drug information by accessing the First DataBank national drug database.

Labor statistics estimate that 80 million boomers will exit the workforce by 2020. This confident, self-reliant group of people is carrying a strong sentiment with them as they move on: "old is not me." So what does this mean for marketers as we begin this journey? Don't ignore the key insights learned from studying this group, and avoid the traps of trying too hard to help them. Develop a strong understanding of their emotional intelligence and their values, and how these deep insights are changing as they age. The boomers have changed the world. They will change what it means to be a senior, too. **C2**



# What's the Difference Between Eons and Facebook?

Ri Regina, director of the online social community Eons, for baby boomers and beyond, shares with us what members say the difference is between a broad community and one created just for them.

This is a question we get asked all the time by people new to Eons. At the heart of it there are two differences: who is joining in conversations, and how they are conversing with one another. One of the key differences is that the 'social' part of 'social network' is unique to each online community. On Eons, it's about talking online to people you don't know offline about things that are interesting or important to you. The site facilitates meaningful interactions about ideas, issues, fun, support, caring. It is very common for two people who were unknown to each other to become friends through Eons. Rather than reestablishing your contacts online, Eons in fact grows a member's circle of connections, creating new friendships and, for those who want to, makes it easy for members to organize fun events and outings to get together offline. In their own words, here is what Eons users had to say about why they love the social network that is just for them:

#### NOT THE 'ME' SOCIAL NETWORK

On Facebook you talk to people about yourself—telling them what you're doing, eating, feeling, thinking right now, and sharing what is going on in your day. It is like flipping through a comic book – looking at the pictures, reading the quick dialog, and checking out today's plot lines. It's just not about relating to one another.

*Everybody I know is on Facebook...except me! I'm not into posting my day-to-day life in front of everyone.* **Posted by LeeInOrlando**

*For me, FB is just a little quick chat kind of thing—it's not like a topic, share your thoughts & heart - ask for advice/help, socializing place like EONS.* **Posted by TooYoung2BeOld**

*Facebook helps me keep up with family and friends and Eons is where I can interact with folks in a completely different way. For me, they shall remain separate.* **Posted by Ravenhall**

*Facebook is to share with folks you know in "real life," and to reconnect with people from the past. Eons is a place to just have a good time, meet new people, and interact without the trappings of being "real."* **Posted by Rocksadie**

*I think that Facebook and Eons are similar in being "social networking," but have significant differences in their approach... FB is for connecting real-world people who know each other anyway; Eons is for connecting people of similar interests (and age) who don't know each other anyway. I use Eons far more than I use FB.* **Posted by John1Pa**



#### BY RI REGINA

Ri Regina is the Director of the Eons Community, the premier online community for people age 40 and beyond. Ri, a baby boomer herself, has been involved with Eons since 2006.

*During that time she has built a strong relationship with the Eons group managers and moderators who lead the groups—which are the heart of Eons. Having participated in several Eons get-togethers, she thrives on the fun of meeting Eons members face-to-face. Regina counts herself as fortunate to be participating in a community of her peers to make life a little better, a little more fun, and a little more meaningful by encouraging all to age with grace.*

**Eons is for connecting people of similar interests (and age) who don't already know each other.**

## EONS, THE BOOMER SOCIAL NETWORK

Because Eons is for people 40+, users have a shared history and shared memory, so it's like getting together with friends you haven't seen in...well, eons! No 'ageist' thinking here! Facebook's games, apps, and origins focus on the younger demographic, so it is a useful way for Boomers to get a glimpse of the lives of their nieces, nephews, grandkids, and other youngsters. Eons is the place where people who are 40 and beyond share what they are doing and what they are thinking. With Eons, it's about strolls down memory lane, discussing issues of aging, health and fitness for mature adults, dealing with aged parents and boomerang children, being a grandparent, traveling with others you've never met, sharing recipes, dealing with the loss of a spouse, being a caregiver, sharing your faith, debating politics. Eons members are shaping their experiences on the site to make it the most relevant and satisfying to them.

## EONS: IN-DEPTH DISCUSSIONS, FULL PLOT LINES, GROUPS OF PEOPLE WHO SHARE & CARE

What else is different? Take a look at the discussion threads in some of the groups and blogs on Eons. People are participating in long discussions about their interests and passions, and anyone can get to know the groups' members and the bloggers really well by just talking with them.

## EONS: IT'S ALL ABOUT THE PEOPLE

On this niche site, users can become part of a deeply connected group of people—people who reach out to help when their online friends are in need and people who reach out for help when they are in need. The old saying, "a friend in need is a friend indeed" was never more true than on Eons. Members here love to help and support each other—for example, users have checked in with Eons staff if they haven't heard from a friend in a while, just to see if we can make sure that friend is okay. For each individual, it is about meeting and socializing with others with experiences and lives that resonate with their own. They understand each other and feel understood.

## RECRUITING OTHER 'EONITES' & WHERE TO GROW

This beloved site is rapidly growing through recommendations and is abuzz with excitement over upcoming refreshments to the site. This final post illuminates it: Eons is not about where Boomers have been; it's about where they'll go. **C2**

**I would not come to Eons looking for people I know. I would be more inclined to bring friends to Eons. I can't say I have ever recommended to anyone that they join Facebook, but I have recommended Eons to both friends and family.**

Posted by collieflower

**Facebook may be ok to reminisce, but Eons is where you go to grow.**

Posted by motorboater

*I ... left Facebook ... my teenage granddaughter unfriended me because she realized grandma was spying in on her, lol! As for the friends and relatives on Facebook, I now keep in touch with them via phone and email.*

Posted by ValentineBaby

*I like both. On Eons it's only those from my own era, not many know you in person, and it is a fun place to share...*

Posted by Smallstone

*Personally I can't get into FB. It's an endless stream of posts and comments from and about a lot of people with no subject in particular. Maybe that's the purpose, a news wall for everyone...*

*I'm just partial to EONS... I also enjoy the long running political posts on certain groups. Lots of banter and exchanging points of view. I haven't found that or the good conversation I find here.*

Posted by andiamo1

*I do have a Facebook account but I like coming to Eons better because I know when I post about something, I will get intelligent opinions and comments most of the time. I like the interaction on Eons. I visit here a few times every day. Sometimes I don't check my FB page for days.*

Posted by OneEyedDiva

*I have both and like FB to have short quick conversations with family and a very few close friends but I love Eons and spend too many hours a day keeping up with my groups. I enjoy reading and responding to what online friends have written. I like to read the blogs on Eons*

Posted by pinkroses67

*I love the groups I'm in! (I was cajoled into joining Facebook—and now wonder why I bothered.) My Eons groups are filled with caring, compassionate, funny, honest people...and I feel closer to some of my friends here than I do to face-to-face folks.*

Posted by thmarty

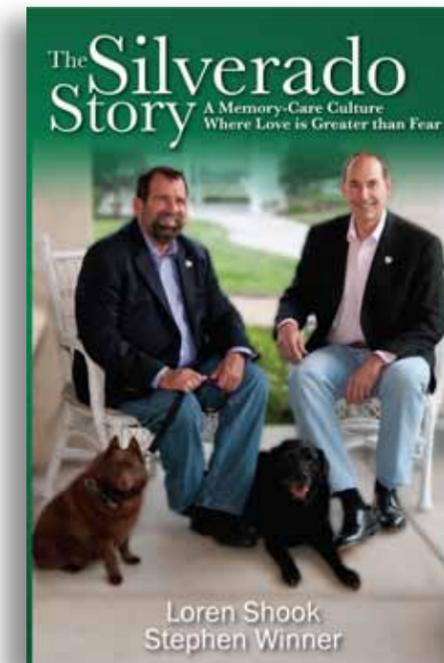
*Pretty much the groups and people are why I come here daily. The games are ok, not as intricate as Facebook, but still love the groups.*

Posted by orchidlover

# A Purpose-Driven Life: The Silverado Story

Making a difference in the world is an ambition that many of us hold. We seek to right injustices and aid our fellow man; we strive to find a purpose and become a better person; at least that was my experience. Out of college, I began my career as a group home counselor for developmentally disabled adults. As I progressed down this path, I became heavily involved with people in institutional settings—bringing them into group homes or apartments and then helping them enlist in vocational work programs. These experiences shaped my perspective of working with older adults, and in many ways my own life, primarily because the goal of my efforts was always to encourage growth, in having new experiences, in trying new things, in learning new skills, and in enjoying new freedoms.

As I moved into Alzheimer's and dementia care, I had the opportunity to visit other skilled nursing and assisted living communities that had been recognized for their specialized care of the memory impaired. But what I encountered was abysmal.



It was awful because what I found were places where other facilities would send residents when they just didn't know what to do with them. Although many of the facilities were pristine, with elaborate dining rooms and chandeliers, the disparate experience of then walking into the locked 'dementia wing' was like entering the twilight zone. Despite being under the same roof, these areas had absolutely nothing in common with rest of the community.

I thought to myself, there has to be a better way to care for this frail and underserved population, a way that can restore the dignity and purpose that their lives once had. With this in mind, I began designing specialized programs for memory-impaired residents in long-term care settings, to encourage personal growth in the same way I had done as a group home counselor.

This approach however, could not have gained the traction it did without the innovative mindset of my partner, Loren Shook. When we created Silverado Senior Living, our purpose was to change how the world cared for those with memory-impaired diseases such as Alzheimer's, Parkinson's, and vascular dementia. We wanted to create a loving environment where we would want our own parents to live.



BY STEPHEN WINNER

Stephen Winner is co-founder of Silverado Senior Living, where he is Vice President and their Chief Culture Officer. He is co-author with Loren Shook of *The Silverado Story: A Memory-Care*

*Culture Where Love is Greater than Fear, which is about their revolutionary vision of how people with Alzheimer's and other memory-impaired diseases are cared for.*

**When we created Silverado Senior Living, our purpose was to change how the world cared for those with memory-impaired diseases such as Alzheimer's, Parkinson's and vascular dementia. We wanted to create a loving environment where we would want our own parents to live.**



### THE FIRST FEW DAYS

#### EDITH AND HER SILVERADO CAT

Edith came to Silverado's first community as a woman who was bedbound, unresponsive, terribly feeble, and, in the opinion of many, very near the end of her life.

**Regardless of age or acumen, purpose is what drives us, what helps us enjoy the things around us, and ultimately it is purpose that will make our world a better place.**

It was this mentality that helped cultivate Silverado's operating philosophy of 'Love is Greater than Fear,' a philosophy that now permeates every facet of our organization. Establishing this mindset as the foundation of our endeavors, allowed us—and our associates—to leave behind previous misconceptions and operate in a way that provided our residents with utmost dignity, freedom, and quality of life.

At the time our approach was met with resistance, but the potential of our care model was evidenced early on with the transformation of Edith. Edith came to our first community in Southern California as a woman who was bedbound, unresponsive, terribly feeble, and, in the opinion of many, very near the end of her life. When she arrived at Silverado, a social worker discovered that Edith had an affinity for kittens, and so a Silverado cat—one of many pets that reside in each community—was assigned to Edith and placed on her lap the day she moved in. Our staff spoke to Edith even though she could not speak back; reduced the overly large number

of medications she had been given to "control" her symptoms and behavior; and started the process of getting her out of bed, to take just a few steps at a time. Within only four weeks, Edith had regained the ability to walk. She had regained the ability to live life on her own terms, enjoying the beginning of what would be 10 more years of her life.

This story has been replicated throughout our Silverado communities more than 3,300 times, with memory-impaired residents who regained the ability to walk, and more than 2,400 times with residents who were able to regain the ability to eat on their own. Needless to say, the physical and mental health of these residents was drastically improved as a result. However, it wasn't just the results that were impressive, but the life that these residents were able to lead after their love for life had been restored.

This happens because Silverado is a place where people come to *enjoy* life, to express their creativity, and to experience things they would otherwise not have the opportunity to



### FOUR WEEKS LATER

#### EDITH BACK INTO LIFE

Within only four weeks, Edith had regained the ability to walk, to live her life on her own terms, and to enjoy the beginning of what would be 10 more years of her life.

do. Our communities are often referred to as noisy places, not because the environment is overwhelming, but because there is an abundance of life around every corner.

Associates are encouraged to bring their children to work, to promote a sense of family—like that of an intergenerational home. We have found that children naturally engage our residents with laughter, curiosity, and unconditional love.

Our communities are also home to a myriad of pets, from canine companions to more exotic creatures like miniature horses, chinchillas, and even a baby kangaroo. These animals are often cared for by residents, who enjoy taking them out for walks or simply watching them frolic around the courtyard. Our pets help instill a sense of purpose and responsibility and encourage residents to engage with the world around them, sometimes even helping them step out of their shell.

The success of this model is a testament to the value of having purpose in life. Regardless of age or acumen, purpose is what drives us, what helps us enjoy the things around us, and ultimately it is purpose that will make our world a better place. **C2**

# The Business of Aging

INTERVIEW WITH PATRICIA LIPPE DAVIS,  
VICE PRESIDENT OF MARKETING FOR AARP MEDIA SALES

**2011 may be the tipping point of the business opportunities in aging, with approximately 78 million baby boomers in the US hitting their peak of earning and spending.** From the health care debate to the adoption of the iPad, to network executives recognizing the gold in the mature consumer target, there has been a great shift in focus on the aging of our country's citizens. The volume is increasing on conversations nationwide about the implications of an aging population. New agencies, consultants, and publishers emerge daily—all working to reach this important demographic. Theirs is the need for research and insight and to inform strategy and practices. With her

*The Business of Aging* radio program on 'WeEarth Global Radio Network ([www.wgrnradio.com](http://www.wgrnradio.com)), Lori Bitter turns a spotlight on

areas of business in the aging opportunity, from caregiving and product design to housing trends and social entrepreneurship and legacy. Through her interviews with experts in these areas, she illuminates the current research and best resources and practices created to fill the needs of the mature market, and translates the trends and data into actionable strategies for listeners.

One such show, *Advertising to the 50+*, delved into the current state of advertising targeting this age group. Below is an edited transcript with guest Patricia Lippe Davis, Vice President of Marketing for AARP Media Sales. In this conversation, Lori and Patricia dispel the myths of marketing to mature consumers, and discuss the issues with getting the mature consumer on the radar with ad agencies and brands.

**LORI:** Can you talk to us about what AARP is, why it exists, and the heritage of the brand?

**PATRICIA:** AARP in its most simple form is a social mission organization. We are really an advocacy corporation for the 50+ demographic. I think the thing that people do not necessarily realize is that it's for every generation. Today, much of our focus will be on boomers, but AARP is someone who is really there advocating for my mother, but also for my daughter, who is right now still a teenager but someday will turn 50. AARP just wants to make sure that the laws and culture and so on are appropriate in supporting and letting those of us who are in that demographic live the best lives we possibly can.

**LORI:** That's a very broad mission!

**PATRICIA:** It is a very broad mission, but nobody else is really doing this and I think that part of our success is that we do reach this huge demographic. Particularly now, AARP has

been growing in leaps and bounds as the over 80% of baby boomers are 50 and above. Right now it's nearly 40 million members. Here's a great statistic: 40% of the adult population is 50+. Approximately 40% of them belong to AARP. This translates into nearly 40 million members.

**40% of the adult population is 50+. Approximately 40% of them belong to AARP. This translates into nearly 40 million members.**

**LORI:** So any business that doesn't have AARP as part of its marketing strategy really needs to be thinking about that. One of the stats that I saw on your site was that a third of the membership is under 60. I think that's something that most people don't think about.

**PATRICIA:** That is true, and I think that part of it is because we have licensing partnerships. We also call ourselves social entrepreneurs. We have relationships where a particular kind of advertiser is able to co-brand with us. And as a result, folks are seeing their advertisements and thinking that our demographic is older than it is. So in fact, half—or more than half—of our members are still working and, like you said, many of them are under 60 years old.

**LORI:** I was surprised to learn that there's a lot more going on in AARP Media than just publications. It's very broad. You really have experts who can help businesses navigate a lot of different kinds of engagement with older consumers.

**PATRICIA:** I'd like to talk a little bit about the founding of AARP. It was founded by a high school principal. At that time, a little over 50 years ago, she saw with her coworkers who were teachers that once you were no longer employed you no longer had health insurance. Her concept was collective buying. She went to a lot of insurance companies and said, "I have an audience. If you can create a product for this audience, we will let you

market to them." It was that social entrepreneurship. She was gathering more and more members around this teacher space, which turned into folks that were retired, and has continued to evolve to folks who are 50+. Initially it started out as publications as a way to communicate what was happening with the organization, whether it was advocacy or just information for people to live their best lives. The company has evolved as we have all evolved. It has evolved across different media properties to make sure that we're everywhere that our members are. Because we are in such a 24/7 world, it is important that we keep our presence in everyone's lives. If someone gets up at three in the morning and goes online, we're there. If someone is out somewhere and they have their smartphone, we're there. We've got radio programming as well, and television programming. We are delivering our publications into 22 million households.

**LORI:** You also have a Hispanic publication that has a lot of traction and is really widely valued by your membership.

**PATRICIA:** Our Hispanic strategy is a multimedia strategy much like the one I just described where we're trying to be everywhere. So, for example, we have a Hispanic app, Viva is the name of our property, and we have Viva radio

programming, Viva television programming, Viva app, and the Viva publication, and that is distributed quarterly.

**LORI:** So how do businesses engage with your team? What's the best thing for a business to do who wants to engage?

**PATRICIA:** There are folks that have endemic advertising products, some of whom either pursue AARP or are receptive to AARP saying there's an incredible fit, it's very clear your product is targeted to our audience. That's an easier conversation to have, using our media properties to market to our audience. Then there's another piece, which is that there are so many products that would be appropriate for

this audience, either specifically or because they are appropriate for an adult audience in general. In that case, the advertising and the media industry is very much focused on the 18–49 demographic. I think it has been evolving, but very slowly. It certainly has not caught up to the demographic. It is ironic because so much of the advertising has been developed around the baby boomer in targeting that 18–49-year-old in particular as the baby boomer was moving through it. It is almost as if once they turned 50 the dollars have not followed.

**LORI:** Agreed. Certainly we see that with our clients and our business. It has always been much easier for us to sell our services as an agency to clients that already get that they

are in this market space than it is to go and carve out money from a brand and convince them that their consumers are actually in the market. It is a big issue.

**PATRICIA:** It is very much a client sell, because the client is really the one that understands their mission, but at the end of the day they are really looking to sell their products and services. In my estimation it is more difficult when an agency is being told that the target is 18–49 or 18–34, and they are not considering our audience or our media.

**LORI:** Your team must spend a considerable amount of time dispelling myths about consumers and their consumption, media habits, and lifestyles. What do you find are the biggest misconceptions?

**PATRICIA:** Technology is the biggest misconception, in that they believe folks 50+ are not using technology. Of course that couldn't be further from the truth. According to our research and research we have seen from Pew there is somewhat of a drop-off in the 65+ area, and that is something we agree with and is one of the reasons we as marketers maintain our publications to make sure we are providing access to information to our members. Everything from social media

to iPhones to iPads, our audience are super-users. Not only that, we are the ones who can afford to buy technology, and in many cases we are the ones buying it for the younger generations. As marketers, the biggest thing to think of in relation to our generation is that we are influencing not only the purchases of ourselves and our partners, but of our parents and our children. Even though our children might decide which technology they want to buy, we are funding it and we might be influencing it. For example, with a smartphone, we are making a determination as to what service we are going to use for what is most efficient for our family. So while the younger demographic has influence, the purse strings are where the greatest influence is. In relation to technology, we are the ones making both those decisions and those purchases.

**LORI:** Are clients gravitating more toward digital interactive advertising as opposed to print? Are you starting to see budgets shift?

**PATRICIA:** We are. I think that is a result of what is happening in the industry as opposed to what is happening in our markets. As we say here, it is important to be on the curve but not ahead of it, because we don't want to be ahead of the older span of our demographic. Because we aren't just reaching the sweet spot of baby boomers, but also the older demographic. Our digital has

grown considerably and will continue to grow. As we know, with digital there is an ROI that is practically visible in real time. Also, we have been continuing to expand our offerings. So where we started with our site ([www.aarp.org](http://www.aarp.org)), we have expanded our capabilities. We have added an ad network and audience clusters. Aside from the fact that the marketing world has moved toward digital, it has also moved toward segmentation. We have that ability to do behavioral targeting online. We have been doing it to some degree in print, even with the scale of our magazine, for years.

**LORI:** What other myths do you hear?

**As we say here it is important to be on the curve but not ahead of it because we don't want to be ahead of the older span of our demographic. Because we aren't just reaching the sweet spot of baby boomers but also the older demographic. Our digital has grown considerably and will continue to grow.**

**PATRICIA:** Brand loyalty. All the studies that we have done show that our demographic is on a parallel path with every other demographic. I am looking on my desk, and I have a bottle of a five-hour energy drink. That product didn't even exist a number of years ago. So the idea that I would be buying a product I bought 25 years ago is ridiculous. I am also more inclined to buy a hybrid vehicle, so I am going to be looking for the manufacturer of the best hybrid vehicle that meets my needs at the time. I am not stuck on an automotive vehicle that was advertised to me 25 years ago.

That is another old-school notion the advertising industry has. They start advertising to a 25-year-old who now does not have any money and also is probably not earning very much money and carrying debt from student loads, and think that if they start advertising to them now that at some point in the future they will buy their brand. The world is changing, and products and services are changing so radically that smarter marketers are investing in the audience that has money to buy today, as opposed to tomorrow.

The rest of this interview can be heard and downloaded from *The Business of Aging* show page on the WeEarth Global Radio Network website, at <http://wgnradio.com/blog/2011/10/20/the-business-of-aging-debut-show/>. Or on Lori Bitter's *Boomers In The Wild* blog at [www.BoomersInTheWild.com](http://www.BoomersInTheWild.com).





# Caregivers

ARE MOST RECEPTIVE TO  
*technologies that help them  
deliver, monitor, track, or coordinate*  
THEIR LOVED ONE'S MEDICAL CARE.

e-connected Family Caregiver:  
Bringing Caregiving into the  
21st Century. (2011)



**DO YOU HAVE A STRATEGY THAT CONNECTS  
YOUR BRAND MESSAGE ON AND OFFLINE?**

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