

Healthy Ageing Community of Practice

**Bridging Markets and Minds:
Breaking stereotypes and capturing
audiences in the healthy ageing sector**

1 May 2024

14:00 – 15:30

David Calder, Innovate UK Business Connect

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Agenda

14:00-14:05	Welcome	David Calder , Innovate UK Business Connect
14:05-14:50	Panel discussion	Chaired by George Lee , National Innovation Centre for Ageing Panellists: <ul style="list-style-type: none">• Laurianne Flais, Senior Product Brand Manager, L'Oréal• Laura Childs, Marketing and Communications Manager, Innerva• Debbie Marshall, Managing Director, Silver Marketing association
14:50-15:20	Audience Q&A	Panel, facilitated by George Lee and David Calder
15:20-15:30	Conclusions	Take-home messages from George Lee Meeting wrap-up from David Calder

Useful links, shared in the discussion

Resources

- [mintel](#) for lots of free resource and articles around marketing and upcoming trends
- Centre for Ageing Better - launched their [Age Without Limits](#) campaign in January. Included in the campaign website is the [age-inclusive comms and writing guide](#) and the FREE [age-positive image library](#)

Tools

- This [tool](#) from YouGov charts the most commonly used social networks
- [copy.ai](#), [OpenAI](#), [CoPilot](#) and [Perplexity AI](#) were suggested as useful resources to help build social media posts, blog content and emails.
- Look into advertising with ITV with this [link](#).

Useful links, shared in the discussion

Reports

- This [YouGov report](#) examines the evolving media landscape in the UK, exploring the shifts in the media habits of UK consumers over the last four years and their attitudes towards advertising.
- The International Longevity Centre's (ILC) [“Shop ‘til you drop?”](#) briefing summarises shopping better, on and offline, in an ageing society. This is part a series of briefings released as work to develop a new “Longevity White Paper”, highlighting the solutions needed to capitalise on the opportunities of an ageing society.
- The Silver Marketing Association's 50 Shades of Silver report is a practical guide for use by marketers as a reference tool to understand the over 50s audience and to develop meaningful campaigns by segmenting and engaging this diverse consumer group. It is available to members, and is one of many useful tools on the [member resources page](#). Please contact [Silver Marketing Association](#) regarding membership.

Useful links, shared in the discussion

Some tips from our Healthy Ageing Challenge Projects:

- Innerva finds testimonials really useful - you can then use them on both B2B & B2C channels – some examples from Innerva here: <https://www.youtube.com/@Innerva/videos>
- Move it or Lose It reaches about 25,000 older adults each week with our network of exercises classes empowering them to stay active and engaged in their local community. To find out more, go to www.moveitorloseit.co.uk
- A strong theme in the comments was ‘Don't underestimate the importance of word of mouth’!

Thank you



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