



Market Analysis

Social Research

Feasibility

Evaluation

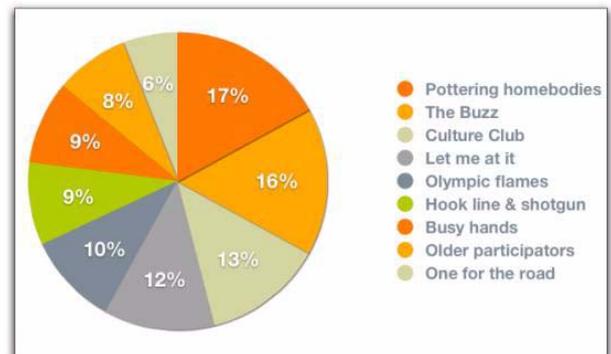
Consulting

## Older Australians – Buyer Activity Profiles

With retirement age people making up an increasing proportion of the Australian population, it makes sense for developers to be looking at this growing market. We have been looking at the power of segmenting the retirement market using *buyer activity profiles* as a way of shaping the look and feel of retirement developments, thus increasing their market appeal.

The typical imagery of retirement living portrayed in advertising, we find, fits some of the market but leaves major segments unmoved.

Our activity-based segmentation, created from over 15 years of population surveys, identifies groups with money to spend but no retirement product that speaks directly to them.



“Communities of Interest” based on what people like to do become an efficient target market for new development

Matching development design to the demographics *and* activity patterns of a potential market is one way of increasing product appeal.

## Fact file

The ACCC reports that Australian businesses feel that green credentials will give them a competitive advantage.

4.5% of the top 100 sustainable corporations are Australian.

The UK leads the list by filling 24% of places.  
([www.global100.org](http://www.global100.org))

Economists report that eco-efficient corporations have measurably better operational performance.  
([www.global100.org](http://www.global100.org))

## 7 rules for reaching retirees

**1. Call them experienced**, call them *mature*, call them *grandparents*, but don't call them elderly, aged or seniors.

**2. 70 year olds are more varied** than 7 year olds. Define sub-groups by income, age, health, lifestyle & family circumstances.

**3. Learn to love what they love....** even if it is Cliff Richard, Rod Stewart or John Farnham!

**4. Life-changing events** (retirement, grandchildren, ill-health, etc.) are defining moments for this market. Hook into these events to create connections that make your product or service relevant and attractive.

**5. Be legible.**

Use the classics of graphic design: readable font size (12 point), short line length, white space, bold headlines and subheads.

**6. Demonstrate your credibility.** Tell them how long you've been in business, share research evidence, awards, endorsements & testimonials.

**7. Use positive images and language.** People over 50 respond especially well to images and language that offer hope and encouragement. Marketers who recognise the pleasures of aging stand a much better chance of reaching this market.





## Greening the advertising dollar

Leisure

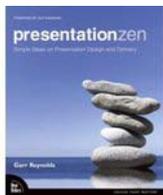
Arts + Culture

Travel + Toursim

Housing

Communication

### Book Review



*Power corrupts and Powerpoint corrupts absolutely.* This signature seen on a recent inbound email expresses the feeling that many people have after sitting through a presentation with too many slides; slides crammed with unreadable text; and slides made frenetic by pointless animation.

Help is at hand in the form of a book and website by Garr Reynolds.

**Presentation Zen** delivers a wealth of hints for using presentation software in engaging ways.

[www.presentationzen.com](http://www.presentationzen.com)

You will have noticed the recent avalanche of green advertising. From cars to cleaning products it seems that everyone is highlighting green credentials. The latest ad I saw was a 'green conference' package!



How are consumers responding? We have tracked the steady increase in concern, so that now 90% of homebuyers show concern about environmental issues. Some consumers are even acting on their concerns – these are more likely to be families with young children.

For others, personal comfort still takes precedence over environmental concerns. New televisions are selling like hotcakes, despite their high carbon footprint. Householders still run the

airconditioning rather than open windows for cross breezes.

Rising interest rates and petrol prices make it harder for many people to pay even a little extra for environment-friendly features.

The biggest moves towards better practice will continue to be legislated or supported by subsidy. Water consumption has reduced because of restrictions and fines. BASIX has improved home design by eliminating worst-case examples.

Where green features cost no more, many consumers will prefer the green alternative. So advertisers will continue to spruik their green credentials – if nothing else, it will help them keep up with the pack.

## A beginning, a middle and an ....

Any time we leave home, we go on a journey. It might be a leisure outing, a trip to the shops, a night out or a day at work – all can be considered journeys.

We can understand all these journeys better by recognising **Five Journey Phases**.

1. Anticipation
2. Travel to
3. On site
4. Travel back
5. Recollection

Managers and marketers can improve the visitor experience by addressing all five phases.

Build the right expectations by effective marketing.



Improve the travel experience with better signage, public transport interchange and carparking.

Onsite, make sure your visitors can find what they want and they enjoy being there.

Mementos (shopping purchases, brochures, souvenirs, etc.) of the visit can help build positive memories during return travel and recollection. This builds great word of mouth recommendation and feeds into anticipation of future visits!

Image supplied by [www.ckmetrophotos.com](http://www.ckmetrophotos.com)

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