

Messaging Template

Strategy | Messaging | Digital | PR
for companies selling to people
50 to 100 years mature

Visit us at getgenerations.com
Generations Now LLC, Oakland, California
(415) 655-1960

Messaging Guidelines for Adults 50 to 100

Know Your Audience

No single message works for every audience.

Are you trying to initiate action from potential customers? This is a very different message than one advocating for policy change, or fundraising from donors. Knowing your purpose will help you hone in on the **audience**.

Appeal To Values

We are all aging, just like we are all breathing, and living. Focusing on the “aging” part of living for 50+ years negates the richness of people’s lives and the variety in their experiences. Go all-in to connect with your customers’ values.

Embrace 50+ Motivation

Mature consumers are motivated by optimism, being real, connection to friends and family, legacy, being present in the moment, and realizing their potential.

Clear The Runway

Over time, ideas get piled on to messages. More is not better. Strip the message to its essential concepts, and eliminate unneeded words.

Messaging is based on research. Always test and refine your messaging with real humans who are unaffiliated with your organization.

Customer Values

Older adults in Generation X, Baby Boomers and Silent Generation report that these values are important in their lives¹.

Identify the top 3-4 values of your target customer segment by starting with this set of values.
Add values that you know are important to your customers in the space provided.

When defining your messages for a customer segment, ask yourself,
“How does our product or service connect with these values?”

Altruism	Balance	Civility	Conservatism	Excitement
Faith and religion	Family ties	Financial security	Fun and happiness	Health and wellbeing
Intellectual curiosity	Kindness and compassion	Leadership	Material possessions	Psychological well-being
Power and recognition	Recognition	Regret	Self respect	Spirituality
Warm relationships	----- ---	----- ---	----- ---	----- ---

¹ Drawn from research conducted by J. Walter Thompson’s Mature Market Group and Market Strategies’ Senior Research Group, as reported in Ageless Marketing, by David B. Wolfe with Robert E. Snyder.

Customer Needs

7 core needs motivate older adults' decisions².

Where do you meet your customers' needs?

These needs can become core themes in your competitive positioning and marketing campaigns

	Authenticity Being the real thing, nostalgia and street cred	
Connection Relationships with family and friends	Simpler Less is more, choose clarity over complexity	Legacy Shape the next generation, community service, visible public works, generativity
Optimism Having a more positive view of life	Wisdom Making sense of life, self-actualization	Today The time is now, the present is most important

² Adapted from Grey Ocean Strategy, by Edgar Keehen, Stili Novi Publishing. Maslow's hierarchy of needs never accounted for a lifetime that extended decades beyond 50 years. These 7 core needs are based on Keehen's analysis of consumer research and psychological studies.

Messaging Template & Tips

Audience	Tip: Define the audience clearly. Use this template to create messaging for customers, personas, shareholders, journalists, employees, or policymakers.	
Key message	Tips: Your key message should be 1 to 2 simple sentences. This key message should be a simple or compound sentence.. Avoid jargon, complex nouns and superlative adverbs. Would this key message survive a game of telephone?	
Supporting Message 1 Tip: The supporting message should validate or reinforce the key message. It should also stand alone as a value proposition. The supporting message could be a macro trend, an insight, or a unique experience.	Supporting Message 2	Supporting Message 3 Tip: Stick to 3 supporting messages, and for each of those, 3 supporting data/anecdotes. Psychological research shows that more than 3 supporting points reduces credibility, and that credibility is maximized at 3, not 2, supporting points.
Supporting Data/Anecdotes 1 1. What information, stories or insights lend depth or credibility to your Supporting Message #1? Put these here. 2. 3.	Supporting Data/Anecdotes 2 1. Tip: Your messages are the “telling” and this supporting information is the “showing.” How do you live up to your messages? How do you walk the walk? 2. 3.	Supporting Data/Anecdotes 3 1. 2. 3.
Supporting Resources 1: List & Links -- Hard data & URLs go here	Supporting Resources 2: List & Links	Supporting Resources 3: List & Links