

A close-up photograph of an elderly person's eye, wearing a blue contact lens. The skin around the eye is wrinkled, and the hair above is grey. The image is split vertically, with the left side showing the eye and the right side being a solid blue background.

# Mature thinking

Communicating successfully with the diverse range of mature audiences requires a deeper understanding of strategy, creative, media channels and how best to implement programmes that resonate.

**We call it mature thinking.**

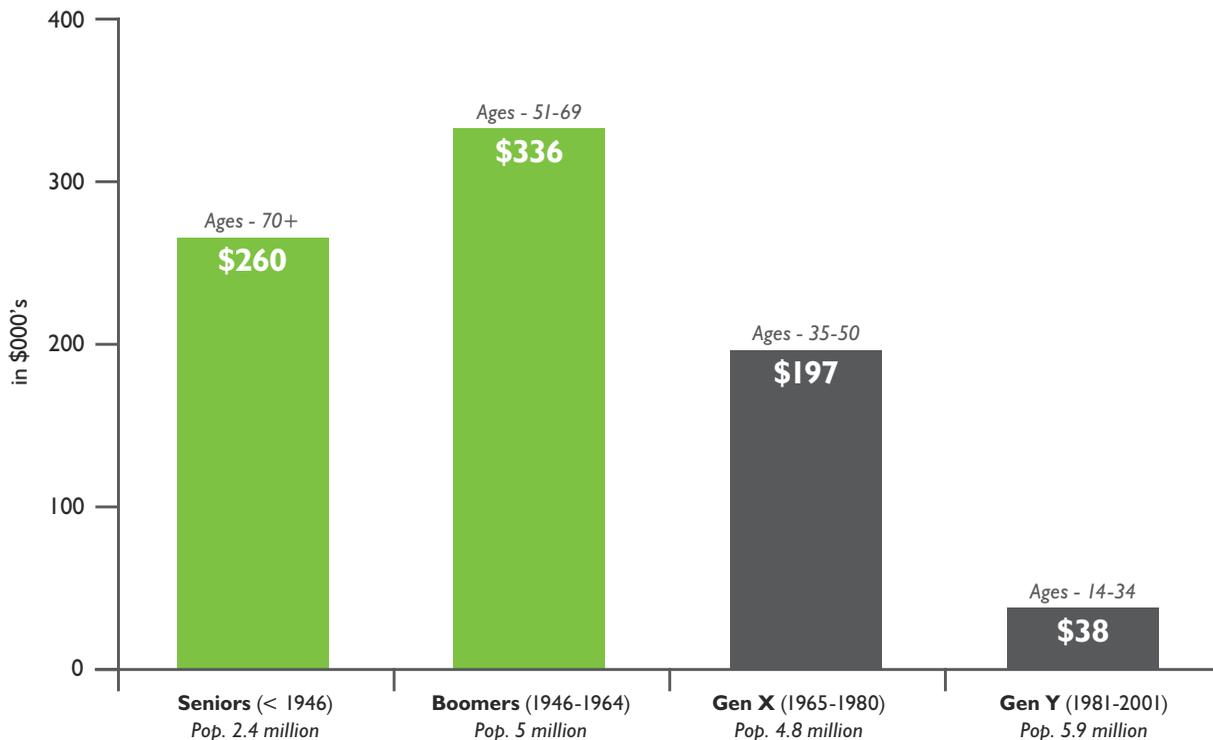
# The consumer majority has changed

In Australia today, over 50% of adults are aged 45 or over and their economic power is unchallenged in terms of number of households, discretionary income, discretionary spending, and net worth.

Boomers and Seniors are the most financially influential audience in Australia. The need for governments and marketers to thoroughly consider the implications of our ageing population is paramount.

## Average amounts in all savings & investments by generation

Source: Roy Morgan Jan 2015





## We find the essence

At Evergreen, we have a unique process to find the right time, right place and right message.

It's called 'Distillation'.

Our deeper understanding of the nuances within mature audiences makes the real difference to a client's return on investment.

The 'Distillation' method ensures rich insights are uncovered as we search for differences and similarities, across life-stages, life-events and generational values.

**We don't just segment by age.**

*Distillation leads to a deeper understanding*

# What we do

Evergreen is an agency with a team of professionals offering expertise in all disciplines of communications including advertising, marketing, media and public relations.

The core service offering of Evergreen can be categorised into 5 key areas.

Our experience spans all products and services important to Boomers or Seniors, including automotive, aged care, finance, FMCG, government, healthcare, retirement, technology and travel. Evergreen applies a specialised perspective for our clients that only comes from a deeper understanding.

**Mature thinking from mature thinkers.**



## SEEK

- Research • Greenscouts® • Ageless website audit
- Roy Morgan



## FIND

- Channel selection • Media planning & buying • Public relations
- WOM strategies • Experiential • Sponsorships



## KNOW

- Strategic thinking • Academic evidence • Behavioural motives
- Communication plans • Campaign ROI



## MAKE

- Brand identity • Concept & creative development • Studio, production and implementation across all channels, TV, print, websites, digital, radio, direct mail, collateral



## HELP

- Community • Relationships • Evergreen Faces • 50+ talent bank



# Years of wisdom, from all circles

## **Over 10 years of strategic alliances**

Evergreen has its roots planted in advertising experience and academic research. Together with our international partners, we are at the forefront of expertise utilising latest learnings and research findings across key categories.

We are proud to be a founding member of the International Mature Marketing Network (IMMN).

The Network was founded to share best practice and forge alliances between advertising agencies, universities, governments, advertisers, researchers, public relations companies and industry associations in the mature space.

Selected free downloads are available on our website [www.evergreenam.com.au](http://www.evergreenam.com.au)

But naturally, the best we keep up our sleeves for client access only.

## **Gill Walker** *Managing Director*

Gill Walker held senior positions in advertising agencies for over 15 years. She founded Evergreen after being inspired by completing a Master's thesis on Ageism in Australian Advertising. Gill was a finalist in the Telstra Business Women awards, a board member for the Over 50's Association.

She is a regular keynote speaker at conferences and media commentator on the 50+ market.

## **Phil Thomas** *Creative Director*

With over 25 years of marketing and advertising experience, Phil is also a qualified member of the Boomer generation. As Creative Director, he guides the agency's creative strategy and concept development by applying disciplines based on best practice for visual and verbal communications, through a deep understanding of the impact that age has on advertising.

# Why Evergreen?

Until now, the mature audience has generally been considered an homogenous group where messages or media have been applied using a 'one size fits all' philosophy.

Evergreen has broken this tradition by being the first communications agency dedicated to understanding the nuances of Boomers and Seniors, and what motives will make our campaigns stand out.

Ongoing research, academic and practical experience, along with worldwide specialist alliances, are the basis for insights that avoid age-based mistakes and deliver results.

**This leads to successful campaigns for our clients in the mature market.**





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