



## STAGE 3 PROJECT

AUGUST 2011

# Marketing to the Older Consumer in Ireland

### Introduction

Marketing is predominately youth focused. The majority of marketing campaigns are aimed at the under 50s. However, as people are living longer, our senior market is growing. In Ireland, senior consumers are defined as those aged 65 and over. This group has traditionally been ignored by marketers. However, the time has come to really focus on this growing market. According to the CARDI, the Centre for Ageing and Research and Development in Ireland, there are 1 million people aged 60 and above now living in the island of Ireland. This will rise to 2.43 million – 29% of the total population in both Northern Ireland and the Republic of Ireland by 2041.

This older market has more money to spend and an appetite for a better lifestyle. According to research completed by the Business of Ageing Partnership, those aged over 65 in Ireland have a declared income of €6.6 billion, making them a very lucrative and attractive market.

### Reference:

Irish Marketing Journal May 2010

### The Project

- Describe the main characteristics of the senior market and comment on the main segments existing in this market. (10%)
- Describe some of the key considerations when marketing to senior consumers in Ireland. Describe why this market has been largely ignored by marketers. (20%)
- Identify a marketer in Ireland who actively targets this over 65s age group. Use both secondary **and** primary research to identify their advertising strategy, commenting on the main message and media used. Comment on the unique challenges facing marketers advertising to this age cohort. (40%)
- Conduct secondary research on the European senior market. Discuss the diversity existing across Europe with regard to the size and marketers treatment of this age group. (20%)
- Reference fully the theory you are studying and integrate it with the practical situation outlined in the above scenario. Rather than representing this in a separate section of the report, integration of theory and practice should be evident in the answers to the above questions. (10%)

### Additional Briefing Notes

- (a) You are to include a soft copy (on disc or memory stick) of your finished work, this can be attached to the final submission, making sure you have your Student ID clearly marked on the disc.
- (b) In your soft copy, do not present several files with different chapters/sections of your project in each. One file with full project is required. Please remember to place your student number on your disc/memory stick, or what ever means you use to store your material.
- (c) Candidates are strongly advised to read previous Examiners' reports prior to embarking on this project.

## PLEASE READ THESE RULES CAREFULLY

1. This project is an exercise in investigative study. Because it is not being prepared under examination conditions, style and presentation will be taken into account as well as content.
2. The primary purpose of this project is to assess the candidate's ability to apply marketing principles to the topic under investigation and to structure research findings using the marketing concepts available.
3. Candidates are strongly advised to review past Examiners' Reports prior to embarking on this project – [www.mii.ie/exampapers](http://www.mii.ie/exampapers)
4. The project must be typed on A4 paper. It should be presented in a folder or loose binder. Your name, Student ID and your project title must appear on the title page. The pages should be numbered and there should be a Table of Contents. Candidates are **NOT** to submit their projects in individual page plastic covers.  
**Such projects will be automatically awarded a mark of zero by the examiner.**
5. A one-page abstract forms part of the completed project. This abstract should be a brief description of the **objective** to be achieved by the project, the **methods** used and the **conclusions** reached.
6. We would envisage that you would not be able to do justice to the topic in less than 5,000 words. On the other hand you should not exceed 7,000 words. A word count **MUST** be included as part of your Contents Page.
7. You must acknowledge all your sources; not to do so is **plagiarism**. Acknowledgement involves naming your source (report, textbook, website) in brackets at the relevant point in the text, and appending a bibliography at the end of your text. This should be in alphabetical order and should include the author's name, the title, the publisher and the city and date of publication. Web references should be as detailed as possible, not just the home page. The examiner will conduct a systematic phrase search to ensure the integrity of information downloaded from the internet. The quality of your bibliography is an important element in the overall assessment of your project.  
**See section on plagiarism on website – [www.mii.ie/projects](http://www.mii.ie/projects).**
8. This project will be assessed and marked like the other subjects in **Stage 3**. You will not have passed **Stage 3** until you have passed the project.
9. The project is due by **AUGUST 22, 2011**. As time management is a major feature of the discipline of report writing, projects submitted after the due date will not be accepted. *Students should, therefore, start work on the project immediately as excuses relating to mishaps (poor health, computer failure, typing) in the final week will not be accepted.*
10. Since the project is treated as an examination subject, The Marketing Institute staff **cannot** assist you with the interpretation of the brief or sources of information.
11. The same sanction applies to copying and to plagiarism: all subjects in the sitting are deemed to have been failed and the candidate may not register as a student with The Marketing Institute thereafter.
12. The attached statement must be signed and incorporated it into your project after the bibliography.



**STATEMENT**  
**STAGE 3 PROJECT**  
**AUGUST 2011**

I hereby certify that:

- I have read and understood the rules on the back of the project outline.
- This project is my own work prepared as part of my marketing examination.
- I have not made this project available to another student.
- I have fully acknowledged all my sources and I have read the section on plagiarism on The Marketing Institute website - [www.mii.ie/projects](http://www.mii.ie/projects) - and understand the consequences as outlined.

Signature \_\_\_\_\_ Date \_\_\_\_\_