

GLOBAL WELLNESS INSTITUTE ADVERTISING & THE AGING WELL CATEGORY

A GLOBAL ADVERTISING INDUSTRY
PERSPECTIVE REPORT



GLOBAL WELLNESS
INSTITUTE™

AGING WELL INITIATIVE

INTRODUCTION

The over-60s population is the fastest-growing in most countries.

The over-60s control over 50 percent of spending in nearly every category of products and services globally.

The over-60s are underrepresented in nearly all kinds of advertising.

Three statements that are hard to argue with.

Here is a question to consider: In a world where aging well has become a hot issue for governments, businesses, communities, and individuals, how can the advertising industry, clients of all kinds, and communications experts do a better job of getting the right messages to the over-60 population about aging well?

The Global Wellness Institute's Aging Well Initiative explores how people feel and act about aging well through a number of research initiatives.

For our white paper "What Is happening with Aging Well," we interviewed a range of

experts on aspects of aging populations from a dozen countries about what it means to age well, trends in the field, and what they find interesting.

In our study "Aging Well Around the World," we surveyed over 1,000 people in the US, Japan, Costa Rica, Denmark, and Nigeria who are 50-plus years old about what they thought aging well meant and what they were doing to achieve it.

In our reviews of these original reports and many other third-party studies on aging populations, a constant theme of discussion with anyone providing products and services to over-60s is the gap between reality and what they see in advertising and other brand communications. So we decided to go to the source of much of the brand imagery in the world to ask them what is and isn't working in advertising about aging well and other related brands and services.

This report brings together the views of creative directors from advertising and marketing design professionals from across



**TALK TO THEIR NEED FOR INDEPENDENCE,
NOT HELP OR PITY."**

— RUPEN DESAI

the globe—including over 30 contributors from the Netherlands, Canada, Singapore, the UK, Australia, Philippines, the US, Brazil, Thailand, Germany, and Hong Kong—on one of the most underexplored opportunities in the modern advertising industry: advertising aging-well products and services to people over 60.

What follows is a point of view report around five key questions designed to understand the views of advertising creative directors regarding what they see as good and bad examples of advertising for this broad category, what the limitations are within the category, what they would look for in a good brief, and why they think the advertising industry generally does not pay attention to or create good advertising for products and services for aging well to older populations.

Note that some of the interviews were held in 2024 while most were undertaken in March and April 2026. Some of the interviews were undertaken anonymously, so not all quotes have named attributions. A list of some of the contributors appears at the end of the document. Together, the interviews paint a consistent but sometimes uncomfortable picture: The marketing and advertising industry is failing a demographic that controls an extraordinary share of global wealth, is living longer and more actively than any previous generation, and is growing faster in almost every major market on earth.



WHAT IS THE BEST PIECE OF ADVERTISING TARGETING PEOPLE OVER 60 YOU HAVE EVER SEEN?

When asked to identify advertising that has truly worked for the over-60 audience, the creative directors we interviewed really struggled—and that struggle is itself revealing. Multiple respondents admitted they could not think of a single standout example, even as they were working in or adjacent to the industry. It's true that we asked them to confine themselves to brands and products offering help in “aging well” in some way. However, the responses were, as one respondent said, “really stretching my memory.”

This is not forgetfulness; it is a symptom of how rarely the category produces genuinely memorable work directed at people over 60.

That said, a number of campaigns were singled out for praise, and they share certain qualities: authenticity, emotional intelligence, wit, and a refusal to reduce older people to a stereotype. Where possible, we have included links to the mentioned advertising and suggest you have a look.

ADVERTISING EXAMPLES CITED

DOVE PRO-AGE

Repeatedly cited across multiple contributors, this campaign was praised for rejecting the anti-aging narrative entirely and reframing aging as something visible, valuable, and unhidden. Marcia Goddard (New Jersey) described it as a campaign that “challenged category norms instead of optimizing within them” and gave older women permission to exist in advertising without apology. See the video: youtube.com/watch?v=Ff7bVFEaXSQ

VIAGRA “TOGETHER FOREVER”

Chris Kyme (Hong Kong) and others highlighted this campaign for repositioning the product not as a fix for a problem, but as an enabler of continued enjoyment of life—an important distinction that resonates with the dignity of the audience. Watch the campaign: adsoftheworld.com/campaigns/together-forever-viagra

VIKING RIVER CRUISES — “UNPACK ONCE”

Chuck Nyren (US) and other contributors suggested this as a masterclass in insight-led communication. The proposition was built on a simple but profound truth: When you’re older, the joy of travel lies in the experience, not the logistics. **Read the article:** [wsj.com/articles/the-best-river-cruises-see-the-world-and-only-unpack-once-1431116361](https://www.wsj.com/articles/the-best-river-cruises-see-the-world-and-only-unpack-once-1431116361)

SPECSAVERS — “MISHEARD VERSION”

A Cannes 2024 winner highlighted by Yutthana Aswajesdakul (Thailand), this campaign used a Rick Astley song from the 1980s to address hearing loss with humor and lightness, connecting with its audience through cultural reference while treating a serious subject without condescension and with a lot of fun. **See the video:** [youtube.com/watch?v=3M_hkJ6lZ04](https://www.youtube.com/watch?v=3M_hkJ6lZ04)

“I GO FOR YOU”

An initiative launched during COVID-19 by the advertising agency R/GA in Singapore connected elderly residents unable to shop with volunteers who could shop on their behalf. Simple, accessible, and empathetic, this short-term campaign respectfully met its audience where they were, at home and in a tough situation. **Read the article:** campaignbriefasia.com/2020/05/11/r-ga-singapore-launches-i-go-for-you-grocery-delivery-initiative-for-senior-citizens/

CELEBREX (JOINT PAIN MEDICATION)

An ad from 10–15 years ago featuring Frankenstein’s monster gardening—stiff in the joints like the iconic monster—but speaking like a normal person. It was praised by a couple of contributors as “really, really smart and funny,” and a rare example of humor used with intelligence in the health care space that made a condition many older people might suffer from seem more universal and the solution more appealing.

WEATHERTECH SUPERBOWL 2025

A group of older women, together and having fun, was praised for showing the target in a social, joyful context. Though the product link was considered weak, the imagery was seen as refreshingly suggesting older people are all about having fun. On the other hand, a couple of people said it was a bad example, as it fed overdone stereotypes. **See the video:** [youtube.com/watch?v=J6d2QRiLw6c](https://www.youtube.com/watch?v=J6d2QRiLw6c)

ZWITSERLEVEN (NETHERLANDS)

Costas Papakononou (Amsterdam) cited this Dutch retirement savings brand as a pioneer not because it was selling to seniors, but because in the 1990s it was the first to reframe retirement in the Netherlands around freedom rather than decline—a lesson many brands still haven’t absorbed.

“ Like any other piece of advertising, the ones that truly work are those that portray real people and their multiple journeys, rather than a stereotype created by someone in their 30s. The big question is: How can we evoke genuine emotion without making people feel like ‘a senior’?”

—Survey contributor

“ I still don’t recognize any brand with a language suitable for this audience — being part of it, in fact.”

—Survey contributor, 60+



WHAT BRAND IN YOUR MARKET GETS ADVERTISING ABOUT WELLNESS TO PEOPLE OVER 60, 70, OR 80 RIGHT?

This question produced an even more startling level of silence. Across markets—Brazil, Canada, Thailand, the Philippines, the UK, Singapore, Germany—the most common answer was: none. Zero. Blank.

In some cases, the only examples contributors could name were pharmaceutical ads, insurance commercials, or incontinence product campaigns—all necessary categories, perhaps, but hardly a flattering portrait of what the industry believes older people want to engage with. Further, this emphasizes how advertising for many everyday lifestyle and wellness products is still not targeting those with the most dollars to spend in really relevant ways.

A handful of markets produced notable exceptions, with some brands managing to connect with authentic intent:

SKECHERS SLIP-INS (NETHERLANDS)

Costas Papakononou and others highlighted Skechers' use of Dutch football legend Ruud Gullit, who happened to be in his mid-60s himself, to position lace-free shoes as a convenience, not a compromise—smart, effortless brand alignment with a product that solves a real need without making the consumer feel diminished by it. **See the video:** youtube.com/watch?v=LQ99Rl4wjyo

O BOTICÁRIO (BRAZIL)

The Brazilian perfume and cosmetics brand was mentioned for campaigns targeting older consumers around key dates, openly discussing age prejudice while activating loyal customers to continue buying. It was seen as smart because it links emotional resonance with commercial behavior.

TENA (BRAZIL)

Praised for its empathetic and progressive approach to a sensitive category and working on language, tone, and empathy over time to avoid the topic feeling rude or reductive.

See the video: tiktok.com/@tenabrasil/video/7451713170747575558

CHEVROLET (US)

Described as a multigenerational brand that finds ways to connect with every generation of family drivers; one contributor's all-time favorite for its warmth and authenticity.

TRANSAMERICA LIFE BERMUDA

Chris Kyme shared a personal case study from his work with this brand, noting the successful strategy of building messaging around succession planning and “plan ahead.” Not a glamorous brief, but one executed with intelligence and relevance.

“

I can't think of a single product or service that is advertised on UK TV that promotes wellness in the elderly, especially prime time. Daytime you see a lot of life assurance commercials, funeral planning, foot spas, and diabetes monitors — dull, unimaginative, and with zero thought behind them.”

—Adrian Parr, London

“

Most advertising to ‘seniors’ treats the target as a demographic or as an impossibly young mindset. It’s neither. Getting old isn’t easy and it’s no joke, but it’s also not what it used to be — you can have a full, rich life in your ‘third act.’”

—Survey contributor



The term “third act,” borrowed from Jane Fonda and referenced by multiple contributors, became something of an unofficial touchstone throughout the report. Many used it as capturing the aspirational spirit that they felt was almost entirely absent from current advertising targeting older people. As noted in our other studies, the mood of people 60+ around the world tends to be one of “looking for what is next” in life and ideas on how to enjoy life more in that third act. However, our respondents from the advertising world did not see this really happening. Rather, they noted that most advertising aimed at the over-60 populations represented the third act as a problem to be solved.

DO LIFESTYLE WELLNESS BRANDS GET IT RIGHT FOR OVER-60s?

This question, deliberately excluding finance, insurance, and retirement brands, pushed contributors toward sectors where genuine opportunities to be fun or uplifting tend to live. Fashion, travel, and fun were themes that kept being repeated. The answers were more varied, more personal, and more revealing of what this audience actually wants from brands.

GOLDEN GOOSE (FASHION FOOTWEAR)

Repeatedly cited, particularly for the Jane Fonda collaboration. One contributor noted that the brand succeeds because it is not pretending to sell to an old person—it is a fashion-forward brand that simply happens to be ideal for an older person too, given that the shoes are flat, comfortable, and stylish. The behind-the-scenes approach with Fonda was seen as genuine rather than contractual.

VIKING RIVER CRUISES

Again cited for its lifestyle positioning, with the “Unpack Once” proposition praised as a true insight that earns its audience’s trust by acknowledging a real truth about the experience of travel at this life stage.

SPECSAVERS (UK)

Adrian Parr praised the Specsavers audiology and eyewear advertising for being funny, pointed, and genuinely effective in raising

important health issues without making the audience feel pathologized.

CADDIS EYEWEAR (US)

Praised for showing aging people in a natural, upfront, and unpretentious way—“young at heart” without resorting to the cliché of making older people act like teenagers.

SAGA HOLIDAYS (UK)

Adrian Parr praised Saga’s campaigns “You’re Not Wrong” and “Experience Is Everything” for giving age status, celebrating the wisdom, style, and experience of getting older at a time when almost no other brand in the UK was doing so.

JD WILLIAMS (UK)

A fashion brand praised for showing confident older women who “refuse to go beige with age,” with the positioning described as the clothing equivalent of “Because You’re Worth It.”

**FASHION, TRAVEL, AND FUN
WERE THEMES THAT KEPT
BEING REPEATED.**

PURE YOGA HONG KONG: “TURN LIFE ON”

Chris Kyme highlighted this proposition as inspirational, relevant to all ages, and inclusive by design rather than by token gesture.

AIRBNB (US)

Marcia Goddard noted that Airbnb succeeds precisely because it does not segment older travelers as seniors at all; instead it shows them as curious, engaged, and still expanding their world. The product supports autonomy, flexibility, and experience over ownership, which aligns with how many people over 60 actually want to live.

NIKE (SINGAPORE)

Farrok Madden cited a Nike ad featuring an older person staying fit—notable for featuring a real person, not an actor, in perfect sync with the brand’s ethos.

“Golden Goose gets it right because it’s not pretending to sell to an old person. They’re a fashion-forward brand that happens to be ideal for an older person too, because they’re flat, comfortable shoes that are also super stylish. I love the behind-the-scenes approach with Jane because it is obvious she’s a fan and had fun with it, and it is not just a paid endorsement.”

—*Survey contributor*

“I prefer campaigns that use older people for products that target not just older people.”

—*Michael Prieller, contributor*

This last point was raised by Michael Prieller, who is not a creative director but an academic who has been studying advertising targeting older people in Asia for many years. His comment reflected many others’ and may be among the most important strategic insights in this entire report. Campaigns that feature older people without being “about” aging often resonate more deeply with the target audience because they avoid the patronizing implication that this group needs its own special category of communication.

Advertising that is simply answering what people want—in the case of older people, to continue to explore life, have some fun, and get the most from the next 20 to 30 years—rather than advertising that focuses on “fixing old people problems” will have the greatest effect.

WHAT WOULD YOU WANT TO KNOW, AND TELL THE CLIENT, IF BRIEFED TO TARGET OVER-60s FOR A PRODUCT RELATED TO AGING WELL?

This question elicited some of the most thoughtful—and occasionally raw—responses in this research. When creative directors were asked to imagine themselves taking a real brief, they revealed both the depth of curiosity required to do the job well and the frustrations that come from working in an industry that rarely bothers to ask these questions at all and is seemingly stuck in the past when it comes to understanding people in their 60s, 70s, 80s, and beyond.

WHAT CREATIVE DIRECTORS WOULD WANT TO KNOW

The overwhelming theme was: Stop making assumptions. Contributors wanted to understand the psychographic reality of this audience, not the demographic caricature.

- What does wellness or aging well actually mean to this specific person, in this specific life stage?

- What are their motivations, emotional drivers, and unmet needs, rather than what we project onto them?
- How do they consume media?—e.g., WhatsApp, YouTube, Facebook, television, print, or outdoor, and in what combination and at what times?
- Where are they in the spectrum from prevention, to management, to recovery when it comes to health and lifestyle?
- Who influences their decisions—peers, doctors, adult children, friends, or no one?
- What do they actively reject? Language like “anti-aging,” “silvers,” “retirees,” and “grays” was mentioned as infantilizing and lacking any resemblance to the way people feel about themselves.

CONTRIBUTORS WANTED TO UNDERSTAND THE PSYCHOGRAPHIC REALITY OF THIS AUDIENCE, NOT THE DEMOGRAPHIC CARICATURE.

“ I am 60 years old myself. I usually don’t look at other people’s advertising from an age perspective. If it’s for me, I will understand it through psychological reading and it talking to me in language I use, much more than by too-commonly used age tags.”

–Survey contributor, 60

“ Treat me like a normal person. Don’t stereotype me with cargo shorts and loose shirts. If you want to offer me fun, bring back what I’ve always felt was fun—not fun for old people.”

–Survey contributor

“ People over 60 still like to fuck, eat crappy food, spend too much time on social media, etc. Just make us normal. Make us funny. And please quit trying to show everyone how ‘active’ we are. Like it’s a miracle that a 60-year-old can run or hold a racquet.”

–Survey contributor



Many creative directors shared stories that our report editor, Dave McCaughan, remembered from his three decades in the advertising world. One old story of his summed up what many creative directors see as missing from briefs. Early in his career, one of Australia’s most famous creative directors told him, “If you want to make a commercial that will really work, find out the exact age of the target audience, then go back to exactly where and when they were 18. Now find out what was their favorite singer, song, band at that age and use it as the backing track for your brand. Because no matter how old you are, you are always 18 again when that music starts playing.”

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WHAT CONTRIBUTORS WOULD TELL THE CLIENT

The advice that clients need to hear followed that thought. Jeremy Perrot, one of the most senior creative directors interviewed, having served as global lead for McCann Health and the first chairman of the Cannes Health advertising awards, offered a five-point framework for crafting authentic connections with this audience:

- **EMPATHETIC MESSAGING:** Stop patronizing. Celebrate wisdom and vitality.
- **CULTURAL RESONANCE:** Use music and references that reflect aspiration, not just nostalgia. Songs like Ronnie Wood’s “Ooh La La” — “I wish that I knew what I know now, when I was stronger”—help us empathize with a different generational mind.
- **ENGAGING NARRATIVES:** Craft stories that reflect rich experiences and dreams, not clichés.
- **COMMUNITY TOUCHPOINTS:** Give this audience a voice. It builds loyalty and trust.
- **INTERACTIVE EXPERIENCES:** Invite participation, not observation. These are people who are active or want to be active.



Sean Riley (Toronto) was equally direct:

“Aging isn’t a niche market—it’s the default future for every single one of us. We don’t stop being humans as we get older, so what’s the life stage of the target? That’s more important to me than just age. Are you planning to be there for them for the long term? How are you going to earn and keep their trust?”

–Sean Riley, Toronto

Marcia Goddard (New Jersey) offered perhaps the most succinct creative direction of the report:

“Stop marketing to age. Start marketing to agency. Don’t simplify the message to the point of insult. Clarity is not condescension. Show real lives with texture, not sanitized ‘active seniors’ clichés. Respect that this audience has seen every trick in the book. Earn trust or lose immediately.”

–Marcia Goddard, New Jersey



And there are also simple, practical lessons to consider as well. Chuck Nyren has been working in the world of creating better advertising for older age groups for decades and he raised an often-overlooked practical consideration: readability. Bold color contrasts, easy-to-read fonts, calm backgrounds. A through line. Something linear to grab onto. Not a light-and-sound show. A simple practitioner’s reminder that advertising must work on a sensory level before it can work on an emotional one.

SO HOW WELL DOES THE MARKETING AND CREATIVE INDUSTRY UNDERSTAND THE OVER-60s AND THEIR DESIRE TO AGE WELL?

The answer, almost universally, was: very poorly.

And in a detail that made several contributors particularly frustrated, the industry often believes it understands this audience far better than it actually does.

Across every market represented in this report, contributors described an industry that has effectively written off its fastest-growing and wealthiest consumer segment. The reasons cited were structural, cultural, and in some cases willful.

THE STRUCTURAL PROBLEM: WHO'S IN THE ROOM?

Multiple contributors identified the age profile of creative agencies as the root cause of the problem. When the people creating advertising are in their 20s and 30s, and the people being targeted are in their 60s and 70s, empathy becomes guesswork.

“

I was recently at an agency where the CCO said, ‘We really just want to be an agency of digital natives’—which showed what he thought of millennials, Gen X, and boomers. So I always found it interesting that we were looking to younger generations to speak to older generations, without having the connection and experience. It’s hard to have empathy for people we don’t want to be like.”

—Survey contributor

“

Lack of representation in creative agencies is leading to a lack of understanding about this target cohort.”

—Survey contributor

CONTRIBUTORS DESCRIBED AN INDUSTRY THAT HAS EFFECTIVELY WRITTEN OFF ITS FASTEST-GROWING AND WEALTHIEST CONSUMER SEGMENT.

Sean Riley (Toronto) put it most pointedly. He had recently been briefed to target 50-to-60-year-old males described as not technologically savvy and not comfortable with social tools. The 30-year-olds briefing him saw nothing wrong with this description.



“It was up to me, the oldest person in the room, to stop the process and remind them that a 50-year-old is their boss, and a 60-year-old is the boss of their boss. These are not the bumbling caricatures from some '90s sitcom. Advertising to seniors in Canada isn't broken because the audience is particularly hard to reach. It's broken because the industry hasn't updated its mental model of who we are.”

—Sean Riley, Toronto

THE COMMERCIAL BLIND SPOT

Several contributors pointed to the paradox at the heart of the industry's failure: The very group that is being ignored holds a disproportionate share of global wealth and spending power. The so-called “silver economy” is not a niche. In country after country, the 60-plus demographic is the fastest-growing segment. From Japan and Italy to Thailand and India, where 160 million people are already over 60, this is the hottest marketplace in the world.

“The spending power of boomers was wilfully ignored, with excuses like ‘too set in their habits anyway.’ Few understood the difference between older age as a target audience versus an aspiration.”

—Costas Papakonomou,
Amsterdam

“The age bias in marketing is hilariously obscene. Most people in their 50s and 60s get pushed out. Youth is prized over experience. Sort of the opposite of doctors—if you have a medical issue, you want the doctor who has seen myriad patients over myriad years. In marketing? The opposite.”

—Survey contributor

THE CREATIVE FAILURE

When the industry does address this audience, contributors described a predictable and limited range of approaches: the declining patient, the silver-haired marathon runner, the financial worrier. None reflect the actual spectrum of identity, health, wealth, or mindset within this group.

Farrok Madden (Singapore) noted simply that most advertising in the wellness space runs “with the noise” in chasing millennials, Gen Z, and Gen Alpha while ignoring the demographic that is quietly accumulating economic power. Yutthana (Thailand) observed that celebrity endorsement has replaced creative power in many Asian markets. However, he pointed out that, unlike the Ruud Gullit example mentioned earlier, such endorsement is too often used to produce work that is recognizable but not resonant. Older celebrity and influencer usage has its place, but only when it’s used to help build the audience’s recognition that the product really does understand them and their desires for wellness and a better life.

Our investigation has included other encouraging campaigns: Dove’s Real Beauty,

IKEA’s ThisAbles, Eisai’s Memory Keepers for Alzheimer’s awareness, and Virgin Active’s Leave the Fitness Cult.

These campaigns demonstrate that the wellness sector can produce work of genuine ambition when it chooses to. The question is whether the broader advertising industry is paying attention.

“I’ve seen very little that shows how beautifully complex this target is—this inner conflict of feeling young yet being older, wiser, funnier too, and painfully aware that the world sees you as a cranky old version of yourself. We treat old age as a disease in our society. I think that’s a mistake and not true. As Jane Fonda says, life is an upward spiral, not a decline downwards.”

—Survey contributor

A NOTE OF CAUTIOUS OPTIMISM

Not all contributors were entirely pessimistic. Meredith (US) expressed hope that growing awareness of boomer wealth would draw more serious attention to this demographic. Costas Papakononou suggested that AI-powered advertising and algorithmic targeting, honed by actual behavior rather than marketers' assumptions, might ultimately bypass the industry's structural biases and reach this audience more effectively than any campaign brief has managed to date.

Dante Abelarde (Manila) noted that with many senior creative leaders now in their 60s themselves, insights into this demographic may begin to come more naturally, although this in itself creates problems. While the head creative director of many agencies may be around 60, very few have teams underneath them that also reflect that life stage. As a few contributors noted, it's necessary to get more people in the over-60s life stages involved at

both the agency and client level to get a better “feel for what is right.”

Multiple contributors pointed to Jane Fonda's TED Talk on life's third act as an example of a needed resource that the industry would do well to study—less as a brief than as a window into the ambition, complexity, and vitality of the people that advertising has been so carelessly overlooking.

WHILE THE HEAD CREATIVE DIRECTOR OF MANY AGENCIES MAY BE AROUND 60, VERY FEW HAVE TEAMS UNDERNEATH THEM THAT ALSO REFLECT THAT LIFE STAGE.

CONCLUSION: THE MISSED OPPORTUNITY OF THE OVER-60S AGING WELL MARKET

What this report makes clear above all else is that the advertising industry is sitting on one of the greatest untapped opportunities in its history.

People over 60 are not a niche. They are not a problem to be solved, a demographic to be handled with care, or a bracket to be served with pharma ads and funeral plans. They are the world's fastest-growing consumer group. They hold more disposable income than any other segment. They are living longer, more actively, and with more appetite for experience, connection, and meaning than any previous generation at their life stage. And they are watching—with considerable frustration—as the industry that shapes culture continues to speak to them in the language of decline.

The contributors to this report have given the industry everything it needs to do better: deep curiosity, hard-won insight, specific examples of campaigns that have worked, and very clear guidance on what this audience wants and rejects. The brief is there. The audience is waiting. What's missing is the industry's willingness to take this audience seriously.

As one contributor put it simply in what may be the most important line in this entire document:

“That 60-year-old doesn't need you, because they've got used to not being needed by brands generally. But they sure would appreciate a brand that can celebrate and respect them for who they are and the role they have played in cultures forever—as wisdom keepers—but who seem to have lost that place in modern societies obsessed with youth.”

—Survey contributor

The industry that figures out how to speak to this audience with authenticity, wit, respect, and creative ambition will not just win their loyalty. It will earn something more valuable: their trust.

And in a market this large, this wealthy, and this hungry to be seen—that is, as one campaign famously put it, priceless.

Thanks to the 30+ Creative Directors who have kindly contributed thoughts and examples to this study. Some asked to remain anonymous, some could not acknowledge their participations however all supplied great thoughts. Below are a few of those who have allowed us to quote their thoughts:

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This report was compiled by Dave McCaughan, Storyteller @ BIBLIOSEXUAL, after undertaking over 30 individual interviews with Creative Directors and experts in the advertising industry globally.

The Global Wellness Institute (GWI) Aging Well Initiative is a groundbreaking effort dedicated to understanding and addressing the unique wellness needs of individuals aged 50+. As the global population of those 50+ continues to grow at an unprecedented rate, there is an urgent need to focus on their specific wellness-related requirements and preferences.

This initiative aims to provide a comprehensive platform to explore, share, and promote innovative practices, products, and designs that enhance the overall well-being of the 50+ demographic.

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