

# Exposing the Unconscious AGE BIAS in Media



## ENABLE, DON'T LABEL

Only 6% of advertising's workforce is 50+.



in Advertising



in Finance



in Medicine



in Science



in Law



Canadians 55+ are commonly addressed in ways they don't like

Don't want to be called Senior

79%

Boomer was preferred by only

19%

Even less preferred the term Retiree

11%

**NO ONE  
WELCOMED  
THE TERM  
ELDERLY**

**0%**

## OPPORTUNITY

**11 MILLION**  
PEOPLE IN CANADA

55+



42% ALL HOMEOWNERS  
IN CANADA ARE 55+

**\$1 TRILLION**  
HOME EQUITY WEALTH

As of the 2016 census, there are more Canadians over the age of 65 than under 14

### SOLUTION 01

#### Ditch the old age stereotypes

36% greater emotional connection for 55+ for ads representing their cohort as fit, cheeky and wise, as opposed to meek and helpless

### SOLUTION 02

#### Bring back old classics

Millennials aren't the only generation with an apparent need for nostalgia. Boomers relate to old classics from their time, too, showing up to 36% greater emotional connection to nostalgic-themed ads versus overall benchmarks  
*(all content considered)*

### SOLUTION 03

#### Tap into the legacy of parenthood not its challenges

Ads communicating a transfer of knowledge and principles between generations see up to 50% greater emotional connection among Boomers than those ads conveying the challenges of parenthood.

### SOLUTION 04

#### Digestible Chunks

Delivering information in accessible and digestible chunks can drive double-digit lifts across Attention, Connection and Encoding.