



**BIG
IDEAS
DELIVERED**
BY  **Powered**

SUPER CONSUMERS

Rewriting the rulebook

Your guide to understanding how to better represent and engage with this lucrative audience.





50-64 years old

**SUPER
CONSUMERS
CAN'T BE
UNDERESTIMATED**

They straddle
two generations:

GEN X

Born 1965-1979

Currently 44-59 years

BOOMERS

Born 1946-1964

Currently 60-78 years

22%

Of the adult population

38%

Of the national wealth

THEY ARE THE WEALTHIEST GENERATION OF ALL TIME

With a combined spending power of
\$2.4 TRILLION

Super Consumers have a nest of savings, having amassed \$81 billion, the second highest proportion of savings over the course of the pandemic.

They have more assets than liabilities, are one of the only groups to be outspending inflation and are the least impacted by the cost-of-living crisis.

In addition to that, they are due to receive c.\$3.5 trillion in assets, in inheritance from their parents when they pass.



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**TO PUT IT BLUNTLY,
THE OVER 50S ARE
THE MOST VALUABLE
GENERATION IN
THE HISTORY OF
MARKETING**

SPEAKING TO SUPER CONSUMERS ISN'T OPTIONAL, IT'S IMPERATIVE

Too often we mindlessly revert to the traditional targeting parameters of 25-54-year-olds without critical analysis.

And it's just not good enough.

Super Consumers are not only a sizeable audience, they have an unparalleled level of wealth and spending power, and they're living longer than ever before. Targeting this audience isn't a short-term approach when they have decades of life left to live.

Changing our behaviour is not only a moral decision, but a commercial one.

+3M
REACH

Expanding your targeting to include 55-65yo adds an additional 3M people into the mix.

+2.8%
SPEND

Less affected by cost-of-living pressures as one of the only generations to increase their discretionary spending by 2.8% YoY.

30
YEARS+

With biological improvements Gen Xers hitting 50 can reasonably expect to live for another 30 years+.

62%

They are no more brand loyal than any other generation. In fact, 62% would switch to a brand that they felt better represents them.

SO WHY ARE SO MANY BRANDS GETTING IT WRONG?

For the most part, Super Consumers are ignored in advertising. Excluded. Removed. Pushed to the side in favour of targeting younger, more cost-conscious audiences.

And for those brands that do indeed choose to include them, they are often boxed in with stereotypical advertising that reflects this audience of years gone by, but not the tenacious and vibrant Super Consumer of today.

64%

Believe advertisers value people aged under 50 more than people over 50.

64%

Believe advertising aimed at 50-65-year-olds rely on stereotypes.



This is why we've

REWRITTEN THE RULEBOOK

We've created this playbook to act as a guide, helping brands, agencies, and publishers, understand how to better represent and engage this lucrative audience to help us all do better.



FOR THE THIRD YEAR RUNNING, NINE CONDUCTED A DEEP DIVE INTO THE LIVES OF SUPER CONSUMERS

☐☐☐Nine x fiftyfive5

METHODOLOGY:

1. UNDERSTANDING

Identification of the Australian social, technological, economic, environmental, and political drivers set to impact the needs and values of the Super Consumers.

2. IDENTIFYING

Development of a human needs framework, spotlighting the human primal needs of the Super Consumer.

3. FORECASTING

Cultural forecasting powered by Gen Vis AI, ingesting social trends, 10 reports, 28 online publications, the model was then prompt coded to identify future-focused themes.

4. VERIFYING

Nine Idea Exchange survey of n=1000 Australians aged 50-64.

WE'VE BROKEN OUR FINDINGS INTO TWO SECTIONS

Part 1

THE RULES OF ENGAGEMENT

Understanding representation, language, tonality, visual imagery and influence broadly across this cohort.

Part 2

CULTURAL CONNECTIONS

A deeper dive into how to connect with Super Consumers across four key areas: Wealth, Health, Work and Play.

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writing the rulebook
rulebook D

THE RULES OF ENGAGEMENT

Five rules to follow to help you better
engage with Super Consumers.



RULE NO. 1



DON'T

USE OLD LANGUAGE

Ditch the worn-out words that paint a picture of ageing as a negative, something we need to slow down or stop and terminology that ultimately positions ageing as a demise to vitality.

DO

CHOOSE YOUR WORDS WISELY

Flip the script by using language that inspires and empowers audiences around the concept of ageing, referring to growing older as a natural part of life and an opportunity for growth and reinvention.

IT'S ABOUT TIME WE SPEAK THEIR LANGUAGE

Using the right language when engaging with this audience is important because it acknowledges their active and engaged role in today's society.

Super Consumers are more connected to current trends, technology, and social issues than ever before. By using language that reflects their expertise, active lifestyle and contemporary experiences, brands can create messages that resonate more deeply and avoid making them feel misunderstood or overlooked.

Updating our language also helps in tackling ageism by replacing outdated terms with more optimistic terms that portray ageing as a privilege and a positive.

“If I see another product that says anti-aging on the label, I’m SUING. I’m going to sue because I’m going to age regardless of if I put the \$500 serum on my face... let’s stop lying to ourselves.”

JULIA FOX,
ACTRESS AND MODEL

HOW TO SPEAK

Anti-ageing, fighting ageing, old age <

Old, older, elderly, senior <

Middle-aged, golden age <

Mid-life minorities <

Sunset years, twilight years, late in life <

Demise, Crisis <

Youth-obsessed <

Old guard <

Invisible <

Conservative <

THEIR LANGUAGE

> Well-ageing, pro-ageing, flat-ageing, new age living

> Age perfect, glow-aging

> Second act, halftime show, the next you

> Mid-life majorities

> Era of becoming, reinvention

> Revival, renewal

> You-obsessed

> Trailblazer, pioneer, lead the change, youthful resilience

> Seen

> Pleasure pursuits, pleasure renaissance



LEADING THE WAY IN CHANGING THE WAY WE TALK ABOUT AGING

MODERN AGE

In June 2024, Modern Age, the first longevity-focused health clinic in the US, released the Aging Index, which stands as a comprehensive glossary that aims at updating and modernizing commonly used yet outdated terms related to aging. The Aging Index redefines several aging-related terms to reflect a more positive and empowering perspective.

Modern Age's commitment to integrating these updated terms across all content underscores its broader mission to foster a culture where aging is embraced with confidence rather than apprehension.



FLIPPING THE SCRIPT FROM
“YOUTH” → “YOU”
AND FROM
“OLDER” → “BOLDER”

LAGATTA

FROM

TO



JCDecaux



RULE NO.2



DON'T

MAKE THEM FEEL INVISIBLE

By continuing to cast youthful Gen Z and Millennial talent alone, you risk alienating this audience and reinforcing perceptions that your products simply aren't suitable for them.

DO

CHANGE THE CAST

Casting people in their 40s & 50s to connect more meaningfully is the first step, but be sure to portray them in fun, modern and adventurous ways that better reflect who they are.

CHANGING THE CAST

Whilst simply representing Super Consumers in your advertising is a great start, be sure to include relatable talent and imagery that reflects the lives and experiences of this audience.

Avoid stereotypes and patronizing depictions and instead show this audience in diverse and empowering roles. Aim for diversity in appearance, background, and lifestyle to reflect the wide range of experiences within this age group to resonate more deeply and authentically.



Brands doing it well:



L'ORÉAL LAGATTA

THE CASTING CALL

The checklist for selecting the right talent:

- ✓ Many Super Consumers believe they look younger than they do. This means that they look to talent a decade their junior, so cast individuals 40+ to better connect.
- ✓ Consider them for roles that showcase leadership, wisdom, or vibrant, healthy living. And show them in diverse roles—be it in leading a team, enjoying leisure activities, or engaging in new hobbies—to reflect their multifaceted lives.
- ✓ Cast them alongside younger talent. Not all comms need to be in isolation, showing them interacting with a like-minded group of individuals, irrelevant of age, is empowering and inclusive.
- ✓ Ensure you cast them in scenarios that resonate with their broad ranging interests, like travel, hobbies, or wellness, going beyond the expected.
- ✓ Break free of the cliches. Show them interacting with new categories and products that break the mould. Show them gaming, coding and rock climbing etc.
- ✓ Showcase diversity in appearance, background, and lifestyle to reflect the wide range of experiences and expertise within this age group.
- ✓ Challenge the category conventions. If your category fits the mould when it comes to Gen Z and Millennial talent, consider shaking up category conventions with diversified talent to cut through.

CHANGING THE FACE OF TRADITIONAL TANNERS

OBJECTIVE:

To launch their Gold range, Le Tan, a prominent sun care and self-tanning brand, launched their biggest campaign to build awareness and challenge perceptions of traditional “tanners”.

EXECUTION:

Le Tan strategically partnered with Love Island Australia, establishing themselves as the official provider of sun care and tanning throughout the show. They introduced a fresh, modern perspective and a distinctly wry, Australian POV when it comes to tanning. They leveraged a diverse cast, featuring varying genders, ages and body shapes in their campaign.

RESULTS:

+25% brand awareness uplift
+30% campaign message uplift

...but more importantly, the campaign was able to increase Le Tan’s perceptions as an ‘inclusive’ brand that encourages ‘confidence’ for all.

FROM

TO



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EMPOWERING WOMEN THROUGH SHARING THEIR LESSONS OF WORTH

For many years, L’Oreal has been telling women everywhere to use their products, “because you’re worth it”. To show what “worth it” means to women today, the brand enlisted the help of some powerful ambassadors.

Lessons of Worth is a series that calls for women to believe in their self-worth, and to recognize their innate values. Through these inspirational video testimonials, L’Oréal Paris ambassadors speak to how the brand’s “Because You’re Worth It” mantra has empowered them personally. It’s an ode to self-esteem for women everywhere, with a star studded cast of strong women fronting the campaign, from Kate Winslet (48), to Helen Mirren (79), to Andie MacDowell (66) + many more.

L’ORÉAL



I'M WORTH IT.

RULE NO.3

DON'T

PERPETUATE OUTDATED STEREOTYPES

Super Consumers often feel like they are represented in advertising in inauthentic and stereotypical ways that don't reflect who they really are, and they're fed up with it.

DO

CHALLENGE STEREOTYPES DIRECTLY

By understanding key behavioural and lifestyle shifts that have shaped this audience, we can challenge outdated stereotypes directly and win the hearts of Super Consumers.

“These stereotypes that women over 50 are unhappy, unattractive and frumpy, are far from accurate... In reality, we are diverse and unique, with a wide range of experiences, interests, and lifestyles.

TING MA,
INFLUENCER

WHY WE NEED TO CHALLENGE STEREOTYPES

Challenging stereotypical depictions of Super Consumers is essential because it fosters authenticity, inclusivity, and respect, ensuring that this dynamic and diverse group is accurately represented.

By moving beyond outdated clichés, brands can build trust, combat ageism and promote positive societal change, strengthening their connection and reputation by showing a commitment to understanding this audience.

Brands doing it well:



TRINNY
LONDON

JDWILLIAMS



FROM

FIRMLY SET IN THEIR WAYS

There's a common stereotype that people aged 50-65 are resistant to change or new experiences. In reality, many are open to learning new things, embracing new challenges, and exploring new interests.



TO

FLUID AND FLEXIBLE

Super Consumers are far from stuck in the past or stuck in their ways; this audience is increasingly progressive and future-facing in their attitudes and behaviours and should be reflected as such.



A photograph of an older woman with short grey hair and glasses, wearing a light-colored sweater, looking down thoughtfully.

FROM

BORING AND UNADVENTUROUS

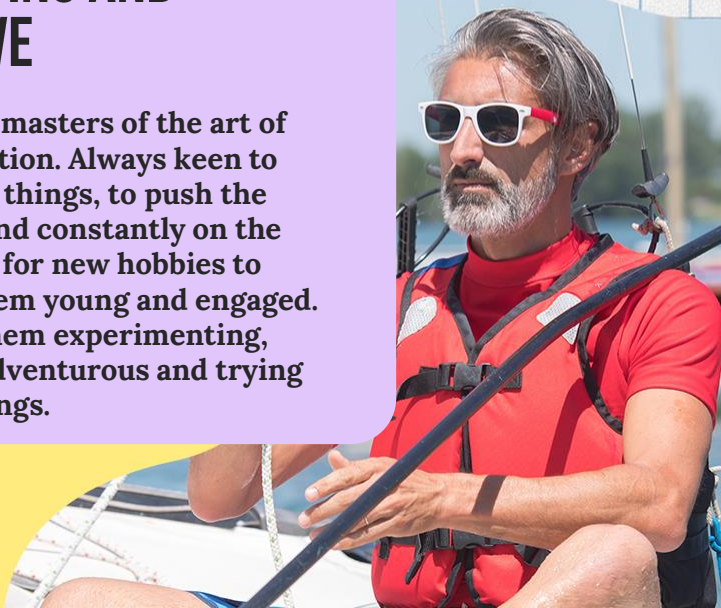
This age group is sometimes shown as leading dull, routine-driven lives. However, many in this demographic are adventurous, enjoying travel, new hobbies, and exciting experiences that break away from routine.



TO

EXCITING AND ACTIVE

They're masters of the art of reinvention. Always keen to try new things, to push the limits and constantly on the lookout for new hobbies to keep them young and engaged. Show them experimenting, being adventurous and trying new things.





FROM

OUT OF TOUCH WITH TECHNOLOGY

Frequently depicted as being confused by or out of touch with modern technology, this stereotype overlooks the fact that many in this age group are tech-savvy and actively engage with digital devices, apps, and social media.



TO

TECH-SAVVY TECHNOFIENDS

Forget being technophobes, they're actively looking to tech for support them. Whether it be giving them greater visibility of their vitals, or productivity tech that gives them time back, they're very much open to new technology.





FROM

FRAIL AND PHYSICALLY WEAK

Adverts often portray people in this age group as solely focused on health concerns or as being physically weak. While health is important, this portrayal ignores the broader and more vibrant aspects of their lives, including hobbies, travel, and social activities.



TO

STRONG AND RESILIENT

More health-conscious than previous generations, Super Consumers are choosing to prioritise their physical and mental health in new ways, using technology and being open to more alternative therapies and activities. This has led to a stronger, more physically and mentally resilient generation.



A photograph of an older Black man with glasses and a white t-shirt under a blue shirt, looking down at a young child whose head is visible. They are in a kitchen setting.

FROM

GRANDPARENT- ONLY ROLES

Often depicted solely as grandparents, with their identities tied primarily to their family roles. While family is important, this stereotype diminishes the multifaceted nature of their lives, including their careers, friendships, and personal aspirations.



TO

MULTIFACETED INDIVIDUALS

Super Consumers are not one dimensional, they have many diverse interests, careers and wear many hats. We need to shift from showing them in traditional, single-minded roles to better reflect how multifaceted they are.



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"You're
too old
to wear
that!"

image
JoAni Johnson by Emily Soto

"I could
never go
around with
grey hair"

"Make up
just looks
awful on
aged skin"

image
Jutta von Brunkau by Ruben Riermeier

LE BUBE DREW ATTENTION TO STEREOTYPICAL PHRASES TO COUNTER THEM

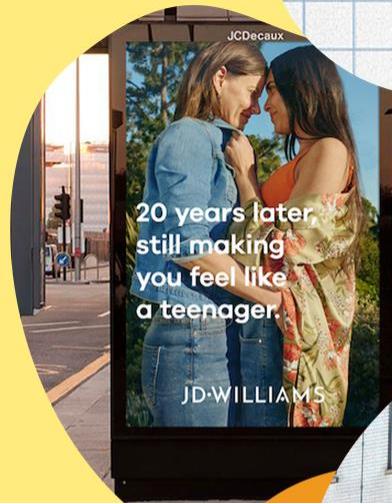
UK beauty brand, Le Bube, are challenging beauty stereotypes with their "Do not let THEIR stereotypes define YOU!" campaign which calls out the stereotypical phrases used to talk about women.

LE
BUBE

JD WILLIAMS TORE UP THE RULEBOOK, CHALLENGING STEREOTYPES DIRECTLY

For their Spring/Summer campaign, JD Williams, the online fashion and lifestyle platform catering to midlife women, celebrates getting older, tapping into the confidence, self-assuredness and zest for life of women in middle age.

JDWILLIAMS



RULE NO.4



DON'T

ASSUME THEY'RE OLD SCHOOL

A generation once delegated to traditional media channels, Super Consumers have grown up alongside tech advancements and whilst traditional channels still play an important role, they're branching out.

DO

TUNE INTO THEIR CHANNELS

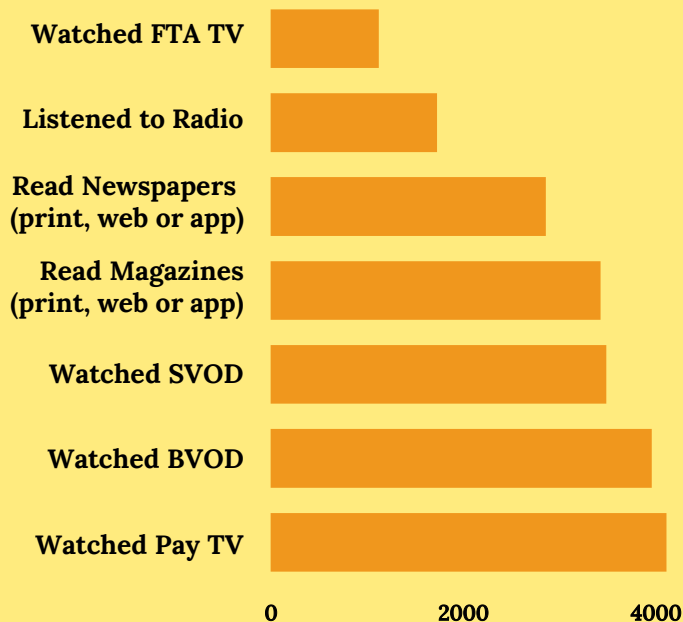
Unsurprisingly, connecting to this audience means keeping your finger on the pulse when it comes to consumption, speaking to them where and when it matters most and finding ways to tailor the experience.

TUNING INTO THEIR CHANNELS

Super Consumers are diverse in their media consumption, often splitting time between traditional platforms like TV, radio, print and digital spaces like news sites and on demand services.

By choosing the right places to advertise, on platforms they trust and during times they're most attentive, you increase the chances of meaningfully engaging with them. Demonstrating an understanding of their habits and preferences and offers opportunities to better tailor your message to be more relevant and effective.

SUPER CONSUMERS CONSUMPTION L7D



HOW TO TUNE INTO THEIR CHANNELS

TARGET EFFECTIVELY

By identifying 50-64yo's and their media consumption, you can ensure you select the right channels, contexts and platforms to connect with them.

LEAN INTO CONTEXT

By identifying what content they're consuming and the platforms they most trust, you can gain greater insight and lean into contextual placements.

TAILOR COMMUNICATIONS

Tailoring messaging and creative to this audience drives greater impact and relevance, helping you more effectively connect with Super Consumers.



RELATE USED THEIR CHANNELS CREATIVELY TO RAISE AWARENESS OF STI'S

Relate

OBJECTIVE:

Over-65s had a false sense of security as, growing up in the 60s, most of their sex education was focused on pregnancy prevention which no longer applied; however, the age group was experiencing a 20% increase in STIs. Relate, a relationship support charity in the UK wanted to put sex ed back on the agenda.

RESULTS:

The campaign resulted in features in 220 media outlets worldwide, 1.6bn impressions, 522m reach and a 20% increase in website traffic, while 600 condoms were completely sold out.

EXECUTION:

Relate decided to pair the audiences two favourite pastimes – sex and gardening, to introduce The Horncultural Society. Relate launched limited edition, illustrated condoms which were designed and packaged like seeds from a garden centre, borrowing common garden vernacular and giving words and phrases new humorous meanings; the campaign utilised out-of-home and broadcast media.



RULE NO.5

DON'T

JUST INFLUENCE THEM

This audience are far from simply sitting at home and scrolling their socials, they're actively engaging in the conversation and leading the way.

DO

TAP INTO THEIR INFLUENCE

Increasingly influential and constantly expanding their circle, they're not just being influenced, they're becoming the influencers themselves.

INCREASINGLY INFLUENTIAL

Super Consumers are sharing their wisdom and expertise, influencing the next generation. From fashion advice, to anti-ageing perspectives, to tips and tricks to help younger audiences with DIY (thank you Dad Advice!), Super Consumers are dialling up the personality and growing their fan base.

So as their profile popularity and influence grows, brands should be looking to work with Super Consumer talent to leverage their influence and expand their reach across environments beyond the confines of the feed.

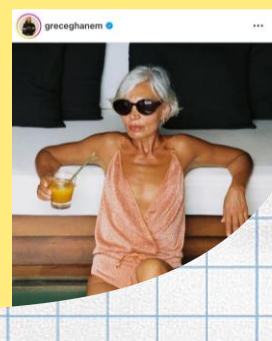


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HOW TO TAP INTO THEIR INFLUENCER

TIPS

- Choose personalities that reflect the tonality, message and area of expertise that best fits your brand
- Assess their influence, to better understand their level of influence and who their fan base are (often they have much broader appeal than their own segment!)
- Leverage their style and the unique perspective they bring.
- Connect through authentic content. Let them have creative license and flexibility with how they bring your brand message to life.



A WINDOW INTO THE LIVES OF SUPER CONSUMERS

Click on the links to get to know some Super Consumer talent



Hugh Jackman, 55
[Meet Hugh.](#)



Hamish Blake, 42
[Meet Hamish.](#)



Lucinda Reilly, 43
[Meet Lucinda.](#)



Scotty Cam, 61
[Meet Scotty.](#)



Luissa Dunn, 54
[Meet Luissa.](#)



Deb Knight, 54
[Meet Deb.](#)



John Aiken, 54
[Meet John.](#)



Elle Macpherson, 60
[Meet Elle.](#)

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OBJECTIVE:

Two Roads hat company in Texas, were looking to launch a new range of stylish hats. Instead of partnering with the usual young male influencers of the moment though, they decided to switch it up.

EXECUTION:

Two Roads worked with the Silver Fox Squad to design a limited edition range of fedoras, designed by the dapper men themselves and promoted across their socials.

Founder, fashion influencer and MrStealYourGrandma,, Irvin Randle, is an expert when it comes to brand partnerships, having collaborated with Fashion Nova to launch their new menswear collection, NovaMEN.



THE FIVE RULES

DON'T

Use old language <

Make them feel invisible <

Perpetuate outdated stereotypes <

Assume they're old school <

Just influence them <

OF ENGAGEMENT

DO

> **Choose your words wisely**
How will you update your copy to be more inclusive?

> **Change the cast**
Which Super Consumers will you cast to be more inclusive?

> **Challenge stereotypes directly**
How will you challenge stereotypes?

> **Tune into their channels**
Which new channel will you add into the mix?

> **Tap into their influence**
How will you leverage influential super consumer voices?

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CULTURAL CONNECTIONS

A deeper dive into how to connect with
Super Consumers across four key areas:
Wealth, Health, Work and Play.



OUR RESEARCH
UNCOVERED FOUR
WAYS SUPER
CONSUMERS ARE
REWRITING THE
RULES WHEN IT
COMES TO...

GENERATION
GIVING **WEALTH**

HEALTH THE LURE
OF LONGEVITY

LIKE A
BOSS **WORK**

BORN TO BE
PLAY WILD



UNPACKING OUR FOUR TRENDS:

GENERATION GIVING

The wealthiest generation of all time is also the most generous, less intent on holding onto money and more focused on using it for good. From providing financial support to their first-time home buyer children to donating to the causes they are passionate about, Super Consumers are pivotal in progressing future generations.

THE LURE OF LONGEVITY

Significantly more health-conscious than previous generations, Super Consumers are doubling down on their health and wellness efforts looking to technology and alternative medicines and therapies to help them live longer. This isn't just about adding years to their lives, but adding life to their years, to maximize the second half of their lives.

LIKE A BOSS

A strong growth mindset and restlessness means that this audience is continually looking to learn, upskill, and educate themselves. Choosing to retire later in life (or not at all!) they are reinventing what work looks like, as they embrace flexibility and fluidity, actively adopting productivity boosting technology to do so.

BORN TO BE WILD

A generation that grew up in a time of great independence and imagination, they are the masters of reinvention. Super Consumers are liberating themselves from the tyranny of "age-appropriate behaviours" by taking on new hobbies and actively encouraging conversations around previously taboo topics.

GENERATION GIVING

WEALTH



CONTEXT

From selfish spenders to generous givers.

This generation has accrued a huge amount of wealth over their years and are now secure in their financial situation. However, this wealth has created animosity from younger generations, with many perceiving older generations to have had it easy. There is hope for the emerging generations who have have been priced out of property though as the decades ahead will see the biggest intergenerational wealth transfer in Australia's history.

Super Consumers are by far the most generous generation: Less intent on holding on to wealth, more focused on using it for good. This audience realise how good they had it and want to give back to support and protect future generations. That's right, mum and dad are no longer simply cheering from the sidelines, but are pivotal to progress, actively helping their kids get a foot up.

FAST FACTS

- Over 1.5 million are caring for kids under 18 and parents over 65
- 55% claim to be prepared to support their children's financial needs within next five years
- 55% are prepared to support their children's financial needs within next five years
- 60% of Australian first home buyers use the 'bank of mum and dad' to get on the ladder
- 1 in 5 Australians live in multi-generational households; there are over 300,000 Australian households containing three generations
- In 2023, 54% of men (+7pts from 2001) and 47% of women (+11pts) aged 18-29 are still living under the same roof as their parents

WAYS IN FOR BRANDS WHO WANT TO TALK MONEY MANAGEMENT

INSIGHT

The bank of mum and dad is funding future generations

Negative stories of wealth distribution outweigh the positive transfer of wealth

An increasingly generous generation, they want to give back



OPPORTUNITY

Facilitate the wealth transfer

How can financial institutions help this generation manage their wealth to better support future generations?

Share positive stories

How can financial institutions share stories of how they have helped customers drive wealth not just for themselves, but for their families?

Use technology to make giving easier

How can brands and charities use technology to upgrade giving, making generosity easier and quicker?

TALKING THEIR LANGUAGE

Terminology to use when engaging Super Consumers on wealth and finance.

Legacy

Philanthropy

“

“Financial independence is about having the freedom to make choices in life. It’s about taking control, setting goals, and working towards them with discipline and determination.”

Gail Kelly, former CEO of Westpac

”

Savings

Pension

“

“Money is not a cure-all, but it can give you the freedom to live life on your terms. It’s about building wealth slowly and steadily, not chasing quick wins.”

Scott Pape, The Barefoot Investor

”

Benevolence

Retirement

Wealth management

Insurance

Investment

Contribution

“
Reassuringly retirees felt their happiness would improve with access to the right financial education, as well as support through financial advice & a regular income to enjoy a safe, stable retirement. This would empower retirees with the confidence to spend & capacity to pursue their passions.
Mandy Mannix
”

Altruism

Support

Impact

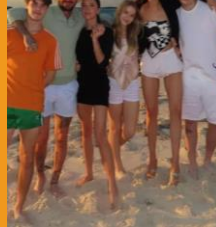
Superannuation

Giving

Nine

VISUAL INSPIRATION

Imagery to inspire you when engaging Super Consumers on wealth and finance.



TAPPING INTO TALENT

Talent to use when engaging Super Consumers on wealth and finance.



RAY HADLEY, 70



JANINE ALLIS, 59



RICHARD WILKINS, 70



BILLY SLATER, 41



SCOTT CAM, 61



TODD WOODBRIDGE, 53

TUNING INTO THEIR CHANNELS

Where to talk wealth and finance to Super Consumers across the Nine ecosystem:

Generation Giving

TV



Talk finance with Super Consumers through a News partnership. By aligning with Chris Kohler and the Finance Report, you can educate, encourage and discuss the generational wealth transfer and its impact.

PUBLISHING



Explore the economic impact of the intergenerational wealth through an AFR Custom Special Report, where Australia's most reputed journalists talk the why's and how's of the wealth transfer and using it for good.

AUDIO



Run a Money Superbrand partnership across Nine Audio, across Money News, Nine Money Network, Nine Tribes & Money Podcasts and deliver content in context, placing your brand next to and within premium finance and wealth management content.

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...the
is the
new 40
the

THE LURE OF LONGEVITY

HEALTH

CONTEXT

From limited lifespans to defying gravity.

As longevity tech enters the mainstream, Generation X will be the forerunners of living life far beyond natural means. Thanks to preventative medicine, bioengineering, gene editing and new therapies, life expectancy has spiked from 77 to 115 years.

As our chronological age grows, our biological age is set to slow with rejuvenation therapies meaning we will never have to suffer from age-related ill health again. They invented the term 'chill pill' and want to see it finally come to life.

This quest for health utopia sees this generation double down on health and wellness efforts, emerging as the most experimental health crusaders of all the generations, seeing a future filled with adventure and pleasure pursuits and much fewer walking sticks within reach.

FAST FACTS

- > The biological “hard limit” on our longevity – barring disease and disaster – is as high as 150 years
- > Global investments in longevity-focused startups are expected to grow 15 times to \$600bn by 2025
- > 33% of Australian Gen Xers monitor their health and fitness using an app/wearables
- > 1 in 5 Gen X Aussies agree that medical specialists should make use of AI to diagnose them
- > 18% of global Gen Xers are more likely than the average to seek out alternative medicines and therapies
- > The top wellness-focused need states among Gen Xers are relaxation (54.4%) and digestive health (51.1%), while they seek foods with real, natural ingredients, and are more likely to be convinced by health claims that relate to hydration, gut health, and energy-boosting
- > 57% would like to see brands help me live a longer and healthier life, 52% want brands to consider my wellbeing and 49% would like to see any brand regardless of what category it's in to help support my wellbeing.

WAYS IN FOR BRANDS WHO WANT TO SUPPORT THEIR HEALTH AND WELLBEING

INSIGHT

As we live for longer, super consumers, are focused not just on extending their lives but improving their quality of life

As the first generation to have full visibility of their vitals, they're using tech to take their health into their own hands

The most experimental of all generations, super consumers are more open than most to exploring alternative solutions



OPPORTUNITY

Unlock Longevity

How can brands provide the tools and education to unlock new longevity pursuits for this audience?

Personalise programs

How can brands use real time data to deliver personalised health and wellbeing programs?

Offer alternatives

How can brands expand to offer alternative therapies? Like health insurance providers expanding their offering.

TALKING THEIR LANGUAGE

Terminology to use when engaging Super Consumers on health and wellness.

VITALITY

wellness

“

“Forever and always I can rely on Pilates Power”
- @pipedwards

“A self-care ritual”
- @greceghanem

“Exercise also builds new connections in our brain. What’s not to love?”
- @fiftysister

”

BALANCE

Relaxation

“

You have witnessed me face challenges, tasks, living on rations, sharing a house with 26 people, the majority of whom are less than half my age.

Regardless of age, hopefully we never stop learning

@mywrinklesaremystripes

”

nourishing

connection to nature

Serenity

Aesthetically Pleasing

REJUVENATION

active
being

“
I can see the difference in my skin texture and radiance from taking care of myself, with regular exercise and other wellness tricks I've picked up along the way from experts and friends
@victoriabeckham

”

Health

Self-care

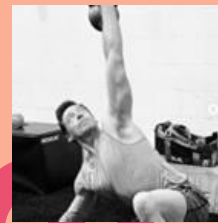
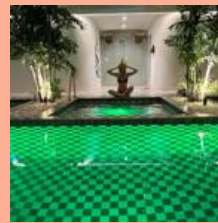
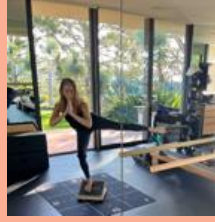
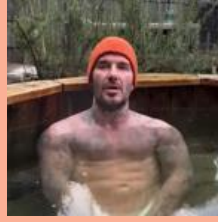
SELF IMPROVEMENT

LEARNING

☐☐☐Nine

VISUAL INSPIRATION

Imagery to inspire you when engaging Super Consumers on health and wellness.

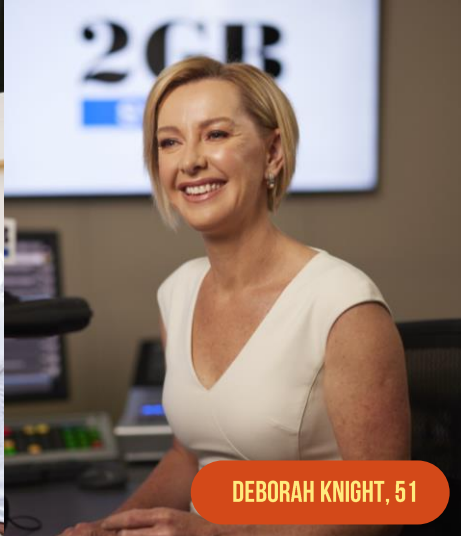


TAPPING INTO TALENT

Talent to use when engaging Super Consumers on health and wellness.



DR. NICK COATSWORTH, 46



DEBORAH KNIGHT, 51



DAVID CAMPBELL, 51



SHELLY HORTON, 51



SHELLEY CRAFT, 48



BRAD FITTLER, 52



CATRIONA ROWNTREE, 53

TUNING INTO THEIR CHANNELS

Where to talk health and wellness to Super Consumers across the Nine ecosystem:

The Lure of Longevity

TV



Talk longevity lifestyles and share life extending tips through Nine's "Do you want to live forever" documentary, where eight regular Australians embarked on a quest for longevity. The life-changing twelve-week experiment challenged them to wind back their biological clocks and add extra years to their lives.

PUBLISHING



Explore health and wellness across 9honey Coach, the home of practical and reliable advice on health, wellness and fitness, with motivation from industry leaders like Susie Burrell. With an array of info online about dieting and health, its hard to determine fact from fiction which is why our Two Minute Health Series will address audiences most commonly asked questions on different health issues.

AUDIO



Position your brand as a thought leader in health and wellness with a Healthy Living Partnership across audio. Leverage the power and expertise of super host, Dr Ross Walker for informative discussions on all thing's health-related, with the opportunity for Show Sponsorship, Live reads, brand themed segment integration and contextual media placements.



LIKE A BOSS

WORK

Over
Marketing

CONTEXT

From invisible to eligible

As this audience reaches their peak earning years get ready for a workplace reset in the name of fluidity and flexibility.

Many older individuals feel physically and mentally capable of working much longer than the mandated 65 years and are seeking out ways to work in smarter and less exhaustive ways. This new Gen X boss will be crucial for business, given the younger generational career advancement bottleneck hitting in the next decade. They will act as the bridge between the Boomers and Gen Z power shift.

Generation X's growth mindset and youthful resilience sees a shift in the way business and education is done, where the five-day work week is an exception and not the rule and education doesn't stop in your early twenties.

Brands that acknowledge and reward this generation for having earned their stripes will reap the benefits of this generations' loyalty.

FAST FACTS

- 24% of 50+ Australians think they'll never retire (32% of women vs 23% of men)
- Compared to 27% of 18-25yo choosing remote work, 40% of 42-57yo and 38% of 58-76 yo value working remotely
- Globally, Gen Xers (52%) would switch jobs for access to better productivity-boosting software
- Around 1 in 3 of Gen X Aussies use AI at work
- 89% of Australian Gen X and Boomer employees report high levels of commitment to their work, compared to 68% of Gen Z
- While 9% of Gen Zers and 4.5% of Millennials are taking extended breaks after their layoffs, only 2.6% of Gen Xers plan to take any kind of career pause
- Life-long learners – 38% of Gen X have participated in training in the past three years (+10 percentage points compared to 2022)

WAYS IN FOR BRANDS WHO WANT TO GET TO WORK

INSIGHT

Ageism in the workplace exists, and super consumers are over it.

Lifelong learners, they're restlessly looking to learn new skills

Whilst they're choosing to work longer, they want smarter work solutions



OPPORTUNITY

Champion Anti-ageism

How can brands take a stand against ageist language and behaviour in the workplace?

Invest In Upskilling

How can brands create opportunities for Gen X to re-train, up-skill and mentor? Such as education providers targeting this audience with short courses and training opportunities.

Provide Productivity Tech

How can brands provide tech solutions that streamline work and save this audience valuable time?

TALKING THEIR LANGUAGE

Terminology to use when engaging Super Consumers on work and career.

growth
mindset

ENTREPRENEURIAL

“

The exhibition celebrates the women who have shaped their own roles, taken creative control and fought a system that often tried to exploit them.

@Lisa_Wilkinson

”

SELF-CARE

mentorship

“

I believe that you can be many things. A pop star, a mother, a wife, a designer... My passion has always been to dream big, then dream even bigger! Believe in yourself first – everyone else will follow.

@victoriabeckham

”

PROFESS-
IONALISM

Leadership

COLLABORATION

Empowerment

ADAPTATION

visibility

“
I'm honored to be doing a photo shoot for Vogue France. I'm very proud that, at 55, I've been asked to reveal my beauty. But what is beauty? Beauty is you, it's me, it's what's inside, it's our dreams, it's today. Today, I'm a woman who is feeling strong and positive about the future. One day at a time.

@célinedion

”

Success

MODERN
BUSINESS
ENVIRONMENTS

Career
Ambitions

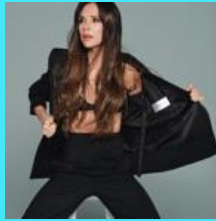
RECOGNITION

Engagement

Nine

VISUAL INSPIRATION

Imagery to inspire you when engaging Super Consumers on work and career.



Nine

TAPPING INTO TALENT

Talent to use when engaging Super Consumers on work and career.



JOHN AIKEN, 54



JELENA DOKIC, 41



RICHARD WILKINS, 70



DARREN PALMER, 46



ALICE STOLZ



SHAYNNA BLAZE, 61

TUNING INTO THEIR CHANNELS

Where to talk work, career & upskilling to Super Consumers across the Nine ecosystem:

Like a Boss

TV



Teach Super Consumers a new skill through The Block. Provide them with handy DIY tips and tricks to train them in upgrading and renovating their space. This year, the blockheads had to do their own DIY challenges from Mitre 10, such as “How to create a Shou Sugi Ban feature wall”.

PUBLISHING



For reader's 'bossing' their way through careers, parenting, relationships and life planning all at the same time, the Sunday Life Mini-Mag and SMH/AGE are the places to go. Explore content partnerships or partner to create a Like a Boss Special Report providing a deep dive into 'boss life'.

AUDIO



Tap into key lifestyle environments across Afternoons & Weekends on Nine Radio to join in the conversation around office ageism, career changes and upskilling opportunities. Extend the conversation across key lifestyle podcast environments including Ross Recommends and The Elliott Exchange.

BORN TO BE WILD

PLAY



CONTEXT

From conservative and outdated, to wild and free.

Middle age doesn't mean middle of the road. This is a highly creative audience, the inventors of many of the models we all work live and play in today.

They are the original ravers and inventors of house music, hip hop and heavy metal. They are not afraid of hard work or hard play so traditional expressions of taking life easy in the twilight years are likely to fall on deaf ears.

AI is friend and not foe for this audience, enabling them to be even more creative, learn new things and unleash a new lease on life in their second act – fending off dementia in the process.

FAST FACTS

- Through the pandemic, Australians aged 55-64 amassed the second highest proportion of savings (81 billion)
- Gen X Aussies are particularly keen to splurge on room upgrades (65%) and flight upgrades (61%) and three-quarters are exploring a cruise booking in 2024
- Gen X and Baby Boomers are the most enthusiastic cruise travellers – 84% plan to cruise again, compared to 74% of Gen Z
- 1 in 3 of Australian Gen X is keen to adopt a new sport and 1 in 7 want to tap into coding and content creation in 2024
- 92% of Australian Gen X are on social media every day and now make up 28% of TikTok users, making it the fastest-growing generational group on the platform
- 1 in 5 global Gen X buy directly from social media apps, and 46% purchased an item based on an influencer's recommendation

WAYS IN FOR BRANDS WHO WANT TO LEAN INTO THEIR LIFESTYLE

INSIGHT

Masters of reinvention, super consumers are constantly looking for what's next

Increasingly influential, they aren't afraid to speak up or stand

They embrace and invite transparent conversations around previously taboo subjects.



OPPORTUNITY

Push the limits

How can brands defy “age appropriate behaviours”, representing this audience in unexpected ways that fuel reinvention?

Change the cast

How can brands better cast and represent people 40+ portraying them in fun, youthful and adventurous ways?

Talk taboo

How can brands talk openly about taboo subjects like sexual pleasure, death, menopause and alternative relationship constructs?

TALKING THEIR LANGUAGE

Terminology to use when engaging Super Consumers on play and lifestyle.

“excitement”

THRILLING

“

“We’re GOLDEN ... Burn like the stars!!!”
- @kylieiminogue

NON-CONFORMITY

CREATIVITY

“

“Resilient, Unstoppable, Fierce Forever. The Queen has been reincarnated”
- @baddiewinkle

HIGH-ENERGY

“Poolside glam. Life is always better in a bikini”
- @Greceganhem

escape

ORIGINAL RAVERS

”

“Friendly reminder: you can do stuff that scares you and you might actually enjoy it!”
- @chrissieswan

ADVENTURE

VITALITY

ICONIC

“

“Holidays can be rough. Be nice”
- @celestebarker

”

ADMIRATION

REJECTION OF *slowing down*

DYNAMIC ACTIVITIES

CONFIDENCE

“Thank you to the best creative team for breaking the rules and going rogue! We all definitely got our Creation and Inspiration Fashion fix. Can’t wait to go rogue again real soon”
- @pipedwards

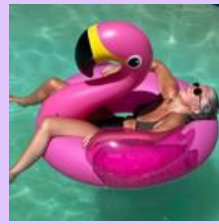
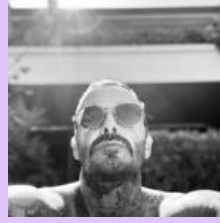
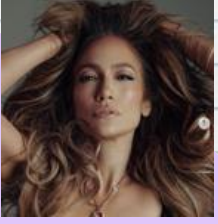
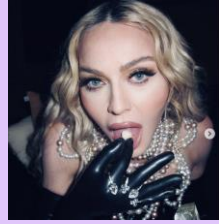
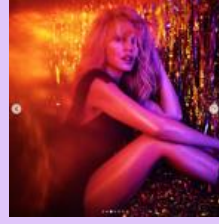
”

FASHION-ABLE

☐☐☐Nine

VISUAL INSPIRATION

Imagery to inspire you when engaging Super Consumers on play and lifestyle.



TAPPING INTO TALENT

Talent to use when engaging Super Consumers on play and lifestyle.



ANDY LEE, 43



HAMISH BLAKE, 42



SOPHIE MONK, 44



ALESSANDRA RAMPOLLA, 50



LUCINDA LIGHT, 43

TUNING INTO THEIR CHANNELS

Where to talk play & lifestyle to Super Consumers across the Nine ecosystem:

Born to be Wild

TV



Talk taboo with Super Consumers through a Married at First Sight Partnership. Tackle anti-agism by showing no one is too old to find love and no topic is off the table! Tap into Super Consumers playful side and redefine age-appropriate behaviours with Lego Masters. Just because you're over 50, doesn't mean you can't enjoy kidulting!

PUBLISHING



Tackle taboo subjects with Sunday Life, including special editions like our Menopause Reverse Back edition. This high-impact content execution serves as an inspiring and educational piece, changing the narrative and breaking the taboo around Menopause.

AUDIO



Explore engaging in the conversation with the Prime Time podcast & Super Host Bec Wilson. Prime Time offers no-holds-barred talk about everything: From finances to travel, to relationships & seeking fulfilment beyond full time work. These honest & open chats are all about helping people have greater confidence in their Prime Time years.

HOW BRANDS CAN ENGAGE WITH SUPER CONSUMERS

GENERATION GIVING

An increasingly generous generation, they care about giving back. As the bank of mum and dad continue to fund future generations, there's an opportunity for brands to lean in and help facilitate this generational wealth transfer.

With negative stories of wealth distribution far outweighing the positive transfer of wealth, brands can also share positive stories of support and the joy this is bringing to many lives.

An increasingly generous generation, they want to give back. Brands can help make giving easier by using technology to help facilitate this generosity in giving.

THE LURE OF LONGEVITY

As we live for longer, super consumers, are focused on improving their quality of life, brands can provide the tools and education to unlock new longevity pursuits for this audience.

They're using tech to take their health into their own hands, brands who use real-time data to deliver personalised health and well-being programs will be the ultimate winners here.

The most experimental of all generations, Super Consumers are open to alternative solutions. Brands, such as health insurance providers, can benefit by showcasing and supporting a broader set of alternative therapies.

LIKE A BOSS

Ageism in the workplace still exists, and Super Consumers are understandably over it. Be a brand that champions anti-ageism, by taking a stance against ageist language and behaviour in the office and beyond.

Lifelong learners, they're restlessly looking to learn new skills. Create opportunities for them to re-train, up-skill, and mentor whilst leaning into the fluidity and flexibility that work can offer.

Whilst they're choosing to work longer, they want smarter work solutions. Brands that provide productivity tech to make their work easier and more streamlined, will be embraced.

BORN TO BE WILD

Masters of reinvention, Super Consumers are constantly looking for what's next. Push the limits by representing this audience in unexpected ways that help fuel their reinvention.

Increasingly influential, they aren't afraid to speak up or take a stand. Change the cast by casting people who represent how this audience sees themselves – fun youthful and adventurous.

They embrace and invite transparent conversations around previously taboo subjects. Talk openly and engage them in conversations about taboo subjects such as death, sex, menopause, etc.

THE SUPER CONSUMER CHECKLIST

- ✓ Have you included Super Consumers, P50-64, in your targeting?
- ✓ Have you reviewed your channel mix to better connect with Super Consumers?
- ✓ Have you revised your copy to ensure its inclusive in its use of language?
- ✓ Have you ensured you are inclusive in your casting?
- ✓ Have you leveraged Super Consumer talent in your campaign? If not, what Super Consumer talent could you consider including?
- ✓ Have you explored outdated stereotypes when it comes to Super Consumers and your category? Have you thought about how you can challenge these stereotypes directly?

GENERATION GIVING

- Do you understand Super Consumer attitudes toward wealth and finance?
- Can you help facilitate or champion positive stories of the generational wealth transfer?
- Is there an opportunity for you to explore charitable giving for this audience?

THE LURE OF LONGEVITY

- Can you provide the tools to help this audience better manage their health and wellness?
- Can you offer them personalised wellness programs?
- Are you offering or exploring alternative health opportunities?

LIKE A BOSS

- Can you champion anti-ageism in the office?
- Could you create opportunities for them to retrain, upskill or educate themselves further?
- Are you able to provide productivity solutions to help them work smarter?

BORN TO BE WILD

- Are you helping defy age-appropriate behaviours?
- Are you portraying Super Consumers in fun, youthful and adventurous ways?
- Are you driving the conversation by embracing previously taboo topics and subjects?

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ARE YOU READY TO EXPLORE
HOW YOU CAN BETTER
CONNECT WITH
SUPER CONSUMERS?

WE ARE!



☐☐☐Powered

SPRINT

SPEAK TO US OR CLICK
HERE TO ARRANGE A
POWERED SPRINT SESSION
TO KICKSTART YOUR SUPER
CONSUMER JOURNEY

2HR BESPOKE WORKSHOP
Custom created for your brand



**BIG
IDEAS
DELIVERED**
BY **Powerd**

SUPER CONSUMERS

Rewriting the rulebook

