

## 10 Most Dangerous Myths about marketing to Australia's Ageing Population



1. Our company's Brand, Product or Service doesn't specifically target the Mature Age Market, therefore our business is not affected by Australia's ageing population.
2. The Senior Market is a relatively homogenous group, but if it needs further segmentation, "age" is the obvious choice as an indicator of consumer behaviour, and therefore for sophisticated marketers, age-silo marketing is the most effective methodology.
3. It is statistically true the median age of Australian consumers is slowly increasing, but change is happening so slowly that it won't be an issue in the short term.
4. The Baby Boomers are so eager to spend their kids' inheritance, the marketing exercise to attract them is relatively straight forward.
5. If we want to increase our sales to the Seniors Market, it is a matter of modifying our marketing message and media selection, the physical product, including packaging, is equally appropriate for all age groups.
6. Older Australians aren't really interested in technology, and certainly have no relevance in current discussion on internet-based social networking activities.
7. There are no unique "seniors" considerations when designing an internet site to ensure it is "50+ friendly".
8. Australia's Seniors are keen to retire as soon as their financial position allows it, nothing's changed in that regard.
9. A Company's inability to attract and retain mature age employees is solely HR's problem, it doesn't impact our marketing and sales performance.
10. In marketing to older Australians, what we call them isn't important – Boomers, Seniors, Retirees, Mature Age, Golden Oldies, Elderly Citizens. The message far outweighs the nomenclature.