

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.