

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

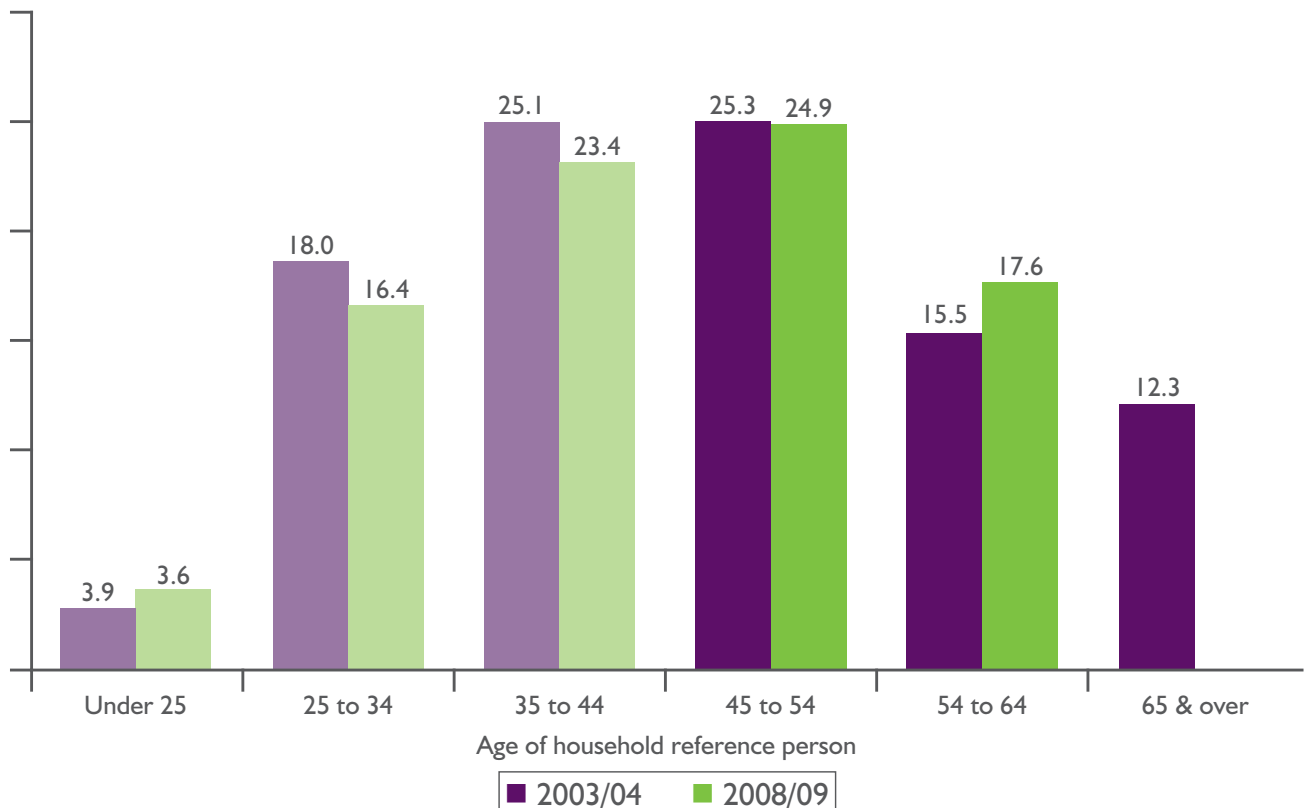
Nearly 8.5 million Australians are now aged over 45 years, with another 300,000 reaching this milestone during 2009. Importantly, in 2008 50% of all adults were aged over 45. The 45+ audience has become the consumer majority.

Australians aged 45-64 have the highest level of discretionary spending of all age groups. The need for governments and marketers to have a thorough understanding of the implications of our ageing population is paramount.*

* Charlie Nelson, Statistician, Foreseechange, February 2009

Contribution to total spending on goods & services excluding housing costs

Source: ABS Household Expenditure Survey, projections by foreseechange



When these figures are combined with population numbers, it can be seen that 56.5% of all discretionary spending in 2008/09 comes from households where the reference person is aged over 45 and this proportion will continue to grow.



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



- Communication audits
- Strategy development
- Concept development
- Channel strategy
- Media planning & buying
- Integrated communications
- Market intelligence
- Project implementation
- Event management
- Sales training
- Speaking at seminars & events

Our services

Evergreen is a full service advertising, marketing and accredited media agency, with a team of professionals offering expertise in all disciplines of communications. Our experience spans all products and services important to boomers or seniors, including automotive, aged care, finance, government, healthcare, retirement, technology and travel. Evergreen applies a specialised perspective that only comes from a deeper understanding.

Mature thinking from mature thinkers.

Gill Walker

Managing Director

Gill completed a Masters of Advertising at RMIT University during which she studied ageism in Australian advertising. Researching over 3,500 magazine advertisements and conducting focus groups with older audiences, it became clear there was a real need for advertising that understood and appreciated the needs of the mature audience. So, the concept of Evergreen was planted.

Phil Thomas

Creative Director

With over 25 years of marketing and advertising experience, Phil is 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.

Our alliances bring added value



Evergreen has its roots planted in advertising experience and academic research. With local and international partners we are constantly increasing our expertise with 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.

At Evergreen, we have extensive resources.

Over the years we have commissioned numerous research projects and been privy to significant insights with our agency partners in IMMN.

Selected free downloads are available on our website www.evergreenam.com.au

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

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 this highly influential and ever-increasing audience.

Ongoing research, academic and practical experience, along with the worldwide specialist alliances that Evergreen has developed, are the basis for insights that make our mature communication recommendations so effective.

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





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