

Mature Marketing Masterclass

Some Physical Aspects of Ageing

- Eyesight deteriorates significantly from age 40 onwards
- As the cornea yellows with age, it becomes harder to distinguish between blues, greens and purples and easier to see reds and yellows
- A 50 year old's eyes receive 50% of the light received by a 20 year old, an 80 year old's receive only 20%
- There is diminished ability to accommodate glare
- Hearing deteriorates significantly from 50 onwards, particularly in the higher tones
- Men suffer more hearing loss than women
- Ability to discriminate between background and foreground decreases
- Verbal memory declines faster than visual memory

“Eyesight deteriorates significantly from age 40 onwards”



Offline Checklist – the do's and don'ts

“Do”

- ✓ Design with mature eyes in mind
- ✓ Use larger type –minimum 12 point in letters
- ✓ Indent paragraphs in letters – it works better
- ✓ Keep design clear, clean and simple
- ✓ Always use serif type style
- ✓ Favour high contrast colours for greater impact
- ✓ Remember narrower column widths are more effective
- ✓ Make coupons easy to complete
- ✓ Speak in the idiom of the reader/ viewer/listener
- ✓ On TV, pictures and demonstrations are still worth a thousand words
- ✓ Deeper voices are easier for older viewers/listeners to hear
- ✓ In whatever media, your prospects will respond to ‘the truth well told’

“Don’t”

- ✗ Don't use single person imagery unless necessary
- ✗ Avoid reversing out of four colours – if you must, use a larger point size
- ✗ Avoid reversing out of black except in larger sizes
- ✗ Avoid blue, green and purple colour combinations
- ✗ Don't use too many messages
- ✗ Don't patronise
- ✗ Don't target by age alone – lifestage and lifestyle are important factors
- ✗ Don't call names – offering ‘Senior’ discounts will turn off the younger over 50s
- ✗ Avoid labels such as ‘old’ or ‘elderly’
- ✗ On TV, avoid MTV-type quick-cutting ads
- ✗ Avoid a cacophony of foreground and background noise



Online Checklist – is your website 50+ friendly?

Font

- All fonts are sans-serif and included in the standard font list of Windows 2000
- All fonts are a minimum of 12 points – or a script that allows for resizing
- All fonts are a medium to bold typeface and spacing between letters is not condensed
- There is high contrast between all fonts and backgrounds – dark on light or light on dark
- There is no blue text, nor black on red or red on black
- All headings, subheadings and body copy have at least 6 points of size disparity

Format

- Copy reads at least 40 letters across in all instances
- All text is left justified
- Spacing between lines is at least 25% of the text size
- Content is easily distinguished from navigation
- There is enough white space to make the page pleasing to the eye – less straining on the reader
- There are no watermarks or transparent elements
- Graphic elements are in place to provide viewers with a road map of their location within the site
- The site does not force the browser window to resize, nor launch pop-up windows

Navigation

- All navigation buttons have a text label in addition to a universally recognisable icon
- Buttons are no smaller than 18 x 22 pixels and have adequate spacing between the hit areas
- Label and directions clearly explain the outcome of a user click. There is no tech-lingo or slang
- Menus are simple. There is little if any use of dynamic elements (i.e. no blinking, pull-downs, fly-outs or other superfluous animation)
- Links that have already been followed are differentiated from those that are yet to be clicked
- Navigation is in place to help users backtrack

