

# DEFIANT

I AM WHO I AM

*are*  
media

**“Society has not yet come to terms with the fact that everyone is leading much longer lives. Ageing is still associated with catastrophe... we need to re-frame longevity...”**

**TRICIA CUSDEN, 70, FOUNDER OF LOOK FABULOUS FOREVER**

We are still coming to grips with the fact that we are living longer and the opportunities this might present to brands and marketers.

For people born in Australia in the mid-1930s, the average life expectancy was 67.1 years for women, for those born between 2014 & 2016 the average life expectancy is now 84.6 years.

But the way we represent a women in her 50s has barely changed.

We need to re-frame longevity.



Australian Women's Weekly, March 2019 Issue

**We've spent so long focusing on the 'joys of youth' that we have ignored the 'gift of age'. We've seen age as something to fight against – a secret, regrettable shame**

Shaming older women is all around us – and no-one seems immune.

- Model Helena Christensen was deemed too old at 50 to wear a bustier top by ex editor in chief at British vogue – writing for the Daily Mail.
- Helen Mirren was criticised for being too old to wear a backpack
- Madonna faced criticism after announcing she was set to return to the stage – with some saying she should retire and bake cookies.

**“Do not age. Because to age is a sin. You will be criticized, you will be vilified, and you will definitely not be played on the radio”.**

**MADONNA**

**#TIMESUP #HEFORSHE #EVERYDAYSEXISM**

**#EFFYOURBEAUTYSTANDARDS #METOO**

The metoo and timesup movement have seen big change for women in the last 2 years.

But bigger than any change is the first generation of women who will live 50% of their lives past their “use-by date” of 50 years old.

**These women are JUST GETTING STARTED.**

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# YOU MAY EVEN HAVE HEARD THAT WOMEN OVER 50 ARE 'INVISIBLE'. SO IS THIS WARRIOR WOMAN INVISIBLE, IS THAT THE REAL STORY HERE?

## WE EMBARKED ON A RESEARCH JOURNEY TO UNDERSTAND THE REAL STORY

We wanted to understand this idea of 'invisibility'

**n=1255 W18+ online quantitative study**  
**n=655 W50-64 online quantitative study**  
**12 x in home qualitative conversations**  
**4 x immersive video sessions**

What we found was not in line with the narrative we were anticipating.

Instead of a generation of invisible women, we found a rising sentiment around the positives that growing brings. There was no talk of 'growing older', just of 'growing'.

And we actually discovered that these women are busy enjoying life, exploring, celebrating and laughing... it felt like one big secret party that no one else knows about.

## WE FOUND A DEFIANT WOMAN. WHO DOESN'T GIVE A SHIT ABOUT ADVERTISERS.

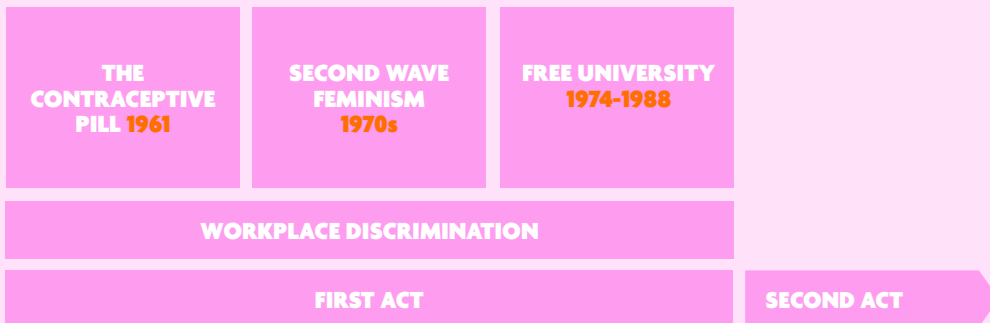
Because when advertisers do turn up, they treat her like she's "my mother", "an idiot", "technologically inept" and "fighting against who I am supposed to be".

### So, who are these women?

Well yes, her age is 50-64 - but that is both the least interesting thing about her, and the last thing that defines her. She is 1 million strong representing 41% of her age group. She's busy having a great f'n time! This is a group of women challenging and recreating social norms. She is leading the way, influencing and showing other women her age what life could look like.

And of course she has the confidence to be leading the way. All you need to see is what has lead her to this point in her life...

## SHE'S THE ULTIMATE PIONEER WOMAN



She's the ultimate pioneer woman, born into a tide of Rebellion & Opportunity. No generation before them faced such rapid and rebellious change.

This is a woman who has seen much change and the first group of women to really benefit from a multitude of opportunities that no generation before her had experienced.

Today, 1 in 2 W50-64 have a diploma or degree –

compared to a third of Women 65+. This is vast and meaningful change in less than a generation

And while she was born into a world of expanding opportunities, she has been in the world long enough to know that those opportunities do not always unfold in the ways you wish. Divorce, death, redundancies, discrimination and poor health: she has lived through these life moments either personally or through her loved ones.

**As a result she has a resilience, wisdom and self awareness that leads her to consider herself Intelligent and Brave**

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## BEING DEFIANT

There are some attitudes that unite her and continue to make her different to the women who went before her:

### SUPER CONNECTED TO CURRENT CULTURE

She is very much part of current culture – with almost 1 in 2 having children still living in the home, and two thirds still employed, her life is weaved in and amongst youth culture. Age no longer exists in a generational vacuum – the Culture Walls\* have fallen.

### (SELF) CARE IS AT HER CORE – THE ROAD IS LONG

Many are continuing to balance both care and work:

- 1 in 3 care for parents
- 1 in 4 care for grandkids
- 1 in 3 volunteer

What makes her experience of caring different to the women who came before her is that she is likely caring across generations (for parents & kids & grandkids), while also working. And crucially, she also understands the importance of SELF CARE and fulfilment to live her best life.



Australian Women's Weekly, March 2019 Issue



Australian Women's Weekly, May 2019 Issue

### EMBOLDENED BY HER FINANCIAL STABILITY

A defining characteristic of the Defiant woman is a sense of financial stability that is not felt by all women in her life-stage.

She recognises and appreciates this sense of stability and the freedom this gives her.

### RELENTLESSLY ADVOCATING FOR ALL WOMEN

She feels a responsibility for her own crowd and will fight for them. She is acting as the poster women for the generations that follow – and willing them to success. She loves to see a younger woman succeed and continue to push the boundaries around female expectations.

42% consider 'being a mentor' a sign of success – this compares to 19% of women under 35. She sees the value in her wisdom and wants to share it

\*IMAGES WITHIN ARE NOT FOR PUBLIC USE. +BOLDER, CARL HONORE, 2019

# THESE WOMEN ARE NOT INVISIBLE

And most importantly, contrary to the story we are being sold, this group of 1 million women are not 'Invisible' members of society.

Only 1 in 3 agree 'I often feel unnoticed and invisible by society. Instead, she spoke of the opportunity to 'turn invisibility on' when desired, but of largely feeling free, valuable, empowered and ambitious.



# 37%

**SAID NO CATEGORIES WERE DOING A GOOD JOB OF REPRESENTING WOMEN LIKE THEM IN THEIR ADVERTISING**

**– IN FACT LESS THAN**

# 5%

**OF THESE WOMEN FEEL TECHNOLOGY AND AUTOMOTIVE BRANDS REPRESENT THEM.**

**THE DEFIANT PARTY IS WELL WORTH ATTENDING. SO HOW CAN YOU GET IN?**

There is enormous opportunity in being a brand that comes to the party for these women – they are in the most financially stable period of their lives, actively seeking products to spend their money on, but failing to notice advertising as it just isn't in line with their vision of themselves.

So how can brands seek to be seen by this lucrative, influential audience?

**WANT TO BE VISIBLE TO HER? JOIN THE PARTY!**

**FIRSTLY, SEE HER. FOR HER SAKE, AND YOUR OWN.**

You can't be what you can't see. And if you see her, you will see that she is not impressionable, scared, nor ashamed.

The Agency Circle (Australia's adland diversity and inclusivity survey in 2108) showed just how few defiant women are working in the industry.

So it's no wonder the 'Defiant Black Hole' exists. We want to encourage everyone to start looking at things through HER eyes not yours. HER humour, HER ideals of care, HER stories.

In order for brands to become visible to the Defiant woman, they must focus on what she gives a shit about: Understanding her and her VALUES – and that this is not a homogenous group of women.

**Focus on:** who they are, what they do, what they say.

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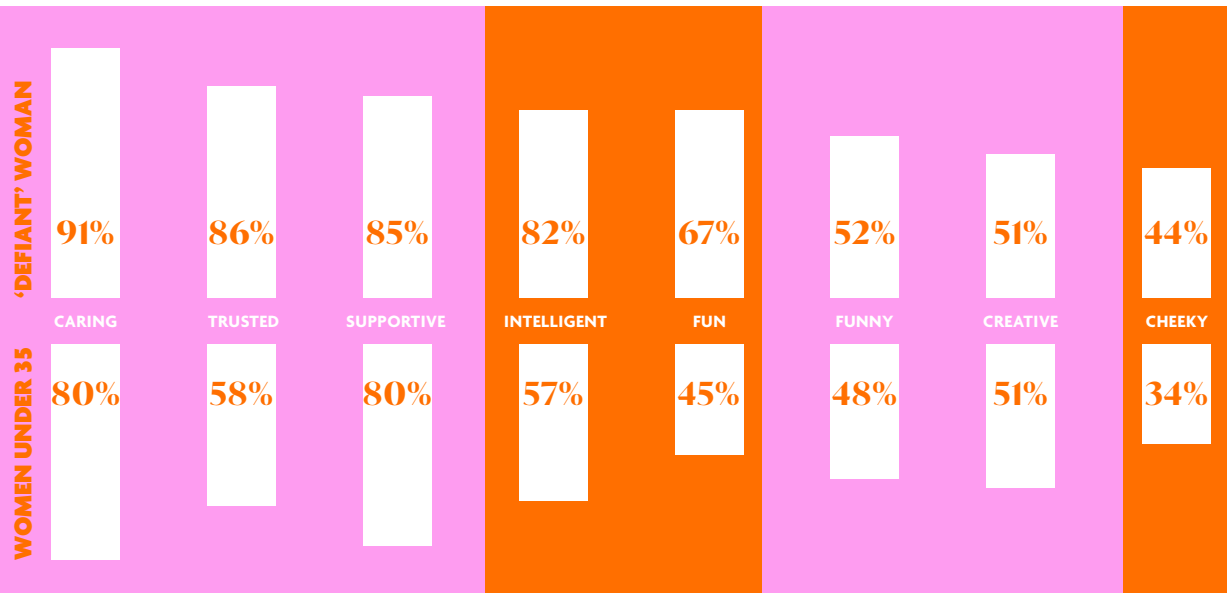
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# MARKETERS ARE FOCUSING ON A NARROW, DOMINANT VIEW OF HER AS “THE CARER” IGNORING THE ENERGY OF HER LIFE AND IDENTITY

## So what are those values?

Defiant women believe that marketers are focusing on a singular view of who they are – the caring, supportive, nurturing side of their mindset, ignoring the others facets of her identity.



But they are so much more than this, and viewing them through this singular, ‘mothering’ view is patronising, and blatantly ignores the energy and momentum of her life.

These are multifaceted women with multifaceted values and earned life experience.

In fact, comparing them to women under 35 we found, these women are significantly more likely to describe themselves as Intelligent (vs 57%), Fun (vs 45%), and cheeky (vs 34%). You might also want to tap into a bit of that Trust too.

Their strong sense of self inspires them to acknowledge and celebrate their self worth and they will listen to you if you address these elements of her personality beyond ‘the carer’.

And the good news is that by featuring ‘Defiant’ women you really won’t be taking a risk in not relating to women of other ages.

**70% OF WOMEN UNDER 35 SAY ‘WHEN I SEE OLDER WOMEN IN ADVERTISING I DON’T FIND IT UN-RELATABLE’.**

And we reflect the idea of this Defiant woman through our brands. We’ve been part of her network and who she’s turned to as she’s grown more defiant over time

We provide a sense of community and connection – things this Defiant woman cares about and values. We get her focus and attention –we entertain, inspire, make her laugh and offer some useful advice along the way.

**FOR MORE INFORMATION OR A BESPOKE PRESENTATION CONTACT [ADVERTISING@AREMEDIA.COM.AU](mailto:ADVERTISING@AREMEDIA.COM.AU)**



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