

PASSION PURPOSE POWER:

Because you're never too old to really live ...

by

Lori Lynn Reinstrom

American University

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Apple Inc., the world's largest information technology company, designs, develops and sells consumer electronics, consumer software and online services. Its current mission statement tells us "Apple designs Macs, the best personal computers in the world, along with OS X, iLife, iWork and professional software. Apple leads the digital music revolution with its iPods and iTunes online store. Apple has reinvented the mobile phone with its revolutionary iPhone and App store, and is defining the future of mobile media and computing devices with iPad." Since the best mission statements are said to be both inspirational and to the point, perhaps Apple should reconsider what it was when Steve Jobs was at the helm: "To make a contribution to the world by making tools for the mind that advance humankind." Apple needs to do some serious work on revamping its current one. There is nothing inspirational or to the point about it.

In doing a SWOT analysis of the company, innovation and simplicity stick out as strengths. Lack of advertising to consumers 65 years of age and older and limitations of on-site support are potential weaknesses. There is a host of potential opportunities relating to the 65-plus demographic that are not being addressed, which will be outlined below; and perceived threats are security concerns, identity theft and lack of interest on the part of older consumers.

This ad campaign is designed specifically for the Apple iPad and MacBook Pro. The purpose is to target the heretofore-untapped market of consumers aged 65 years and older, increase their awareness of the benefits associated with using the internet, increase sales and provide services.

According to a recent Pew Research Center poll (Anderson), 13 percent of Americans don't use the internet; 41 percent are people 65 years of age and older. Barriers to those using

the internet, or technology in general, include physical challenges (e.g., vision and hearing deficits, arthritis), no interest in doing so, not feeling it is relevant to their lives, or feeling they are too old to learn (Appendix). However, there are many factors that point to the notion that getting the 65-plus age group “connected” would be highly beneficial to them.

Traditionally, only five percent of worldwide advertising budgets have been geared toward older consumers. Eighty percent is geared toward 18- to 34-year-olds. According to a Leo Burnett Group study, seniors control nearly a third of the total U.S. net wealth (Jack). They are also the demographic with the most available free time. Therefore, by not marketing to them, Apple is missing a prime target market.

Apple is a company known for appealing to the young, tech-savvy crowd. Perhaps that is why little effort is spent on marketing to seniors. Whereas Apple’s ad campaigns tend to focus on the device itself, perhaps it is time for Apple to focus on the relatability of the product and how older consumers can use it to connect with others, especially since one of the barriers to those 65 and older using technology to begin with is that they don’t find it relatable to their lives. An ad campaign designed to show them how it is relatable and how it would be beneficial to them is key. Given the size, weight and accessibility features of the iPad and MacBook Pro, these two products would be the best initial products to focus on. It could also potentially boost Apple’s iPad sales, which have been dwindling over the past few years.

The thing about today’s 65-plus consumers is that they don’t feel old, 60 percent feel younger than their actual age (Dolliver). Many are vital and active and want some adventure in their lives. Their desire for connectedness remains strong. “Grandtravel,” family reunions, and tour-group travel for seniors are important to those whose health allows them to be active. The

advertising that is geared toward them often misses the mark. According to a 2014 GlynnDevins survey of 400 adults aged 70 and over, 60 percent believe ad agencies are way off base in how they portray seniors. Depictions are either “too good to be true,” showing seniors who are too active/rich/well dressed/perky/attractive, or “too bad to be true,” singling out images of seniors as sick/feeble/out of touch. What seniors are looking for is advertising that captures their attention, is straightforward, entertains them, informs them, and respects them. They would rather see a group of people portrayed in an ad than a single person. Ninety percent of those surveyed agreed that humor is an effective way to gain their attention and deliver a message.

Based on this data, creating an ad campaign entitled “Passion ... Purpose ... Power” with a slogan of “Because you’re never too old to really live” would be ideal. It expresses what the 65-plus generation feels and empowers them to take action. It also breathes new life into the declining iPad market, which has been overtaken by smartphones, but offers a device with a bigger screen for those consumers who may have difficulty seeing things clearly on a smartphone screen.

One tactic to start off this campaign would be a television commercial showing a group of 65-plus men and women on a tour bus heading off on an adventure. As the camera switches to inside the bus, we see group members laughing and chatting as they all pull out their iPads to play Bingo as the bus rolls along to its destination. Older people seem to love playing Bingo, they would all be engaged and having fun, and there would be no loose pieces sliding off Bingo sheets and getting lost on the floor. It’s simple, somewhat unexpected, concrete, and credible. Depending upon how it’s done, it could also be emotional (humorous) and tell a story.

Another offering within this ad campaign, featuring the MacBook Pro, could be called “Date Night—Bring Your Mac.” In an article for CNN, Hope King tells us that men aged 65 and older are the main group of people spending money on Apple devices. If that’s the case, a humorous ad featuring date night at an assisted living center could be successful. Single residents show up at the activity center for date night, an evening where the single men teach the single women how to use their MacBook and access the internet. It’s unexpected, uses a group setting, adds humor, and could highlight some benefits of learning how to use the internet (e.g., researching activities for them to do together in their neighborhood that they might never have found otherwise).

According to AARP, 45 percent of Americans older than age 65 are divorced, separated or widowed. Another take on the “Date Night—Bring Your Mac” ad could be to feature a widow and a widower each getting ready for a blind date at a local coffee shop. At the last minute, they each grab their MacBook (just in case they get stood up). After they meet and hit it off, the ad shows them pulling out their laptops and chuckling over their silliness. Later in the commercial, one of them pulls out his or her laptop and the two lean in close as the camera shows them collaborating on some shared experience highlighting a benefit of owning a MacBook and/or having access to the internet. It could be something as simple as a book one of them has downloaded and read and now wants to share with the other.

According to a 2012 AgingCare.com article (Botek), there is an epidemic of loneliness among the elderly. Eighteen percent of seniors live alone, and 43 percent feel lonely on a regular basis. Interestingly, two-thirds who said they were lonely were either married or living with a partner. Lonely seniors are at higher risk for a rapid decline in health and early death,

and loneliness can be contagious. Older adults who feel lonely are more likely to behave in ways that may cause others to not want to be around them.

There are a couple of tactics that would work well here. One would be to take a look at an initiative called [Speaking Exchange](#), a program that connects retirees in the United States with kids who are learning English in Brazil, and use a similar approach. A partnership like this between Apple and a school would be a SUCCEsS according to Heath & Heath and would certainly show relatability and benefit. Another example would be to look at what a [Dutch retirement home](#) is doing to break boundaries and the age divide between students and elderly residents. Apple could partner with assisted living facilities in the U.S. (and elsewhere) to do something similar. Since 77 percent of seniors indicate they would need someone to help walk them through the process of learning to use new technology (and being too old to learn was earlier listed as one of the barriers to why people over 65 do not use the internet), this partnership would address that dilemma as well. Another benefit is that it touches upon the 65-plus consumers' desire for multigenerational connection and seeing it displayed in advertising campaigns. Aspects of these programs could be advertised using promotional literature, press releases, social media, print advertising, billboards and more.

In less than five years, 50 percent of the U.S. population will be over the age of 50. By 2030, one in five will be 65 or older. As people age, health becomes an issue. Given the way health care is developing, virtual "eConsults" and patient portal accounts to access electronic medical records are the wave of the future. As such, it would be beneficial for these members of the late Baby Boomer and senior generations to have the necessary skills to manage their

health care online. This could be highlighted in a relatable campaign using a television commercial showing the following:

An elderly couple lives in a rural area. The husband has a health condition and isn't feeling well. The wife doesn't drive (or can't drive due to her own health concerns). They don't want to call for an ambulance because they aren't sure one is needed, so they go online and connect with their local doctor via an eConsult. He advises them what to do over the internet.

Here, too, Apple could partner with leaders in the health care field (e.g., Mayo Clinic, MD Anderson Cancer Center, Cleveland Clinic, Johns Hopkins) and hold on-site events showing people how to connect to their provider and pull up their medical record. Showing seniors the benefits of having this technology available as well as providing them hands-on experience in making it happen would be highly beneficial. Putting Apple employees on the ground would be helpful to this aging group of consumers who may not be able to physically go into an Apple store (which are few and far between) and who may not make as significant of a connection just seeing the technology on television.

Seniors are more and more concerned about their risk of Alzheimer's disease or dementia. By 2050, as many as 7 million people age 85 and older may have Alzheimer's disease, accounting for half (51 percent) of all people 65 and older with the disease (Alzheimer's Association 24). It is currently the fifth leading cause of death for those age 65 and older. Lifelong learning and cognitive training may reduce the risk of cognitive decline. According to the National Institute on Aging (Preventing Alzheimer's Disease: What Do We Know?), "staying

cognitively active throughout life—via social engagement or intellectual stimulation—is associated with a lower risk of Alzheimer’s disease.” Formal cognitive training (i.e., memory training, reasoning training, processing-speed training) also seems to help. Steve Jobs was known to refer to computers as the “bicycle for the mind.” As part of the “Passion Purpose Power” campaign, Apple would do well to develop this concept geared towards the 65 and older demographic, focusing on the importance of stimulating and exercising the mind as a way of warding off Alzheimer’s disease. Perhaps Apple could reinstate its earlier “There’s an app for that” slogan to use in connection with this particular spot.

Three objectives of a powerful campaign are to (1) create an understanding of the need, (2) persuade people to take action, and (3) build public sentiment. These same objectives could be used by Apple to target the 65 and older demographic they are currently missing. By using the “Passion Purpose Power” campaign to make this age group aware of the benefits of owning an iPad or MacBook, persuading them to get one for themselves, and using ads that connect with their lives, Apple could tap into a heretofore underutilized market.

In May 2015, Apple, IBM and Japan Post Group (a postal, banking and insurance services company) announced a new initiative aimed at improving the quality of life for millions of senior citizens in Japan (Seitz). The initiative is set to deliver iPads to 4 million to 5 million customers in Japan by 2020. The iPads will be configured with IBM-developed apps and analytics to connect users with services, health care, community activities and their families. The 6-month pilot project, which began at the end of 2015, began by providing 1,000 iPads to older citizens free of charge. Beginning in April 2016, Japan Post Group was aiming to turn the program into a regular business. One of the company’s post office services, called Watch Over,

has mail carriers (for a fee) check in on elderly customers and then provide the elderly person's family with an update. Depending upon how this initiative pans out, the program could be expanded on a global scale. However, it does not appear that Apple has developed a marketing campaign for this initiative. The "Passion Purpose Power" campaign could work well in this scenario as well.

According to Apple's press release, "As a percentage of global population, the elderly will increase from 11.7% in 2013 to more than 21% by 2050. Every day, 10,000 people will turn 65, and 40% of seniors live alone or with their spouse only." If that is the case, electronic devices to assist them with medication reminders, exercise and diet, grocery shopping and job matching will become necessities. As Apple continues to create new products and expand its customer service, it would be helpful to take into account the difficulties seniors experience with age (Campbell): diminished vision and hearing, motor control, cognition, memory, attention, decision-making, life stage and experience with technology.

Apple-branded stores may create a unique customer experience; but if the customer is unable to get to the store, or if he or she finds the store overwhelming, the unique experience turns into one of frustration and anxiety. To that end, Apple might want to consider something similar to Best Buy's Geek Squad, which brings the Apple support person to the customer. Apple's current in-store Genius may need to become a MacKnight who makes house calls (a knight in shining armor concept to go along with the "Date Night—Bring Your Mac" theme?). As Aliza Gans points out in *The Content Strategist*, "brands need to stick to their guarantees and help Boomers figure out new products, step-by-step." Another option might be to offer local training events that provide group-focused, slower-paced learning. Research shows that despite

the unique challenges facing them, once older adults learn how to use technology and become internet users, 71 percent of those who do go online every day or almost every day, and an additional 11 percent go online three to five times per week (Smith).

Simon Sinek, when explaining his Golden Circle theory of thought during his September 2009 TED Talk “How Great Leaders Inspire Action,” said this is how Apple actually communicates: “Everything we do, we believe in challenging the status quo. We believe in thinking differently. The way we challenge the status quo is by making our products beautifully designed, simple to use and user friendly. We just happen to make great computers. Want to buy one?” Now, Apple just needs to get that message across to this new demographic.

Apple’s advertising budget has gone from \$338 million in 2010 to \$1.8 billion in 2015. Last year alone, it spent \$38 million on Apple Watch ads. Given that the company spent \$149.5 million on iPad advertising in 2010 and \$307.7 million in 2011 when the iPad first launched, it would be reasonable to assume the “Passion Purpose Power” campaign would run anywhere from \$50 million to \$150 million, depending upon how much focus Apple wants to give to this particular product and if it will encompass the new iPad Pro.

The campaign could initially run for three months using one or two examples listed previously. During those three months, qualitative and quantitative market research should be done to assess whether or not the campaign is hitting the target audience and whether or not it is having an impact. Is it generating any buzz? Have sales increased? If things look promising, the ad should continue as is. If things are going exceptionally well, incorporate more aspects of the campaign suggested earlier and conduct more market research. Are more consumers 65 years and older using the internet? Are new iPad consumers using MacKnight services? Are

they attending events? Are they participating in the partnerships? If yes, continue the campaign; if no, tweak what isn't working. Since one of the objectives is to change behavior, it may take a little longer to see results.

The important thing to remember in creating the "Passion Purpose Power" campaign is to relate to the target audience. On the one hand, the focus needs to be on the health and vitality of the over-65 market (don't call them old); on the other hand it needs to be about relationships and feeling connected. Everyone has a need to feel they matter. In an effort to assuage the loneliness of those whose health may force them to stay in their homes, focus on the partnerships that bring two separate groups with a need together. Depending upon which aspect of the campaign is being rolled out at any given time will determine which tactics are used. Many examples have been given in this strategic communication plan, which obviously cannot all be launched at once. The objective is to portray the 65-plus generation as passionate about life, wanting to still fulfill a purpose, and empowering them to do so "because you're never too old to really live."

Afterword

If all else fails, I suppose Apple could repurpose its original “1984” ad campaign for the Macintosh. Instead of having Big Brother on the screen, it could feature the “too good to be true” and “too bad to be true” ads (the ones seniors don’t like) or possibly old men and women appearing like zombies; and instead of a young woman running down the aisle, it could be a 70-year-old man running and throwing the sledgehammer at the screen. The ad could then switch to the new 65-plus generation (who started out as the monochrome members of the audience but now suddenly appear in color as vibrant, involved and connected using their new Apple devices). Given that Apple just renewed its “Think Different” trademark in February, if the “Passion Purpose Power” ad doesn’t take off, it might just be the perfect opportunity to relaunch Apple’s former slogan as the slogan of a new 65-plus generation campaign.

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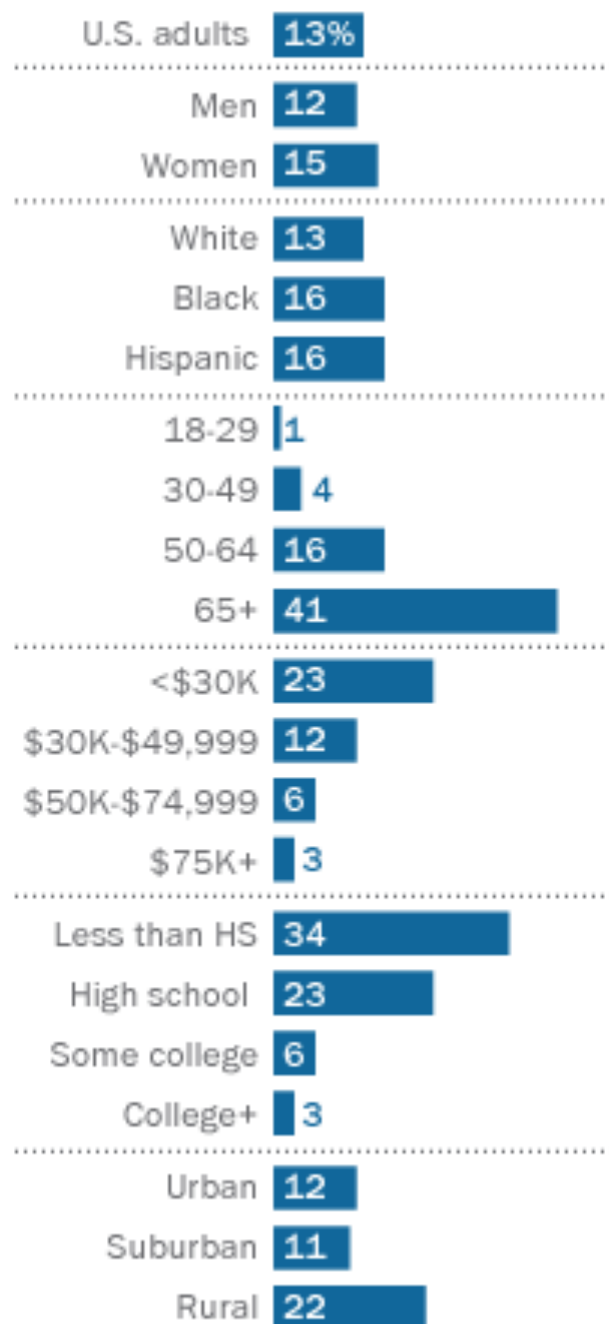
Alzheimer's Disease Facts and Figures.

Appendix

Sample

Who's not online?

% of U.S. adults who do not use the internet (2016)



Note: Whites and blacks include only non-Hispanics. Hispanics are of any race.

Source: Survey conducted March 7-

The main reason offline adults don't use the internet

Among all American adults ages 18 and older who do not use the internet or email (n=357)

Just not interested	21%
Don't have a computer	13
Too difficult/frustrating	10
Don't know how/Don't have skills	8
Too old to learn	8
Don't have access	7
Too expensive	6
Don't need it / Don't want it	6
Think it's a waste of time	4
Physically unable (e.g. poor eyesight or disabled)	4
Too busy/Just don't have the time	3
Worried about privacy / viruses / spam / spyware / hackers	3
Other (SPECIFY)	7

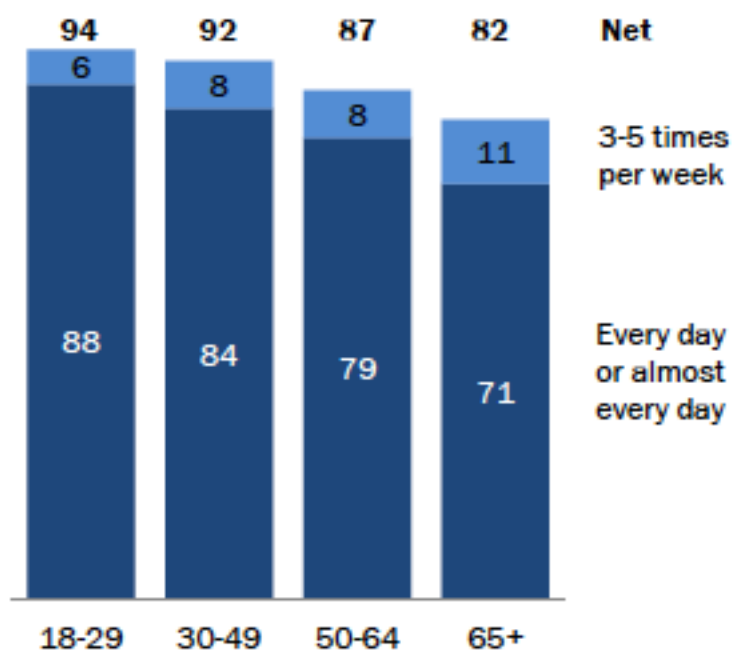
Summary of reasons

Relevance (not interested + waste of time + too busy + don't need/want)	34%
Usability (difficult/frustrating + too old + don't know how + physically unable + worried about virus/spam/hackers/etc.	32
Price (too expensive + don't have computer)	19
Lack of availability / Access	7

Source: Pew Research Center's Internet & American Life Project Spring Tracking Survey, April 17 – May 19, 2013. N=2,252 adults ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all adults is +/- 2.3 percentage points.

A majority of older internet users go online on a daily basis

% of internet users in each age group who go online ...

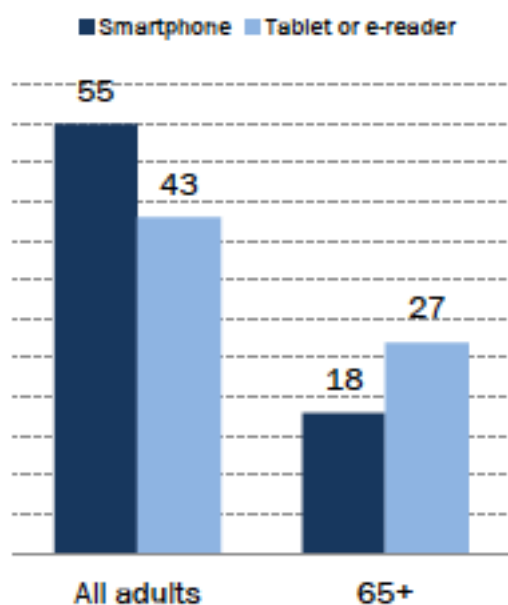


Pew Research Center's Internet Project July 18-September 30, 2013 tracking survey.

PEW RESEARCH CENTER

Seniors are more likely to own a tablet or e-book reader than smartphone

% who own a ...



Pew Research Center's Internet Project July 18-September 30, 2013 tracking survey.

PEW RESEARCH CENTER
