REACHING THE AGEING CONSUMER WITH BRANDED CONTENT

WRITTEN BY

Kiki Zondag

1569994

UTRECHT, June 10, 2014

GRADUATION ASSIGNMENT SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR BACHELOR OF COMMUNICATIONSYSTEMS THE DEGREE OF THE INSTITUTE OF COMMUNICATION AT THE UTRECHT UNIVERSITY OF APPLIED SCIENCES.

"We need to stop interrupting what people are interested in & be what people are interested in."   *– Craig Davis*

Foreword

By watching the documentary 'the grey gold', I became inspired by ageing consumers. The documentary showed how young, Dutch entrepreneurs see the ageing market as an opportunity rather than as problem. The ageing consumer is wealthy and willing to spend. Why should we ignore them any longer than we already have?

Because of my interest in marketing, I pay close attention to the marketing and communication around me. In my experience, billboards, television commercials, magazine advertisements and other advertising is aimed at people my age. The younger generation is portrayed to be the greater part of society. After the documentary, however, I realised that I hardly ever see the older generation portrayed in advertisement. It seemed to me that the 50+ consumers are an ignored consumer group.

I decided to write my graduation thesis with this topic as the fundamental. When I was sharing this with people around me, they asked me critical questions such as: *what* research I exactly wanted to do on this topic, and moreover, *why?* Is the ageing population truly difficult to reach for marketers, and are they as powerful as I was asserting? *Is marketing the older consumers really an issue?* At the time, I could not give a grounded answer to the question. This was enough reason for me to continue the research. There was still so much to be found out about this topic.

Today, three months later, I believe I can answer every question regarding this group of people. With this report, I hope to provide some useful information for brands on how to reach the 'ignored', but wealthy, group of 50+ consumers.

Writing this report is been a very educational experience which I will take with me when I will continue to study for a master's degree next year. I want to especially thanks Sebastiaan who was there to answer all of my questions and during the last stressful month.

Kiki Zondag
Hogeschool Utrecht
International Communication and Media

TABLE OF CONTENTS

_____

MANAGEMENT SUMMARY

_____

This report is created for advertising agencies that are looking for ways to reach the 50+ consumer by means of the marketing communication technique: branded content. The report contains information about the implementation of branded content as integrated part of the marketing communication strategy of a brand and an elaborated analyses on the target audience 50-plussers. The report is organized by means of the problem statement and objective stated below.

Brands begin to understand that consumers are tired of the overload of advertising messages around them. Brand more and more request advertisers to find new, innovative ways to reach consumers. An important consumer group today is the 50+ consumer. Due to their size (36% of the Dutch population), and her financial position, this group is an interesting target audience for the market. When brands request advertising agencies to work on a marketing communication strategy to reach the 50-plus consumer, advertising agencies should be able to give clear advice on the use of branded content and the effects of implementation. To strengthen the advice, this research is conducted. It offers theoretical support. The following problem and objective are apprehended throughout this research. Problem statement: '*How can brands use the branded content technique to reach the 50+ consumer and what is the effect for the brand?*' Objective: '*Retrieving insight in branded content, the effects of branded content, the attitude of advertisers, experts and most important: discovering the needs of the 50+ target group. So ultimately an advice can be given on how advertising agencies can implement branded content as an integrated component of the marketing communication strategy.*' The research questions belonging to this objective were answered by extensive literature research, interviews with professionals in the field of marketing communications and the execution of a survey under 50-plussers. The literature research is used as the fundament for my own performed research because it provides information of previous performed research on 50+ consumers, consumer behaviour and advertising appreciation. These research methods all together showed that when branded content is integrated in marketing communication strategies of brands, a number of factors should be taken into account. 50-plussers value authenticity, humour and clarity. They do not like advertising and often feel ignored or portrayed negatively by the advertising messages. 50-plussers appreciate advertising when they can relate to the character and situation. Further factors that are important to them are health and the environment. They do not mind spending more money on

products or services as long as these products consider the environment and health. The 50-plus consumer chooses quality over price. Lifestyle of the 50-plusser characterized by spending free time outside their homes (visiting family/friends, nature, traveling and sports). They are fierce media consumers for both offline and online media. To create a most effective branded content campaign to reach the 50-plusser, all these different factors should be taken into account. It is important to create content that meet the interests and values of the 50-plussers, so the target audience will voluntarily consume the branded content utterance. The relation between the consumer and brand will be strengthened.

_____

INTRODUCTION

1.1 | Introduction

People tend to associate the phrase 'getting older' with a negative connotation. Older people are boring, they think, they lack excitement, they sit on their money, they nag, they are unattractive and so on. The Netherlands currently counts around five million of these 'older and boring people'. In this report, the group 'older people' covers everybody aged 50 plus. During the Age of Mass Marketing, that dominated the second half of the 20th Century, the older people were largely ignored as a consumer group.. Marketers had several reasons for not including these people in their target groups: 50-plus consumers were generally less mobile, and consumed fewer products than the younger generation. Life expectations were much shorter than they are today, and marketers believed that these consumers had already established their brand preferences. In addition, marketers assumed that the 50-plus consumers were already being reached through newspapers and television; the media channels believed the have the older generation's preference, and the media channels most used by marketers to deliver their mass messages. Today, however, things have changed. Life expectations are now higher; in 2025 the 50-plus group will have expanded to seven million people. Now that the baby boom generation (people born between 1946 and 1964) is retiring, the demographic process of ageing is getting more and more important. When looking at lifestyle it seems like the modern 50-plus man or woman is getting younger every day. There has been a drastic change in the way they spend their time. They more often practice sports, they interact differently with media, and their purchase habits are subject to change. Even more interesting is the fact that this age group has more purchasing power, compared with the younger generation. Today's richest consumer is in fact the older consumer. Keeping in mind this changing profile, the purchase power of this group of people is predicted to duplicate within the next ten years. Therefore, it is about time that we cut the prejudice and show more interest in this powerful, and wealthy group of people.

As a result of this evolution, there is a need for a deeper understanding of this rapidly expanding and vibrant 50-plus market.Research shows that the Netherlands lacks knowledge development, compared with other (European) countries like the UK, France and big player and precursor, the U.S.A. The research and knowledge on the topic of ageing is, in fact, present in the Netherlands.. There is an overwhelming amount of discussion on, and research into, the topic of the ageing population and the effect it has on the market. However, brands are not doing anything with the knowledge provided to

them. Only 10 per cent of the advertising campaigns are aimed at the 50-plusser (IAB Nederland, 2011). The uncertainty of breaking old methods, the unwillingness of advertisers to change, and the acting in ignorance of the issue at hand could be the underlying reason for this fact.

The trend in the demographics of the current consumer market is causing difficulties for the marketing communication field, because the target audience is new, and still unknown for many brands. The outcomes of this research will be most relevant if it can offer the marketing communication department more insight in this group, as well as an advice on how to most effectively reach them.

What are the mainly used marketing communication techniques these days? How are brands applying these techniques? What trends are appearing in the marketing communication field?

Branded content is a trend seen as the future of marketing communication. With branded content, brands have found a new way to communicate with their consumer. They seem to have finally understood that designing content that is in line with the consumer's interest is much more successful than pushing their products' unique selling points. By using branded content, brands can catch the consumer's attention instantly, and actually keep it, by creating a desire to stay engaged with the content, and to even share it with others (Marketingfacts, 2013). Branded content is not entirely new in the field. Creating content that is relevant to the customer, is a strategy that brands have used before. However, with the arrival of social media and mobile applications, and consumers' increasing ignorance to advertising, it is now used on a different scale. It provides the field of marketing communication with innovative possibilities for creating long-term relationships with the consumer. The key element in creating good, branded content, is to know your target audience extremely well (Jefferson, 2012). This research will determine the relevant topics for the 50+ consumers, for advertisers to design valuable, branded content that is relevant to 50+ consumers.

1.2 | Problem statement

The Dutch consumer population is ageing. This ageing population is not only aged 50 years or older, but they are also wealthy and willing to spend. They have different interests, lifestyles and consumer patterns than the 20-49 consumers. Therefore, they ask for a different marketing approach. The older consumers' wealth and willingness to spend money, gives brands no choice but to adapt their 20-49 strategies to no longer exclude the 50-plus consumers.

Consumers no longer pay attention to the overload of brand messages around them. For advertisers, it is getting more difficult to reach the consumer (Marketingfacts, 2010). Branded content is an emerging trend in the field of marketing communication. Many corporates are exploring this new

technique, and concurrently finding ways to reach the ageing consumer. An important factor for branded content is to know your target audience extremely well, in order to be able to create relevant content.The problem statement that derives from this, is: *'How can brands use the branded content technique to reach the 50+ consumer?'*

1.2 | Objective

The number of wealthy 50+ consumers in the Netherlands is growing. As is the number of brands that want to engage with this group. Due to its size, social influence and, most importantly, its financial position, 50-plus consumers are increasingly important and interesting to brands. Most marketing nowadays, however, is designed with the objective to reach the generation of 20to 49-year old people. As mentioned before, only 10% of the advertising has the objective to reach 50-plus people (iab the Netherlands, 2011). One of the reasons is that many questions regarding the 50-plus people remain unanswered. Who are these 50+ consumers, what are their characteristics, and what are their needs? What product characteristics are important to them? What is relevant to them and what is not?

By means of desk- and field research, branded content will be further illustrated, and theories will be given to prove its success. Furthermore, the position of the 50+ consumers in today's market will be discussed, as well as their characteristics, their needs and their media usage. Finally, per product category, the relevance for the 50-plus people, when purchasing new products or services,will be determined.These findings, together with the marketing communication strategy of Floor en Van Raaij (2011), will convene in a recommendation. The objective below is a representation of the process and goal of the research:

'Retrieving insight in the current use of branded content by advertising agencies, the developments and trends regarding branded content, the attitude of advertisers, experts and most important: discovering the needs of the target group. So ultimately an advice can be given on how advertising agencies can implement branded content as an integrated component of the marketing communication strategy.'

1.3 | Research questions

<u>Policy question:</u>

How can advertising agencies integrate branded content in their marketing communication strategies to reach the 50+ consumers?

<u>Research question:</u>

How can branded content be implemented as an integrated component of the marketing communication strategy to reach 50+ consumers?

A number of sub questions have derived from the problem statement and objective. The sub questions are stated below, and are divided in the two topics of research: branded content, and the ageing consumer.

<u>Branded content</u>

- ➢ *What are the advantages of implementing branded content in a marketing communication strategy?*

<u>The grey (g)oldies</u>

- ➢ *What is the position of the ageing consumer in today's market?*
- ➢ *What are the characteristics of the 50-plussers?*
- ➢ *How are 50+ consumers using the media and how do they like to be addressed in the media?*

2.

METHODOLOGY

The research question that will be answered in this report is: *How can branded content be implemented as an integrated component of the marketing communication strategy to reach 50+ consumers?*

2.1 | Target audience

The report focuses on the ageing consumer between the age of 50 and 65. The age group is clearly defined, because when talking about the ageing consumer or 50-plus consumer overall, the age can range from 50 all the way up to 110. Especially the group aged 50 – 65 years has found to be fully participating in society, and, moreover, not afraid to spend money (FKC, 2012). Therefore, this particular target group has been chosen for this research.

2.2 | Method per sub question

To determine how branded content can be implemented in a marketing communication strategy to reach 50+ consumers, several things need to be researched. Firstly, the term 'branded content', as well as the effectiveness of this technique, should be clarified. Secondly, to be able to determine the best way to reach the target audience, gaining more insight in this group is necessary. What is relevant to the 50-plus consumers and what is not? The sub questions and their research method are displayed in the table below.

Sub question	Research method
1. What is the position of the ageing consumer in today's market?	**Desk research**: online research and literature research
2. What are the characteristics of the 50-plus consumers?	**Desk research:** online research **Field research**: questionnaire
3. How are 50+ consumers using the media and how do they like to be addressed in the media?	**Desk research**: online research **Field research**: questionnaire
4. What are the advantages of implementing branded content in a marketing communication strategy?	**Desk research**: online research **Field research**: interviews with experts in the field of marketing communication

A mix of quantitative and qualitative research will be used for this research, because the research question aims to answer certain content, but also needs quantitative insights to provide a representative image of the target audience's preferences.

2.3 | Qualitative research

Using qualitative research methods, fewer people are generally approached than using quantitative research methods. Using qualitative research methods, however, provides the opportunity to delve more deeply into a few individuals, settings, scenes etc. to generate a subjective understanding of *how* and *why* people perceive, reflect, role-take, interpret and make choices. Qualitative researchers work in a context of discovery: the research is more open-ended, and it often gains emergent empirical and conceptual findings in unexpected ways. In advance, it is uncertain how much qualitative data needs to be gathered (NCRM, 2013). Qualitative research will give more insight in the definition of the term 'branded content', and on how this technique is, and should be, applied.

2.3.1 | Desk research

Desk research is also called secondary research, because it is information that has already been collected by other people, for other purposes. The advantage of desk research is that it is an easy and cheap way to access and collect information needed for another research. However, it is sometimes hard to find reliable and up-to-date information (Eeckhout, 2006).

50-plus consumer

To most effectively reach and serve the target-group, it is of great significance for marketers to know in which stage of life the group is. What do they think is important, how do they see life, and on which variables and circumstances do they base their decisions (Floor en van Raaij, 2011)? To get a good insight in this *life stage marketing,* to expand this knowledge, and to make it more profound, an extensive literature review will be done. The main source is the previously performed research, conducted by The Bindinc Kennis Center (Bindinc.). Bindinc. is an initiative of Bindinc (Avrobode, KRO magazine, NCRV gids, Mikro gids, Televizier, TVFilm, The Presumption, KRO Stories and Art & Culture). Bindinc also provides expenditures for association, foundations, and charities. The BKC conducts independent and objective research on consumer behaviour (target 20-59 and 50+) within the Automotive, Sound and Vision, Financial, Charities and Associations, Health, Personal Care, Food and Travel & Holidays (BKC.nl, 2014). BKC has currently completed a number of large sample researches on the 50+ generations. Results are used throughout this report, to provide a clear view of the characteristics of the generation. The specific reports that have been used can be found in the list of references.

Branded content

To find more significant information on the specific definition and the use of branded content, desk research will be done. .This research will comprise analyses of professional literature and online sources. A number of websites and blogs are used for this research. The main and most important online sources used, are the websites Marketingfacts, and Content Marketing Institute. The fundamental of the given definition of the term 'branded content' is originated from the Cannes Lions' website. Together with online literature research, professional literature is used. Floor en van Raaij's (2010) book 'Marketingcommunicatiestrategie' will be used for the target-group analyses and for the construction of the final recommendation. The desk research consist of both national and international sources, and will be, if needed, replenished by insights from the field research. For the complete overview of the utilized sources, chapter references can be consulted.

2.3.2 | Field research

The field research will consist of two methods. The first method comprises depth interviews with experts in the field of marketing-communication. The second method is a questionnaire completed by consumers aged 50 to 65.

2.3.2.1 | Interviews

The purpose of the research interview is to explore the views, the experiences, the beliefs and/or the motivations of individuals on specific matters. Qualitative methods, such as interviews, are believed to provide a more profound understanding of social phenomena than would be obtained from quantitative methods, such as questionnaires (Silverman, 2000). Interviews are, therefore, most appropriate when little is known about the study phenomenon, or when expert insights are required. Both reasons to use qualitative research apply to this research. Branded content is relatively new, and, therefore, expert insights in the field of advertising are very useful. Five interviews are conducted with people in the field of marketing communication. At Nijgh, an advertising agency that specializes in 'brandversation', the co-founder, the junior strategic and the creative director are interviewed. The employees at Nijgh gave a clear vision of the term 'branded content', and how this could be applied by a brand. At ZenithOp-ti-date, a research communication agency in Amsterdam, cross media specialist Bojan de Stigter provided a better insight in the ROI of marketing communication and branded content. De Stigter is a researcher and advisor of brands and organizations on implementation of various media. Finally, on the SWOCC (Stichting Wetenschappelijk Onderzoek Commerciale Communicatie) branding day, several short interviews are performed with experts from different brands and agencies. The interviews are written down or summarized and then analyzed. These analyses can be found in the appendix.

2.4 | Quantitative research

Quantitative research is asking people for their opinions in a structures way, to produce facts and figures to guide you. To get reliable statistical results, a representative sample of the target market should be surveyed (Verhoeven, 2010).

Quantitative research, on the other hand, is useful because it allows finding values and preferences within a target audience. These methods provide a reliable and representative result, when they are measured with a questionnaire.

2.4.1 | Questionnaire

A questionnaire is distributed in addition to the previous mentioned research methods.. The questionnaire is distributed amongst the target audience to collect numerical data, and to provide a specific result on the preference of both product and service information, and the media preference.. The questionnaire will provide insights in the aspects that are of importance for the target audience, when purchasing new products/services. There are several key elements that are especially taken into account when creating the questionnaire. In order to create suitable branded content for your target audience, it is of importance to know your audience extremely well (Jefferson, 2013). Questions that are used as a guideline, are:

- Where can we find the target audience online and offline?

- What information is relevant to the target audience, and what is not?

Firstly, the questionnaire results give insights in the media usage of the audience. Specific questions about the different devices, as well as the time spent on these devices are asked. Also, the use of social media will be questioned. Secondly, to determine which aspects are important to 50+ consumers before purchasing a product or service, a number of product and service specific aspects are listed per product category. The respondents are asked to scale the aspects from most important to least important.

Sample-size

The sample size is limited by theavailable time to gather data. x Only a short period of ten weeks was left to gather data, conduct analyses and write the report after experiencing struggles starting the research. The number of   67 respondents was not as high as the targeted number. The respondents were chosen personally; to get the most reliable results. All questionnaires are, therefore completed manually.

Two topics need clarification to ultimately be combined: A new marketing communication technique named 'branded content', and the 50+ consumers. The term 'Branded content' will be explained using online literature research, and in addition, using interviews to gain insights of professionals in the field of marketing communication. The term 'branded content' will be clarified and explained why this technique is perceived as being a successful tool. The desk research consists of an online research, with the websites of Marketingfacts, Institute of Marketing Communication and KCF offering the most relevant insights. Furthermore, the typical characteristics of the 50+ consumers will be determine by means of online literature research. The questionnaire that is completed by a sample of 67 respondents aged 50-65, will determine where brands can find the 50-plussers (online and offline), and what information they find relevant when purchasing products or services. Using these insights, a recommendation is created on how to successfully implement branded content to reach the 50+ consumers.

3.

_____

LITERATURE REVIEW

This study analyses the value of the marketing communication tool 'branded content', to reach the ageing consumer aged 50 to 65. This chapter contains the topics marketing communication, advertising as part of branded content, marketing communication channels used in the study, and past works done in the field of traditional and new marketing systems in general. In addition, it will describe whom the 50- plus consumer is, and will provide an insight in the needs and preferences of this consumer group.

Advertising in the Netherlands

Dutch organizations spent around 1,26 billion on online advertising and 933 million on television advertising in 2013. Compared with 2012, this is a growth of 8,4% in online advertising and a decline of 3% in television advertising (IAB report Online Ad Spend, 2013). The main goal organizations have by spending these amounts of money on advertising is to strengthen their brand (Elliot, Percy, 2011). To reach this goal, organizations try to influence the target audience's view on the brand, i.e. directing the attitudes and knowledge of the target audience in the right direction. Creating brand awareness with advertising is performed through media such as magazines, newspapers, outdoor media, television, radio, mobile phones and Internet (Floor & van Raaij, 2012). The cost per view using mass media is relatively low, which is a huge advantage for organizations that are trying to reach a large number of customers.

Marketing communication changes

Unfortunately, mass media is no longer as effective as before, because the overload of different media and information the audience has to take in (Elliot, Percy 2011). Using mass media makes it difficult to maintain relationships with customers, because the message is targeted at a broad audience. There is little room for satisfying personal needs of the individual customer (Floor & van Raaij, 2012). Today's consumers are cynical towards advertising, and of old marketing styles. Nobodyis going to wait for the information they need anymore: everyone expects answers immediately. Consumers no longer stand for sales spiel either. Corporates need to inform, entertain and most of all, help people through to a purchase (Jefferson, 2013). These are reasons that over the last ten years, the world of advertising and marketing communication has seen significant and continuing change. It started with a downsizing of overall business, a reorientation in the way business was handled by agencies and media companies, and is now rapidly changing the media environment. Five years ago, 'traditional'

media accounted for the bulk of media spending, but today, the so-called 'new media' dominate almost all of the advertising power (Elliot, Percy, 2011). Even though this new media offers many new options for delivering advertising messages, the key to successful communication remains effective strategic planning to identify the optimum target audience, understanding how they make purchase decisions in a category in order to positively influence brand choices, finding the best positioning for the brand in its marketing communication, determining the most effective communication strategy for the message, and coming up with a media strategy that not only maximizes the number of target audience members reached, but more importantly, find the appropriate media to optimize the likelihood that the message will be processed (Elliot, 2011).

Understanding the wealthy group 50-plus consumers, what they find relevant information, so brands can come up with a media strategy that effectively reaches the target audience continues to be the topic of this research.

3.1 | Branded Content

In this chapter the concept 'branded content' and the development of the concept will be explained. Understandings and outcomes of this chapter are retrieved by desk- and field research.

3.1.1 | Definitions branded content

Branded content and content marketing are relatively recent additions to the language of marketing communication. When consulting the online encyclopaedia 'Wikipedia', the following definition is received: 'Branded content is a relatively new form of advertising that blurs conventional distinctions between what constitutes advertising and what constitutes entertainment. Branded content is essentially a fusion of the two into one product intended to be distributed as entertainment content, albeit with a highly branded quality. Unlike conventional forms of entertainment content, branded content is generally funded entirely by a brand or corporation rather than, for example, a movie studio or a group of producers. Branded entertainment is used in events and installations, films, video games, music, the Internet and television' (Wikipedia, 2013). Forrester defines branded content in the consumer-marketing area as: 'Content that is developed or curated by a brand to provide added consumer value such as entertainment or education. It is designed to build brand consideration and affinity, not sell a product or service. It is not a paid ad, sponsorship, or product placement' (Forrester,2014). Lastly, the content marketing institute writes that branded content is a marketing communication technique of creating and distributing valuable, relevant and consistent content to attract and acquire a clear defined audience, with the objective of driving profitable customer action (The content marketing institute, 2013).

Creating valuable brand content

Compared to traditional models of marketing, branded content is not based onthe unique selling point of a product or service; it is based on the *people*, *consumers* and their *stories*. Brands should create content that their consumers are interested in. Doing this, brands try to make a connection with the customer before they start telling about their product or service (Jefferson, 2013). Sonja Jefferson, author of the book Valuable Content Marketing (2011) states that producing a quantity of any old content is not the answer to the problem. It is merely high quality, *valuable* content that is trusted, read and shared by consumers. Valuable content is information that is genuinely useful, relevant and entertaining. Potential customers get information that they can use, regardless of a possible purchase from that company. The company builds goodwill that results in more interest, more leads, and more sales. It is a win-win situation (Jefferson, 2013). 'Content' is the words on the page you are reading. It is the copy on a website, the blog posted last night, the video and image shared. When talking about content, we merely mean words, knowledge and information. Content marketing particularly understands what information a company's target group is looking for (Valuable Content Marketing, 2011).

Definition covering all branded content material

Cannes Lions is the world's biggest annual awards show and festival for professionals in the creative communication industry. Ever year, Cannes Lions organizes a festival where a number of advertising awards are handed out. One of the categories is Branded Content & Entertainment (Marketingfacts, 2013). The definition of branded content that most clearly summaries all that branded content is comes from Cannes Lions: *'Branded content is the creation of original content by a brand. The purpose of branded entertainment is to deliver marketing messages by engaging consumers via relevant content platforms rather than traditional advertising methods' (Cannes Lions, 2013)*

3.1.2 | Expert about branded content

According to the experts, branded content has some distinct features. Firstly, branded content is interesting content for consumers. It provides information or entertainment that is based on the interests of consumers (Shriber, 2014). Branded content is characterized by content that is generated from the needs of the consumer. Secondly, consumers can enjoy the content at any time. In contrast to traditional advertising, branded content is voluntarily consumed (Kolleman and Kreulen, 2014). The content itself has priority, visualizing the brand does not. Consumers are aware that every message comes from a sender, so when the branded content is appealing to the consumer, he or she will look for similar content from the same sender (Stigter, 2014). Moreover, Branded content is not only spread through various media such as television, radio, and online channels; it can also be used offline. A very Dutch example of offline spread of branded content is the covers on a bicycle saddle (Waaijer, 2014). According to experts, branded content is a broad concept that cannot be encapsulated

in one definition. However, what can be said is that branded content is 'customized' content. It is a nice extra for the consumer, offered by the brand. Consumers voluntarily use the branded content when it appeals to him or her (Esser, 2014).

Broaden the brand story

Branded content is seen as an addition to traditional resources and media. It is intended to strengthen the current brand image among the target audience (Esser, 2014). Applying branded content in the strategies, brands are given the opportunity to broaden or provide a more profound brand story (Waaijer, 2014). A good example is Lays' campaign: 'Lays Makes Taste'. Lays uses two propositions: 'Lays, the taste specialist' and 'Lays is fun with friends'. To fulfil this promise, the consumer is involved in the process; anyone can submit their ideas for flavours. Branded content is applied in this campaign to inspire people to eventually participate in the campaign. Lays purchases airtime during the television show Life 4 You to introduce the new campaign. During the show, taste specialist Joop Braakhekke explains the campaign, the exotic flavours, and other related topics such as currently popular kitchens. These topics are not directly related to Lays, but they offer relevant information to the target audience, and, therefore, is an example of branded content (Willems, 2014).

3.1.3 | Success factors branded content

There are a couple of guidelines that should be followed when creating successful branded content. Bram Koster, marketing communication specialist from Marketingfacts, distinguishes the following factors for successful content:

1. Relevance

Branded content is consumed voluntarily. Therefore, it is most important that the developed branded content is relevant for the target audience. The brand should be certain that the consumer needs the developed content. To create relevance, the content should be linked to the interests of the target audience. If not, the branded content will barely get attention. Keeping in mind that the consumer will always think: 'what is in it for me?' (Koster, 2013).

2. Enrichment

Enrichment means that the content adds to the mission statement of a brand; it needs to fit the brands objectives and values. Brand value must intertwine in the branded content to create the right (brand) experience with the customer. The use of branded content contributes to convey the desired brand message and thus to achieve the desired objectives. The relationship between the content and the brand should 'feel natural' (Koster, 2013).

3. Nuance

The success factor 'nuance' is the visibility of the brand in the content. In branded content, the entertaining, informing, or relevant content itself is prominent, *not* the brand. In contrast to to traditional advertising, using branded content, the sender of the branded content message is only present on the background. The brand should be integrated subtly in or around the content (Marketingfacts, 2013).

3.1.4 | How does branded content differ from advertising?

Traditional advertising starts with defining the question "what is the unique selling proposition of the product you are trying to focus on?" Branded content is the inverse of this question. Branded content implies thinking about the consumers first and foremost. What is resonating with them, and how does the brand connect those people's stories to the product relevantly? Does this connection create compelling and engaging content that motivates behaviour and change, in a way that feelslike genuine content? Frankly, if you cannot determine whether what you say, is content or advertising, it is probably the purest form of branded content (Davis, 2013).

3.1.5 | Conclusion definition branded content

Content marketing, branded content, and content integration. There are many ways to describe it, but one thing that remains clear, is that brands are now looking for content integration opportunities more than ever before (Jefferson, 2013). Branded content offers advertisers the opportunity to truly engage with consumers in an entirely new way. Creating engaging content that attracts and builds a relationship with an audience whom may make a purchase in the future, has proven to be highly effective (Marketingfacts, 2013). Because media is increasingly fragmenting, it is no longer effective to communicate a one-way brand-message (Jefferson, 2013). The consumer is more and more disconnecting him/ or herself from advertising messages (Davis, 2012). Therefore, the traditional advertising is under pressure. Traditional advertising cuts short, and branded content moderates. Content is something a company can create, repackage, resell, reuse and redistribute, which cannot be done with traditional advertising. The content is added value to the brand message and offers consumers an interactive experience in a functional or entertaining context. In contrast to traditional advertising models, branded content does not send brand messages, but is voluntarily viewed, and used, by the consumer. This is why it is important for brands to understand that Branded Content should not be treated as an expense, but much more as an asset (Davis, 2012). In contrast to traditional marketing, branded content is able to catch the consumers' attention instantly, and actually keep it. It creates the desire to stay engaged with the content and even share it with others (Davis, 2012).

Even though banner ads, traditional advertising and splashy page takeovers still remain effective from a branding perspective, the more journalistic nature of content integrated advertising is welcomed by most. When a large branding effort is blended with properly targeted branded content, it is a recipe for advertiser messaging success. Display is the messaging vehicle. Content marketing has a more organic feel that is accepted by a large majority of the population. It's not about fooling the consumer, or brands trying to sneak their message in, but rather, if they can reach their intended audience in a more natural way and appeal to their interests, it is a perfect scenario to drive to the ultimate goal… Product purchase!

Branded content knows a couple success factors that should be determined. Firstly, the content is relevant for the consumer. The consumer will gladly use the branded content concept when the content is perceived as relevant. Content is relevant when it joins up to the interest of the consumer. Being up-to-date and continuous innovation play an important role. Secondly, an important success-factor is enrichment. The content is an extension of the brand campaign and should be enrichment for the brand message. Branded content is relevant for brands, when the brand values are integrated in the content, and when it meets the brands campaign objectives. Nuance is the final factor that needs to be taken into consideration. The brand can only be subtly present in the content. In a branded content concept, the content is king and the brand is just attending as a sender in the background (Marketingfacts, 2013). Branded content does not directly show a brand message, but instead, it lets the consumer feel and experience the brand-message that is wished to transmit. The visibility of the brand should not interfere with the consumer when using the content. When the consumer experiences the content as if it is something extra rather than advertisement, the consumer's appreciation for the brand will increase (Jefferson, 2013).

3.1.6 | Why branded content is useful

Advantages for brands

Branded content is not necessarily a new concept, but it is gained a lot of steam over the past year. With people consuming more information than ever, marketers have discovered a way to seamlessly weave their brands into larger pools of useful and valuable content (Davis, 2012). There are many benefits to branded content, both for consumer and brands. Branded content has proven to be an effective tool for advertisers to appeal to an audience who then become more likely to be customers. (Greenberg, 2013) For marketers, quality content is extremely sharable through social media and can be spread quickly. If you are a consumer, content marketing can be informative, entertaining and more interactive than traditional marketing (BeDell 2012). The most compelling evidence found in

trying to outline the benefits of branded content over conventional advertising is the Participation Media Research conducted by the Direct Marketing Association. 1000 consumers were monitored with all communication received, the actions taken as a result. The level of avoidance, or ignorance for traditional (TV/radio/print) advertising was 59%. The equivalent number for Customer Magazines was a mere 15%. To sum it up, branded content delivers editorial that engages consumers through its appeal and relevance. As a result, brands benefit from this environment, and they are able to engage in meaningful dialogue with consumers. What are the advantages of applying branded content? Providing potential customers with something other than a blatant marketing message can give you a leg up on other brands. Traditional marketing is about pushing a unique selling proposition, but branded content is about the exact opposite – putting the people first and putting the product second or even third, according to Avi Savaer, founder and chief creative officer of social media agency Big Fuel and jury member Branded Content and Entertainment awards. Furthermore, if you create interesting and worthwhile content, people are much more likely to spread it (Savaer, 2013). In our social media driven world, the idea of sharing ideas and information through the media channels Facebook, Twitter, LinkedIn, and Instagram is very appealing to people (Savaer, 2013). This works in a brands' favour because great content gets shared. When people share content that has been created for advertisers, they are in some way acting as a brand ambassador and influencer, telling their network that what they are sharing is of value (Jefferson, 2013).

Advantages for consumer

First and foremost, Branded Content is really about storytelling. Brands realize that it makes sense to create valuable content that consumers will be interested in for their own use (Rose, 2013). Think of an auto brand looking to highlight the amazing sound system that comes with the car being advertised. They will sponsor "The Ultimate City Driving Playlist". This content is interesting, not only for consumers, but also for people who are not looking for a car but who already have a car, and like to download the list for some fun as they are driving. The fact that ads for the car being featured accompany the content on the page may spark consumer's curiosity to go for a test drive (Sproutsocial, 2014). Similarly, moms who are desperate, and who will try anything to get their newborns to go to sleep, will be interested in an article with information and tips and tricks from more experienced moms. Baby brands that produce products that are crucial to keep a newborn comfortable and happy, like diapers, clothes and blankets, are positioning themselves as a knowledgeable brand that moms can trust. They are also sending the message that their number one priority is not just to sell products to moms, but to illustrate that they care about their consumers (Sproutsocial, 2014).

3.2 | Branded contents' effectiveness

Now that the term 'brand knowledge' and the reason for brands to use this technique are clear, the effectiveness of the technique will be further expanded on. Large amounts of money are spent on creating a campaign, and organizations want to know how these investments will eventually turn into profit. This chapter illustrates how branded contents' effectiveness can be measured and why branded content is effective.

3.2.1 | How to measure the effectiveness

The integration of branded content in cross media strategies is relevant for a brand when the content meets the earlier stated success factors: relevance for the consumer, enrichment for the brand, and nuance in the visibility of the brand. Branded content has most the effect on the consumer when these success factors are pursued. The effectiveness of branded content can be checked by the objectives of the advertisement: what does the advertising agency want to accomplish using campaign, and what is branded content's role in this objective? The ROI of marketing communication and branded content will be illustrated by means of the book 'Marketing communication strategy' from Floor en van Raaij (2011). Using these insights, a clearer explanation of the effect of branded content can be provided.

3.2.2 | ROI of marketing communication

The effect of marketing and marketing communication is also known as 'return on marketing investments, 'ROMI'. A clear difference is to be made between ROI and ROMI. ROI only looks at the finance of investments, but ROMI also takes into account the non-financial profits (Marketingfacts, 2012). This makes calculating the ROI of marketing communication even more complex. Investments in marketing communication follow-up on each other very quickly, and they are usually short-term (think of campaign oriented investments). The investments consist of various ways of advertising that are implemented through various media. Every marketing communication utterance can have a different objective. On both the long term and short term, these objectives will cross, and simultaneously contribute to the marketing objectives. Furthermore, all these factors have different financial agreements, for example: is the investment paid for by recurring billing, or in terms of a period of several years? These different factors make it difficult to estimate the return on investment of marketing communication (Marketingfacts, 2012). In contrast to the general ROI, ROMI is not about sole investment. Marketing communication takes into account investments from the past, current, and future investments, and can also be applied to non-financial effects for a brand. In the next paragraph the non-financial effects will be clarified by means of possible objectives.

3.2.2.1 | Objectives marketing communication

The effectiveness of marketing communication is based on the communication objectives that are divided in terms of the target-audiences' knowledge, attitude and behaviour (Floor en van Raaij,

2011). These terms indicate the strived, non-financial effects of an investment. The communication-effect objectives are: category need, brand knowledge, brand familiarity, brand attitude, behavioural intention, behavioural facility, behaviour, and satisfaction. These effect-objectives show that marketing communication does not have to do with profit and market share directly (as are marketing- and business objectives). Marketing communication is applied to accomplish change in the target group's knowledge, attitude or behaviour with regards to the brand. Category need, brand familiarity and brand knowledge concern the knowledge of the brand. Brand attitude, behavioural intention and satisfaction concern the attitude towards the brand. Behavioural facility and behaviour concern the strived behaviour after having seen the marketing communication utterance (Floor en van Raaij, 2011). Knowledge, attitude and behaviour are not 'tangible' or 'noticeable', and they are, therefore, hard to display in a number or percentage (Mediaresearch, 2009). The effectiveness of marketing communication is mainly in relation with the non-financial and intangible objectives (Marketingfacts, 2013).

3.2.3 | Measuring ROI branded content

Very little information on measuring the ROI of branded content is available. Therefore, this paragraph is based on statements retrieved during the interviews and theory found on ROI on general marketing communication.

Bottlenecks

It is mentioned before that branded content is a new phenomenon. Therefore, no theories or models to be found that explain how the ROI of branded content can be measured. A few factors that make it difficult to measure ROI will be illustrated. Currently, ways to measure the ROI of social media have been developed. (An explanation of measuring ROI of social media can be found in the appendix.) However, branded contents take it to a higher level: whereas social media specialises in interaction between the brand and the consumer, branded content also offers the consumer an *experience*. Branded content brings alive brand values in an estimated experience that is mainly aimed to entertain or give convenience. Besides, branded content is mainly applied in addition to the brand and to make the brand campaign more profound. Social media, on the other hand, is also applied as a separate medium to spread other marketing communication utterance. Branded content is applied as complement to the campaign and for itself has no specific objective Therefore, brand content is used to fulfil more than one objective (Marketingfacts, 2012). Obtaining the right measurements is another bottleneck. By using Google Analytics, social media tags can give a clear view of the accomplished reach. This is questionable for branded content, because the reach of a branded content utterance is not exactly measurable. Exact measurements in branded content ROI are difficult to establish, quantitatively anyway. Up until today, there are no exact calculations for the ROI of branded content. Nevertheless, research conducted by Sanoma Media shows that branded content is effective. The

effects are related to the objectives of branded content. Both the combination and the reasons for success will be clarified below.

3.2.4 | Effectiveness branded content

In 2012, Sanoma Media conducted research on the effect of branded content. This research shows that Branded Content has an effect on message-transfer of the brand, the attitude towards the brand, and the consumers' brand-consideration (Sanoma Media, 2012).

1. Message transfer

Branded content contributes to the transfer of a brands' message to the consumer. It complements existing communication campaigns and elaborates on the message transfer and brand values by offering the user an experience that propagates the brand message and brand values. Doing this in combination with different media, the brand reinforces the desired message in the memory of the consumer (Slideshare Sanoma, 2012). An example is the mobile application called 'Appie' created by Albert Heijn, a Dutch supermarket chain. Appie is an application that offers help and inspiration during doing the groceries (Albert Heijn, 2013). The consumer can create a shopping list with this application. When the consumer is doing the groceries, he or she can add ingredients and recipes to the list with the barcode-scanner. Appie is intended for anyone who visits supermarkets and it is, therefore, appealing to a broad audience (SpinAwards, 2013). (See the Appendix for images about the app.) The message Albert Heijn wants to send out with this is: 'Albert Heijn makes grocery shopping easier by offering help and inspiration when doing groceries'. Branded content is used to display this message. With the 'mobile shopping-list' AH offers convenience to the consumer, because a large group of the consumer has a smartphone. Using this application, the consumer always has a grocery list around.. Furthermore, the new recipes and ingredients in the application give the consumer inspiration. When these effects are linked with the communication objectives in §7.1.1, the brand aims at brand knowledge.

2. Attitude towards the brand

With the effect of changing attitude, branded content aims at the attitude of the consumer with regards to the brand. Branded content should stimulate the interest of the consumer, so the utterance is used voluntarily. The 'not-connecting' character of branded content revives certain sympathy for the brand (Slideshare Sanoma, 2012).

3. Creating brand consideration

The creation of brand consideration is a different possible effect of branded content. By using the branded content, the consumer gets in touch with the brand in a nice way. The consumer will take this

experience along in her next decision to usea brand/product (Slideshare Sanoma, 2012). The effect 'brand consideration' can again be traced back to the communication objectives brand attitude and behavioural intention. Once again, it is aimed at changing the attitude of the consumer.

Given the fact that branded content is an addition to a certain campaign, the ROI of branded content is also depending on other brand activities (Marketingfacts, 2012). The effectiveness of branded content is mainly found in the attitude of the target audience towards the brand. The ultimate translation of this effect in profit percentages or amount of money is not (yet) to be made. Therefore, it is not possible to give insights in the effects of branded content with regards to conversion and sales.

3.2.5 | Conclusion effectiveness branded content

Effect on sales

The benefit of marketing communication is difficult to measure, because investments follow up on each other in a short period of time, and they are aimed to reach more than one objective (Marketingfacts, 2012). The eight communication- effective objectives marketing communication employs form the principle for the benefit. The objectives are knowledge, attitude, and behaviour of the target audience (Floor en van Raaij, 2011). New media and advertising techniques develop in a rapid speed. Typical new media is social networking, characterized by interaction between the advertiser and the consumer. Social networking asks for a 24/7 approach from the advertiser. Whereas traditional media models create one-way brand messages, new media models are continuously developing. This requires new ways of efficiency calculation. Whereas the efficiency of social media becomes clearer, the efficiency of branded content is still a grey area (Content Marketing Institute, 2013). Quantitative data do not give exact insights in reach and traffic. An exact ROI in terms of conversion or sales is at the moment still impossible to measure (Content Marketing Institute, 2013).

Effect on consumer

On the other hand, the effects of branded content on consumers become clearer. The effect is based on changes in knowledge, attitude, and behaviour of the target audience. The effectiveness can be found in: transfer of the brand message by the consumer, change of attitude towards the brand, and brand consideration by the consumer (Marketingfacts, 2013). By creating an experience, the consumer experiences the desired brand values and brand messages. This way the consumer will more easily remember the underlying brand message. The second effect is attitude change towards the brand. By giving the consumer something additional, they develop certain sympathy towards the brand, which results brand consideration. When the consumer creates a positive attitude towards a brand, it is supposed that they consider a purchase. Because branded content is still relatively new, elaborated research still needs to be conducted on the effects it has on consumers and the ROI for the brand. In the upcoming year, more will be found out about this.

3.3 | Why branded content is successful

Eva van Reijmersdal of the ASCor (Amsterdam School of Communications Research) has been conducting research on branded content for a few years now. Reijmersdal focuses on the success of the technique. According to Reijmersdal, the following three points clarify the success:

1. <u>The likeability-principle</u>

    The exploding volume of commercial communication in the past decade has led to a decrease in the attention that consumers give to individual messages. In order to influence brand perceptions, a message has to break through communication barriers. As a result of this communication overload, an ad's *likeability* has become an increasingly important condition for passing these hurdles (SWOCC, 2006). Branded content works, because the audience appreciates the content.

Likeability-principle

The likability principle can be further explained by means of Erik du Plessis' COMMAP-model.The COMMAP-model is a descriptive model of the factors that influence the liking of an advertisement. Based on the Millward Brown's Adtrack database in South Africa, it consists of three dimensions:

1. **Entertainment vs. Familiarity:** Entertainment leads to likeability. Familiarity causes a decrease of likeability, as people are not entertained as much by things they have seen before.
2. **Empathy vs. Alienation:** People like ads in which they can immerse themselves and dislike ads that alienate them.
3. **Relevance vs. Confusion:** People like ads that contain personally relevant information and dislike ads that are difficult and interpret.

The dimensions correspond to each other: relevant information combined with empathy and entertainment result in the highest ad likeability. These three dimensions are exactly what branded content does, and, therefore, this technique is very likely to be appreciated by the consumer. Branded content provides relevant information combined with empathy and entertainment.
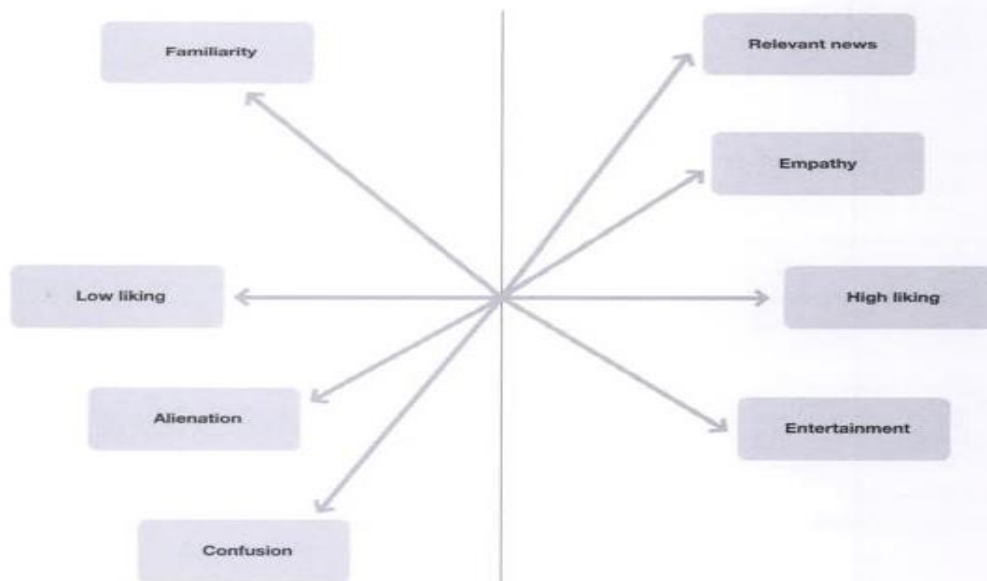
Figure 1 The COMMAP model of communication

2. The reliability- principle

    Another explanation for the success of branded content is that it is perceived as being reliable.
    (People find branded content more reliable than commercials.) This leads to more acceptances
    and less resistance, with the result of higher rate effectiveness.

3. The unconscious influence-principle

    Another interesting principle is the unconscious influence-principle: Branded content can change
    a consumer's attitude and behaviour without active thoughts to branding, i.e. without knowledge.
    Theimage of the show is thus unconsciously connected to the brand.

The unconscious influence-principle

The functioning of unconscious influence can be clarified by means of three different methods of
information processing (Buijzen, Van Reijmersdal, Owen, 2010)

1. **Systematic**: mediate thinking, awareness and active.

2. **Peripheral:** little attention, not active and focuses on shortcuts

3. **Automatic:** no attention, happens automatically, not conscious of processing.

Humans only have limited mental capacity. When 'consuming' the content, the consumer is not
completely focussed on the branded content, but also more or less on the context in which the content
is offered. Branded content in a chase scene is differently perceived than the same content during a
late night show. The more exciting and interactive the context, the more cognitive strains it takes,
resulting in the context being systematically processed. Therefore, not much cognitive capacity is left
for the brand message, and, therefore, the message is automatically processed. In this case, the
consumer is little or not at all aware of the brand message, but the associations are still being
processed (Reijmersdal, 2012).

_____

THE AGEING CONSUMER

In previous chapters, the theoretical framework around branded content is discussed. To be able to ultimately write advice recommendation about the integration of branded content in the marketing communication strategy of brands aimed at 50+ consumers, it is necessary to study this specific target audience. By means of these findings, the question how branded content can be most successfully applied in a way that is appealing to the target audience can be determined. The findings will be processed in the strategic recommendation later on in the report. The research focuses on 50+ consumers aged 50-65. This chapter is composed based on the target audience segmentation as is written by Floor and van Raaij (2011).

4.1 | What is the position of the ageing consumer in today's market?

During desk research it was found that several authors ascribe the unwillingness of the profession to adapt to the ageing of consumers, to the gap between mature consumers and marketers, especially advertising agencies personnel. Most product managers, brand managers and advertising agency employees are young: 94 per cent of people employed in IPA (institute of practitioners in advertising) agencies are aged under 50 (Tregeur, 2002) and agencies in the rest of the European Union have similar age structures. This is of importance, because it is difficult to empathise with people two generations older than oneself. After all, a 65-yearold knows what it was like to be 30, but a 30-year old does not know what it is like to be 65. People do not like change, and there are always siren voices encouraging decision makers to stay with the old, cosy, familiar way of doing business. For example: advertising agency Young and Rubicam published a booklet explaining why, despite their diminishing number, under-35's where the only people who matter. They said that 35 plus consumers do not like new weird experiences, have fixed tastes, cannot cope with technology (Silvester 2003), and so on. In their desire to avoid acknowledging demographic realities, and stick to their traditional methods, marketers often resort to similar stereotypes. Most frequently, older consumers are characterized as poor and unwilling to try new products. In addition, the belief among marketers exists that older consumers are reluctant to switch brands or to try new products (Stroud, 2009).

Analyzing the data provided by the CBS (2013), the number of people aged fifty plus in The Netherlands has grown significantly. In 1950, around twenty per cent of the Dutch population was

aged fifty plus. In 2013, this number increased to 36 per cent, 5,8 million people. The prognosis is that the group of 50 plus people will account for almost 46 per cent of our population, 7,5 million, in 2030.

Number 50-plussers of the entire Dutch population (in %)
Source: CBS Statline, 2011

		%
1950	2 million	20
2011	5,8 million	36
2030	7,5 million	45

Figure 2. Ageing Dutch population in numbers

In 1950, The Netherlands only counted 40 people aged over 100. In 2010, however, 1743 people were aged over 100 (CBS, 2013). A different remark that takes credit for the importance of this group is that the purchasing power of the 50+ consumers is very strong. This strong purchasing power is not only created by high incomes. The 50 plus population in The Netherlands own three quarters of the total private capital of the country. In addition, they inherit from their parents, what in turn only increases their capital (Rabobank, 2010).

Stereotyping the older consumers as being poor, unwilling, and reluctant to switch brands can be challenged. Without a mortgage to pay, pensions to fund, and children to bring up, many older consumers have more discretionary spending power than they ever had when they were young, and they are more than ever in the market for a wide range of luxury products. Despite some early research, evidencing older consumers have a slight tendency to brand loyalty (Tranberg and Hansen, 1986), most published research supports the view that the brand choice process of the older consumers is just a vigorous as the process of the young. Innovativeness does not correlate with youth, as is commonly thought, but to personality. Consequently, most variation in brand loyalty is not related to age or other demographic differences (Trandberg and Hansen, 1986), and older consumers are hardly less likely to switch than people aged 18-35 (Datamonitor, 2002; TGI Gold, 1998). All in all, older consumers do try new products but for different reasons than the young, and they are probably less promiscuous. Some would say that especially these older consumers are are ideal customers to win. Furthermore, according to research performed by SPOT (2010), one third of the day of a 50-plus person consists of leisure. Because 50-plus people spend less time doing household activities, work and study, they have more time to leisure compared with the younger generation. All in all, the population aged 50 plus is growing. They have more money to spend than other generations and they have relatively much free time. Plenty reasons to change strategy and shift to the ageing consumer.

Current marketers favourites: 20-49

Final reason why marketers should focus on the ageing consumer is the rise of generation broke, a name that was coined by Demos, the US think tank in 2004. It stands for the generation younger people (18-34). Although invented in U.S., it is very applicable in the Netherlands as well. A large number of students in the Netherlands face massive student loans, slow wage growths, unemployment, and rising costs. Despite these changing developments, this young, 'broke' generation remains the position of most favourable target audience for advertisers and marketers. The age group 18-34 has suffered from a combination of factors that have resulted in this precarious financial position. Many of the costs associated with young adulthood have increased dramatically during the past ten years. Housing costs have risen to a significant amount compared to their salaries. Education was once free, but is now an expensive entry into adulthood. Salary levels have been suppressed, and many permanent jobs have been replaced by short-term contract employment (Stroud, 2009). A significant result of these financial commitments and temptations make that this younger age group is not contributing enough to secure the pensions. The number of people saving for pensions declined when, at the same time, the percentage of people getting pensions is increasing. It is obvious that this is a situation that cannot continue. Something has to change, and this will have to be through either enforced savings, or higher taxes. Either way, the 18- 35-year olds are going to have to pay a large part of their incomes to pensions. This is bad news for marketers, as this group used to be, and still is in many cases, marketing's favourite age segment. Every euro the 18-35s have to spend in their pension is one euro less spent on consumption. They are going to have to fund their own retirement as well as that of their mums, dads, and grandparents, while saving for their children's education. Financially, life does not look too bright for the 18-35 year-olds. They are forced to stop spending and start saving. Marketers should get used to the idea that their favourite segment is going to become relatively poor. Concluding after briefly analysing this young age group, their future is littered with financial commitments that will constrain their ability to consume. The ageing consumer, however, is clean of financial commitment and ready to consume.

4.2 | Who is the 50+ consumer?

What are the characteristics of the 50-plus consumers?

Decades ago, people were employed up until they reached the age of 65 and after that, they disappeared from society at least it was seen that way. Nowadays, the pensioned 50 plus people fully participate in society. They are still respondents of the labour market, fierce media consumers and well provided with capital. The age limit that is practised throughout this report is the age of 50 as a bottom, because from this age on, all people reach a similar life stage. Children have left the parental home, and 50-plus people quit their jobs start thinking about it. The first grandchildren are born, and their financial situation changes, because they either quit their jobs, or they are confronted with the

death of their partner. These circumstances can have important consequences on the consumer behaviour of this group of '50-plus consumers'. However, as mentioned before, age is not a fully estimated segmentation criteria for the ageing consumer market. Lifestyle, life phase, income, health, and generation are also important variables to take into account. When describing the target market psycho-graphically, insight is given in the audience's attitude, belief, emotions and values. It includes the target markets' family stage, hobbies and interests, type of entertainment they engage in, and lifestyle (Floor en van Raaij, 2011). Moreover, describing the target market on behavior helps understanding why someone purchases one product or service over another. It includes how important brand or company loyalty is to the target market, and whether the audience most heavily values convenience, a good price, or quality in a product/service.

Behavioural information, as well as psychographical information, is often gathered through surveys or focus groups (Floor en van Raaij, 2011), but within the time frame available for this research, consultation of previous performed research by Veldman (component of TNS NIPO) is decided to use. In this study, the attitude and experience of the 50+ consumer is researched. It shows how 50-plussers think about life, what their attitude is towards life, how decisions are made, and what factors have the most influence on the decision making process. Veldmans' study gives insights in the decision making process of the 50+ consumer group. Do they value much information about the product before purchasing, or do they mainly follow their gut? The answers to these questions can all gathered from Veldmans' study and will eventually contribute to this research, because it helps answering the main question; how can we reach the 50+ consumer?

4.2.1 | Purchasing power

Two fifth of the 50-plus people has a paid job; half of this group works 33 hours per week or more. Women work an average of 20 hours a week; men work an average of 36 hours a week. 40 per cent of the working 50-plus group earns between 1.000 and 2.000 euro a month. A quarter of this group has a family income between 2.000 and 3.000 euro a month. The remaining 35% of the working 50-plus groupcan spend more money on a monthly basis (Veldman, 2012). 50-plus people are financially strong, they own much capital and have few fixed costs (NOM, 2013). 57,3% has a gross income of 23.000 euro a year or more, when 70% has gross living costs of less than 500 per month (NOM Doelgroepmonitor, 2013). 50-plus people appear to have an above average interest in money issues. Their interest in taxes, investments and finance/economy is higher than the Dutch average (FKC, 2011). Looking at the subjective income, 49% of the 50-plus people indicate that they can easily live with their income, and 21% indicates they can live comfortably with their income (Veldman, 2012). Concluding, the 50-plus people nowadays feel rich.

Figure 3: Gross and standardized disposable income in 2011,
per household (x 1000 euro)

Age	GROSS INCOME	DISPOSABLE INCOME	STANDARDISED DISPOSABLE INCOME
< 25	17,3	12,1	10,5
25 – 30	42,9	24,9	19,5
30 – 35	57,1	31,9	22,7
35 – 40	65,0	36,3	23,4
40 – 45	68,5	38,3	23,7
45 – 50	71,2	40,2	24,8
50 – 55	75,5	41,8	26,6
55 - 60	72,1	39,7	27,6
60 - 65	59,4	35,1	26,1
65 - 70	44,0	32,1	24,8
70 – 75	36,2	28,0	22,3
>75	31,0	24,5	21,0

Source: CBS Statline,2012

4.2.2 | Spending pattern

50-plus people spend most of their money on nutrition, cars and holidays/traveling. The division is drawn in the table below:

Figure 4: Expenditure 50-plussers

Expenditures	Percentage	Expenditures	Percentage
Nutrition	66	Personal care	18
Car	47	Computer	16
Holiday/traveling	39	Audio and visual	9
Interior / living	26	Mobile phone	7

Bindinc. 2012

4.2.3 | Attitude and core values of the 50-plusser

Overall, the 50-plus people have a positive attitude towards life (Veldman, 2013). Most of them are interested in what is going around them. 42 per cent of the 50-plus group says he or she feels

connected with their generation (Veldman, 2013). This is remarkable, because it means that more than half of the generation feels more connected with a different generation. This can be clarified with a question in the study that asked people how old they 'feel'. This study shows that the majority feels younger than is the actual age. Generally, the 50-plus group feels 10 to 15 years younger than their actual age. Furthermore, it appears the 50-plus group does not get older than 52, emotionally (Veldman, 2013). 77 per cent states that he or she does not experience emotional trouble ageing.

Happiness

'Positivism' is term that is very much applicable to 50-plus people. No less than 80 per cent indicates to enjoy life and experiences a very positive attitude towards life (Veldman, 2012). The same percentage says he or she values being together. However, nearly all respondents' feel that the world is getting tougher, and that they find it hard to anticipate to this (Veldman, 2012).

Health

50-plus people are currently healthier than ever before (FKC,2013). They are very much concerned with their health as well. Nearly half of the people in this age group is not troubled with health problems or physical shortcomings (Veldman, 2012). One third indicates that he or she is handicapped by physical shortcomings, and 20 per cent experiences medium to strong flaws in daily life (Veldman, 2012). Anyone who ages eventually retire, 50-plussers are retired or close to retirement. The effect of quitting jobs in healthcare is researched by Plus I 2009. The results show that people who are retiring immediately feel eight to ten years younger. Stress-related complaints such as back and neck aches, depression, asthma, and strokes decline or completely disappear. The effect is not temporarily. The perception of a better health is still experienced ten years after retiring (Plus Online, 2009). Changes in healthcare and the extent to which people are aware of and taking care of their healthcare, can have an obvious influence on the 50-plus consumer's behaviour (Plus Online, 2009). For example, people will search for a different vacation or car when they experience healthcare complaints. Also,50-plus people who are active, and who take care of their health are most likely more interested in healthcare products than others. Furthermore, they will pay more attention to advertising in which health aspects play a role. Therefore, healthcare can be a useful segmentation criterion when mapping this group 50-plus group.

4.2.4 | 50-plus people and leisure

The older people get the more leisure time they have. Children have left their parental home and people quit their jobs. Almost three quarters of the Dutch ageing population points out to have enough free time, according to the numbers of the NOM print and *Doelgroep Moniotor*, 2012 (see figure 5 below)

Figure 5.
50+ and free time
Source: NOM print and
Doelgroep Moniotor, 2012
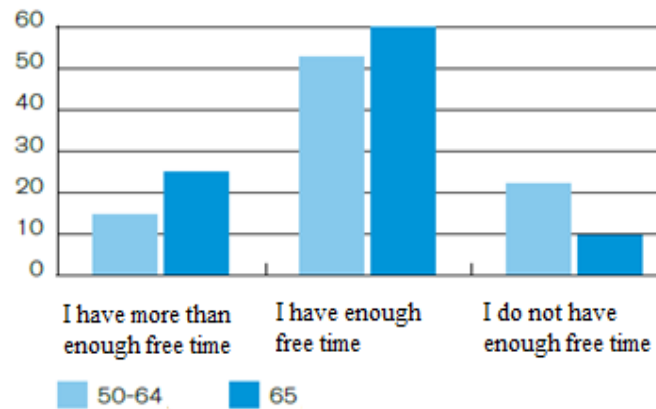
Leisure activities

It is certain that the 50-plus consumers have (more than) enough free time. But how do they spend this time? According to Veldman's study, 50-plus people classify their free time differently from when they were in their forties. Men indicate to more often both do grocery shopping and household chores than a decennium before. Also, more time is spent on gardening, shopping, and practicing sports or hobbies (Veldman, 2012). With regards to places to go out, a top 3 is made up from going to restaurants, café/bars and concerts/opera's. Nature is the most favourable place to spend free time, followed by visiting a city or town in the Netherlands, and going to a fair (Veldman, 2012). The table below is added to this chapter to give a better indication of how the leisure activities within the 50-plus group is divided. This table illustrates the most undertaken activities of 50-plus people. The numbers show that 50-plus people relatively often make a puzzle, work in the garden, volunteer, be member of a board, visit a museum or theatre, make clothing, and go to classical concerts (SPOT, tijdsbestedingonderzoek 'Alles over tijd', 2010).

Figure 6.
Activities 50-plus

Activities 50-plussers (in %)

	50-64	65+	50-PLUS Total
Listen to music	54,1	51,8	53,1
Read books	47,1	49,4	48,1
Visit family and friends	45,8	47,8	46,7
Puzzle	34,3	49,3	40,6
Go for a walk	40,4	34,2	37,8
Garden	32,4	35,5	33,7
Bycicle tours	32,2	30,9	31,7
Volunteer work	22,5	31,2	26,1
Touring by car	25,5	24,8	25,2
Lunch/dining (with friends and family)	26,0	23,2	24,8
Practise sport	27,2	21,0	24,6
Coocking special dishes	23,8	19,0	21,8
Shopping	22,6	19,7	21,4
Chores around the house	20,8	17,2	19,2
Photographing	18,8	15,0	17,2

Source:NOM Print en Doelgroepmonitor, 2011-I

Innovation

Technology continuously changes nowadays. The majority of the 50-plus people say he or she has trouble keeping up with everything (Veldman, 2012). However, nearly half of the 50-plus peopleindiciates that he or she is trying his or her best to stay on track with new developments. Men and women differ strongly in this, because women find it more difficult to cope with all the technological changes than men (Veldman, 2012). This difference is also present between the older and younger 50-plus people. The 50-plus people's opinion about technology is not always positive. Around three quarters feels that technological developments contribute to an increasingly impersonal world. Half of the 50-plus people worry that the computer will dominate his or her life. Almost three quarters would like to see innovations that are more aimed at them, instead of at the younger generation only.

4.2.5 | Consumer behaviour

To get a better idea of the 50-plus consumer's behaviour, it is important to define the wants and needs of the target group. In this paragraph, an overview of distinctive consumer behaviour characteristics of the 50-plus people is illustrated.

Values

According to NOM Print and Target-audience Monitor (2011), the 50-plus people value responsibility, idealism, willingness to help, and a good relationship with family (NOM, 2011). Today's50-plus people strive for a friendlier, and less impersonal society, in which ideas and ideals are more important than money. They care about the environment and they more often buy products that do not burden the environment (NOM, 2011). 50-plus people find ambition less important than the younger generation does, and they indicate that they do not necessarily have to be proud of him or herself. The 50+ generation does not differ much from the younger generation when it comes to values such as joy, security, freedom, and social life (NOM, 2011).

Wishes

When the 50-plus group is asked about their wants, it shows that there is still enough up for improvement. The younger generation thinks more money would make them happier, whereas the 50-plus generation wishes for better health. The table 'wishes per life phase' illustrates the top 5 wishes per life phase; what is it that the respondents would change firstly to be happier?

Figure 7. Wishes per life phase

Wishes per life phase

	20 - 49 years old	50 + with children	working empty-nest	not working empty-nest
1	money	health	leisure	health
2	leisure	money	health	money
3	relation	leisure	money	relation
4	work	relation	relation	mental balance
5	health	work	work	children

Source: FKC, 50+: 'New phases, new wishes', 2007

Service

50-plus people appreciate good service (NOM, 2011). 50-plus consumers preferably shop in a store that they know people in, and that offers good service. Also, they like to buy their grocery in custom-made stores. 50-plus people also preferably buy their car at the dealership because of the service it offers. The reason for valuing service, could be that this generation is raised in a time in which the neighborhood-shop still had an important function. The self-service that we know today was not common in their youth. The personal attention and contact in the store is still very much valued by the 50-plus people. A high service level is often a prominent reason for 50-plus people to choose for the particular store (NOM, 2011).

4.2.6 | Brand loyalty

In the study '50-plus and brand loyal' (FKC, 2010) the level of brand loyalty is established for seven product categories. A distinction is made between 50-plus people and the younger generation. The figure below shows loyalty per product category. Within the group loyal consumers, a clear difference noticeable. A few product categories (nutrition, audio visual and cars) has about the brand loyalty.. Financial services are ranked highest on brand loyalty.

That idea that 50-plus people are generally more brand loyal than the younger generation can also be found in the reasons that both generations give to switch brands. The younger generation calls more reasons to switch brands than the group 50-plussers (FKC,2010).

Figure 8.
Loyalty 50+ per
product category

Loyalty to product category

	50 +	50 -
Financial services	19%	6%
Personal care	15%	8%
Mobile phones	14%	6%
Car	9%	7%
Nutrition	8%	9%
Audio visual	6%	4%
Holiday & traveling	6%	3%

Source: FKC, 50-plus and brandloyal, 2012

Brand meaning

We established that 50-plus people are more brand loyal than younger consumers. What meaning do they attach to brands? There is a clear difference among the categories listed. These rankings can be valuable when marketers want to address the 50-plus people (FKC, 2010). For example, when a company is selling a car. The results show that car brand loyalty is often higher among 50-plus people than among the younger consumers(FKC, 2010). 50-plus people indicate to make based on brands, because then they know what to expect (FKC, 2010). Also, the emotional function of a car brand is important to the 50-plus consumers. 50-plus people state that cars should give a good feeling when driving it (FKC, 2010). The global feel of quality is, therefore, a more important aspect of the car brand that they buy than the functional aspects.

4.3 | How does the ageing consumer like to be addressed?

It is now clear who the 50-plus consumers are, it is clear what activities keep them busy, and it is clear what their consumer behavior roughly is. However, for this study it is important to find out how marketers can communicate with 50-plus people. In this chapter will be illustrated how 50-plus people like to be addressed and what they like and do not like in advertising. What is their attitude with regards to advertising, and what would they like to see differently? When constructing this chapter, different sources are consulted; statistics from CBS, reports and studies on the 50-plus people, including data from the NOM Print and Targetgroup Monitor 2011, and current completed studies by Veldman and FKC on the specific target audience. Recent offline and online trade press articles were an important source as well. These articles give very valuable insights in the way current media- and marketing landscape views the 50-plus group.

4.3.1 | Attitude towards advertising

Even though one quarter of the 50-plus people indicates that advertising is fun, more than half of the 50-plus people think advertising is annoying (Veldman, 2012). Commercials are perceived as mainly inconvenient and unpleasant. 8 out of 10 50-plus people switch to a different channel when commercials are shown on the television (FKC, 2013). This outcome is not very surprising and has been proven before. Even though the majority does not like advertising, a large number of the 50-plus-people notices the advantages of advertising, and a majority regularly finds interesting offers and sale in advertising or commercials. Advertising becomes interesting for 50-plus people when they are close to purchasing more expensive goods, or when they find interesting saving campaigns (Veldman, 2012). Furthermore, 55 per cent points out that he or she pays extra attention to commercials when he or she is obtaining large purchases. A large group of the 50-plus people has visited a website in response to an advertisement. 62 per cent points out to regularly do this; men more often than women (FKC, 2013).

Figure 9 . 50+ attitude towards advertising

Attitude towards advertising
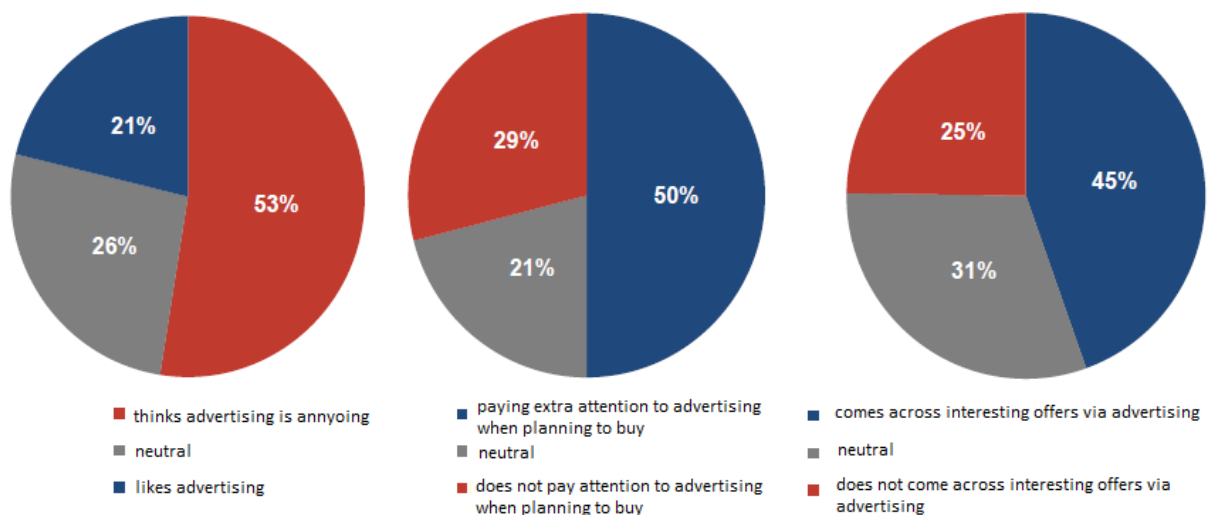
Source: 50+ marketing a must? FKC, 2012

4.3.2 | When are advertisements appreciated?

If many 50-plus people think advertisement is useful, then why do they often perceive it as annoying? What should be changed about the way advertising is developed for 50-plus people to appreciate it more? Respondents of the FKC's research were asked this question, and most of them answered that advertising should be calmer, more functional, honest, and more realistic. Looking at the quotes that are shown in FKC's research, a number of aspects are especially pointed out. People want authenticity, real people with real problems, and honest solutions. 'Do not make things look better than they are in real life'(FKC, 2013). Humour is very much appreciated, even though the 50-plus

people are very susceptible towards humorous tone of voice (FKC, 2013). Furthermore, people find it important to recognize themselves in the story. The majority feel that advertisement portrays their generation negatively. Many people simply do not relate to advertising because they feel it is not intended for them but for the younger generation (Agewise, 2013). In addition, it is important for them that advertising is both easy to understand and informative. Humour is also very much appreciated (FKC, 2013).Concluding: authenticity, information and humour are three of the most important criteria of advertisement for the 50-plus people. How should advertisement agencies design these aspects in their content? Should the 50-plus people be espcially taken into consideration, or not?

4.3.3 | Advertising specific aimed at 50-plus or general?

Another important question is whether advertising should be specifically aimed at 50-plus people or not. Results gathered from this question are difficult to interpret. In FKC's research, 20 per cent of the respondents indicate to prefer advertisement that is specifically aimed at 50-plus people. On the other hand, 30 per cent thinks there are too many young people shown in advertisements(FKC, 2013). The preference for advertisement with people their age has to do with identification (FKC, 2013). Furthermore, the 50-plus people prefer a positive approach. They rather see advertisement that adapts to aspects that are beneficial to one's health than focus on the negative aspects of getting older (FKC, 2013). The figure below shows that 50-plus people do not like to be approach by age 64% in 2013. Is approaching by age 'not done'?

Figure 10.
50+
in advertisements?

50+ in advertising
FKC, '50+: Speciale communicatie een must?', 2013
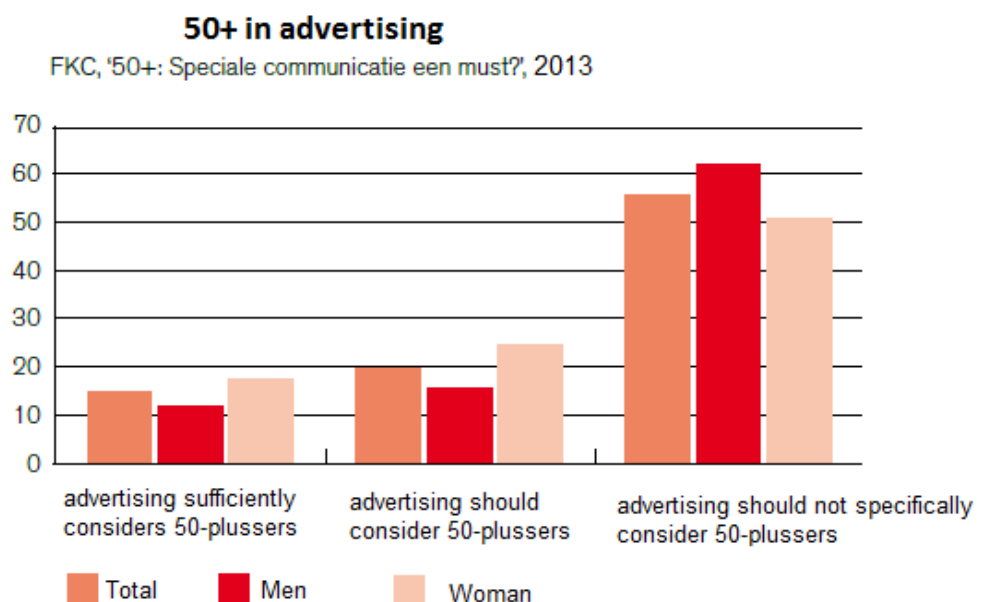
Regardless of the 'age sensitivity' of many 50-plus people, one third currently uses age-related products or services, and one third is planning on doing so in the future (FKC, 2013). This is a group of 3 million consumers within the Dutch population.

Figure 11.
Usage of age-related products

Do you use age-related products? (in %)

do not know	yes	no, but is planning to do so in the future	no, and is not planning to do so in the future
6	30	28	36

Source: 50+ communication a must? FKC, 2013
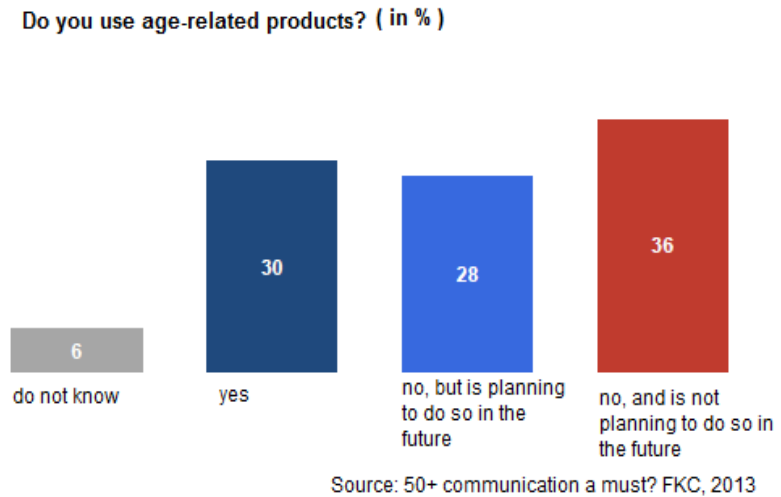
When different product categories are considered, 50-plus people seem to prefer age-related advertisement for products and services such as holiday, nutrition and audio-visual products such as televisions, DVD's and MP3-players.

Figure 12.
Advertising per sector

50-plussers preferably see 50+ advertising for the following sectors

Sector	Value
holiday	67
nutrition	66
audio and visual	47
personal care	39
mobile phones	37
financial products	37
cars	35
different products	8
do not know	3
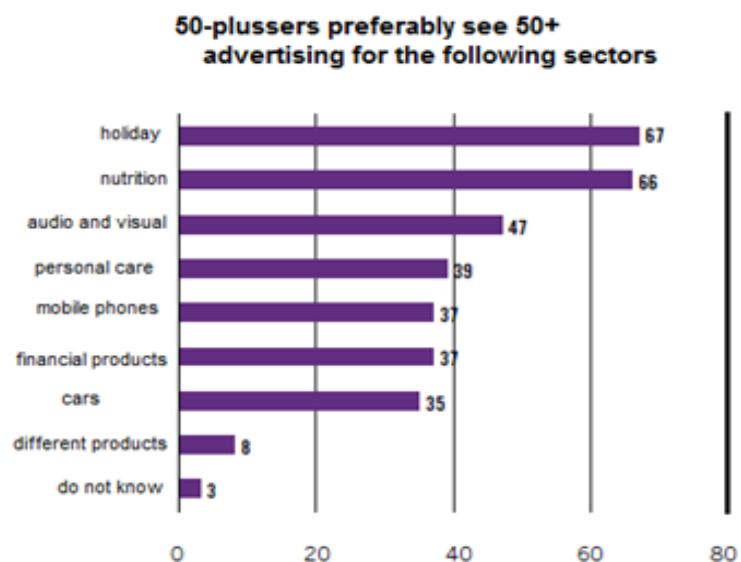
4.3.4 | Content characteristics

Characteristics concerning content are analysed by KFC's study '50+ communication a must?' This research is based on the typification designed by SWOCC (Stichting Wetenschappelijk Onderzoek Commerciele Communicatie). One of the characteristics that has a strong effect on the appreciation of advertisement for 50-plus people is the display of the product (KFC, 2013). Advertisement with a clear image of the product is assessed as very positive. The people can immediately tell what the advertisement is about, and this leads to clarity, which is important for the 50-plus consumers. Displaying the product and demonstration has the strongest positive effect on the appreciation of advertisements for 50-plus people (KFC, 2013). Additionally, the use of pictures and humour are strongly appreciated as well. The communication of the price and sales mainly have negative influences on the appreciation (FKC, 2013).

4.3.5 | Appreciation of advertising analysed per sector

In the study "50+: homogenous?" of the 50+ Expertise centre, attention is given to the brand- and product-experience of 50-plus people towards products in five different product categories: cars, mobile phones, audio and visual, personal care, and nutrition. Within these categories, different advertisements are analysed. The likeability of each sector is measured by asking what aspects are important to the 50-plus people. For this research, the Comapp Ad Likeablity-model is used (explained in § 2.3 of this research). Per sector, an indicated will be given to what extend the opinion of the 50-plus people differ from the overall opinion. The research results that are consulted to write this analyses can be found in the appendix.

Cars

50-plus people value car advertisements when they show much entertainment and simultaneously offer relevant and new information. This is of importance because the 50-plus people find it important to getting much information before making a decision on what car to buy (FKC, 2013).

Personal care

Personal care advertisements are generally not appreciated because the 50-plus people think the advertisements are vague and that they show little empathy and entertainment compared to the overall opinion. Furthermore, 50-plus people indicate that the average advertisement of personal care does not show relevant information (FKC, 2013).

Mobile phones

Mobile phone advertisements are perceived as more informative than most advertising (FKC,2013). The mobile phone advertisements show new ideas and make people want to try new things. This is of significance, because this report showed before that brand loyalty is not very high for mobile phones, and the need for information, on the other hand, is quite important (FKC, 2013). When 50-plus people

are buying a cell phone, he or she takes his or her time to carefully make a decision. Advertisements in this sector are mostly perceived as implausible and annoying (FKC, 2013).

Audio and visual

Advertisements for the audio and visual sector: television, DVD players and cameras are generally perceived to be providing relevant information and the ads score high on entertainment (FKC, 2013). This is in line with the need for information that 50-plus people have, when they are buying audio and visual equipment. With regards to advertisement in this sector, bear in mind that the advertisements need to be clear (FKC, 2013)

Nutrition

Advertisements in the nutrition sector score high when it comes to giving clear and relevant information (FKC, 2013). Furthermore, advertisements in the nutrition sector show more empathy and entertainment than the average advertisements. However, 50-plus people perceive nutrition advertisements mostly as too well known and, therefore, the people get easily bored with the advertisements (FKC, 2013)

Conclusion

This chapter about the ageing consumer provided useful information about the characteristics of the 50-plus consumers. A variety of topics is discussed, such as: who is the 50-plus consumer, what are the spending patterns of the 50-plus consumer, what are the attitude and core values of the 50-plus consumer, what do they think about health and leisure, and how brand loyal is the average 50-plusser. Furthermore, in the chapter how to address the 50-plus consumer we dealt with topics regarding advertisement. We now know the different elements that have a positive effect on the appreciation of advertisements for 50-plus people. Also, we know what elements have a negative effect on the appreciation. All this information is necessary to sketch a profile of an average 50-plus person. To apply branded content in the marketing communication strategy of a brand, it is necessary to know the target audience extremely well. Now that all the information about the target audience is available, the survey can be looked at. The survey will determine what specific information per *product category is relevant to the 50-plus people. These results, together with the information of this chapter, will be combined in the conclusion that will answer the research question. Ultimately, the recommendation can be given as a guideline for brands that want to reach the 50-plus consumers with branded content.*

5.

RESEARCH RESULTS

To determine how branded content can be implemented in the marketing communications strategy, a questionnaire is designed to discover what content is perceived as relevant by the 50-plus consumers. Once it is clear what information is relevant for the 50-plus consumers, valuable branded content can be created. Also, through questionnaires the plave to find the 50-plus consumers, online and offline, can be determined. This information is relevant for this particular research because it helps to determine where to place the branded content. Therefore, the sub question that will be answered is: *How are 50-plus consumers using the media?* Further sub questions are already answered using the theories that were gathered by desk research. 'What information is relevant for the target audience' is not one of the sub-questions in this research, but this question is necessary to ask because this is the key element to create valuable branded content.

This chapter will give an analysis of the survey results. The exact and the complete results can be found in the Appendix together with the entire survey.

SPSS
Statistical analyses can be conducted using two main methods. One method is using a generalized spreadsheet or data management program such as MS Excel or by using a specialized statistical package such as SPSS. Even though processing survey results in SPSS is a time-consuming task, in this research SPSS is chosen to work with. By using SPSS, the data can be quickly analysed:the program knows the location of the cases and variables.. Moreover, it offers a wide range of options for further analysis.

5.1 | Control variables
A number control variables were added in the survey to make the results constant: sex, relation status, and highest received diploma.

Profile respondents
The questionnaire is conducted with 67 people aged between 50 and 60. Since only this age group was asked to participate, the question asking for the respondent's age was left out; it would not add value to the results. The language used to conduct the survey is Dutch. Gender is almost evenly divided to get representative results. 36 of the respondents were women accounting for 53,7% whereas 31 men accounted for 46,3%.

Relation status

The majority of all respondents is married; 53,7 per cent. Almost 15 per cent is divorced, and almost 12 per cent is single. The remaining respondents are either widowed (9 per cent), in a relation living together (4,5 per cent), or in a relation but living separately (6 per cent).

Highest received diploma

The majority of the respondents is highly educated with almost 36 per cent having a bachelor's diploma from a university of applied sciences or similar, and almost 21 per cent has a bachelor or master's degree from a university or similar. The percentage of high education can be clarified by the fact that the respondents were gathered from one couple's direct environment. Both the man and the woman in this couple have received a bachelor's or master's degree from a university. Their colleagues or friends, participating in this research, have completed higher education as well.

5.2 | How are 50-plus people using the media?

This questionnaire contains several questions that help giving a suitable answer to this sub question. Branded content can be spread through different media: television, radio, print, Internet and smartphone/tablet. Therefore, several questions are asked about media usage to discover how and where this target group can be reached.

Smartphone

How often do you use your smartphone?

Only 6 per cent of the respondents does not use a smartphone. The majority of the respondents: 88,1 per cent uses his or her smartphone every day. 67,2 per cent even uses the smartphone often during the day.

Computer use

How often do you use your computer to go online?

According to the questionnaire, all of the respondents use their computers to go online. The majority of the respondents use their computer to go on the Internet only once every week, 34 per cent. 28 per cent says he or she uses the computer every day, and 22 per cent only uses his or her computer to go online once a month.

Tablet

How often do you use applications on your tablet?

An equal majority of 25 per cent uses his or her tablet every day or does not possess a tablet. 19,4 per cent of the remaining respondents uses his or her tablet often during the day. 17,9 per cent only uses the tablet once a week, and 12 per cent only uses the tablet once a month.

Television

How many hours per day do you watch television?

Only 3 per cent never watches television. The majority of the respondents watches television between one and two hours a day, 43 per cent and the remaining respondents watch television 2 or more hours a day.

Radio

Do you listen to the radio?

A very small percentage of the respondents does not listen to radio at all; 11 per cent. The majority of the respondents indicate to listen to the radio either at home, when traveling, or both.

Magazines

How often do you read magazines?

Almost half of the respondents answered that he or she reads magazines often during the week; 61 per cent. 11,9 per cent never reads a magazine, and 26,9 per cent reads magazines incidentally. Women read magazines more often than men.

social media use

Facebook	33%
Twitter	27%
Google+	10%
LinkedIn	8%
different	6%
None	15%
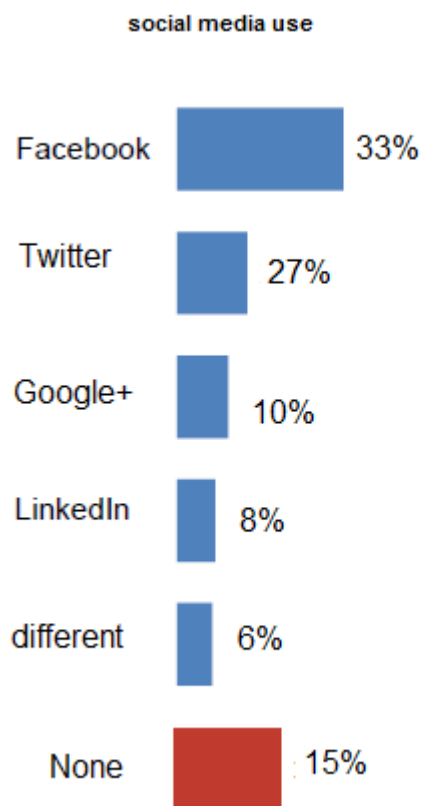
4.3 | What is relevant information per product category

The following results will clarify the information that 50-plus peoplefind relevant or important to know before they purchase a product or service. A list of credentials was given to every respondent for every product category. The respondents were asked to rank the credentials on importance using the numbers 1 and 2. 1 needed to be used to rank the most important credential, and 2 needed to be used to rank the second most important credential.

Car

Comfort and environment are the two credentials that score high among the 50-plus respondents. After comfort (average 19,4%) and environment (average 18,7%), design is indicated as an important credential (average). Reliability and safety also score high, 17,1% and 11,2%. The remaining credentials are divided evenly with percentages between 1 and 6.

Mobile phone

When purchasing a mobile phone, 50-plus consumers indicate *user friendliness* as the most important credential (23,1%). Followed by *brand* (18,7%), *service* (14%), *free device* (13,8%) and *price* (11,6%). The remaining credentials (signal quality, sales offers, possibilities to recite and distribution) are divided evenly with percentages between 1 and 9.

Audio and visual

When asked which factors 50-plus consumers value when buying audio or visual products such as a television, a music/sound set or a DVD recorder, the answers are very different within the group respondents: *Brand* 18,3%,*price*15, 6%and *functions* 16,9%scorethe highest but they are closely followed by *user-friendliness, sales offers*, *warranty, design. In-store service* and the possibility to pay in terms score only ???? %.

Personal care

Effectiveness scores high when it comes to personal care, 21 per cent indicates to pay most attention to this factor. Personal care is the first product category in which price is rankedas important; 17 per cent of the respondents think price information is important when buying personal care products.

Nutrition

When it comes to nutrition, *taste* is perceived to be the most important factor, with a not surprising almost 26%.The second most important factor when buying nutrition is *health*, and *biological processing*. Health scores slightly higher with 21% than biological processing, with16,3%. *Price*, *quantity* and *package design* are less to the respondents.

Vacation

Recreation activities available at the holiday location is more important for the respondents than destination of the holiday. 16,3 per cent indicates recreation activities are the most important factor, followed by 13,4% for *destination.* Furthermore, 8% of the respondents feel cultural activities are important.

6.

CONCLUSIONS

In this research the marketing communication phenomenon branded content was studied to be able to determine how this technique can be used to reach the 50+ consumers. The research came to existence through the following problem statement: How can brands use the branded content technique as part of their marketing communication strategy to reach 50+ consumers? To be able to answer this problem statement a research objective was stated. By desk and field research an answer could be provided on the following objective: 'Retrieving insight in the technique, the current use of branded content by advertising agencies, the effectiveness and success factors of branded content, the attitude of advertisers, experts and most important: discovering the needs of the target group. So ultimately an advice can be given on how advertising agencies can implement branded content as an integrated component of the marketing communication strategy.' Field research compromised interviews with experts on the topic of branded content and a survey under almost 70 people aged 50-plus to find out what content is relevant to them. Alongside, different online and offline literature sources are studied. In this chapter the most important findings of the research will be illustrated. The conclusion serves as fundamental basis for the advice in chapter 7.

Conclusion branded content

Due to the existence of Internet, media increasingly fragment. New ways need to be discovered to reach consumers in this overflowing information age. A trend in the area of marketing communication is the technique branded content. Branded content is implemented more often as integrated element of marketing communication strategies. It serves as an addition on a campaign. Branded content offers the consumer something extra in the form of a (brand)experience. This consumer experience is characterised by interaction with consumers and brands. The brand and brand values should already be known by the consumer to be able to offer an adding brand experience. Traditional advertising such as commercials on television and points of sale in stores are used to accomplish this brand knowledge. In contrast to traditional advertising, branded content is completely voluntarily utilized by consumers. In branded content utterance, the brand is stepping to the background and the content itself is the central point of attention. In the development and implementation of branded content a couple success factors are taken in account. Relevance for the target audience is the first and foremost important factor. The utterance's content should meet the needs of consumers. The interests of the consumer should be considered here. The second success factor is brand enrichment. To let the consumer experienced the desired brand message, a link between the content and brand values is

desired. The last factor adds to this: nuance is concerning the desired visibility of a brand; the brand cannot be active present in the utterance. Since branded content is used as an addition in a marketing communication strategy it serves more than one objective. Further, branded content is mainly implemented on short term and the utterance has a high level of interaction, whereby the experience takes place both online and offline. These factors make it difficult to calculate return on investment. The exact calculation with regards to conversion and sales is still unknown. On the other hand, the effect branded content has on consumers is becoming clearer. Branded content contributes to several objectives: message-transfer of the brand, attitude mutation and brand consideration by the consumer. Therefore, return on investment is to determine by means of knowledge, attitude and behaviour of the target audience. With the above mentioned understandings the following can be concluded by means of the problem statement: Development and integration of branded content require the correct balance between the earlier mentioned success factors (relevance, enrichment and nuance). This should be taken into account when developing the content. Factor relevance is most important and the realization of this requires elaborated target group research. When the content is successful developed and implemented, the effect will be visible in the attitude of the consumer.

The effect of branded content is clear as well as the factors that should be taken into account when developing branded content. With these insights, advertising agencies can more precisely instruct their clients (brands) on the effects of this model of advertising. However, as mentioned before, in order to create good branded content, you need to know your target audience extremely well. In this study it is not determined how branded content can be integrated in general, but specifically aimed at the 50+ consumers. Conclusion on the findings of this target audience will be illustrated in the next paragraph.

Conclusions target group audience analyses
Majority of the 50-65 aged people still work fulltime and also often have children who live at home. The current generation 50-plussers goes out more often during their free time. Expenditures on leisure activities strongly increased during the last couple of years. 50-plussers are healthier than ever before and are also very taking good care of their health. Health can be effective segmentation criteria for further segmenting 50-plus target-groups. Generally the 50-plussers are wealthy with great purchasing power. This has not only to do with high income, also the amount of debts and the capital play a role. Today's 50-plussers are fierce media users. They spent around 3 hours each day watching television, often listen to the radio, read magazines or books all the time and use tablets or phones to go online. Also, social media pages Facebook and Twitter are popular under 50-plussers.

The 50-plus consumer set high demands to quality and service. Especially service is important to them. The way they are approached and relation with personal of stores are reasons for them to not

switch brands or stores. If we look at other aspects 50-plussers find important when buying new products or services we can name a few things that were repeatedly indicated. Price or brand is barely indicated as most important factor, nor is the brand. This is contradictory to FKC 's research on 50+ and brand loyalty §3.2.9 that claims 50-plussers are very brand loyal towards nutrition, cars, personal care and audio-visual equipment. 50-plus consumer find the environment and their health important so when buying products and/or services they like to know how products are made and if they are beneficial to their health. Concerning advertising, majority of the 50-plussers indicates advertisement should not pay extra attention to the age of the 50+ consumers. However, they do mention that they often feel advertisements are aimed at the younger generation and not at them. We can conclude from this that advertisements should not specifically approach consumers by age but for the advertisements to be credible to 50-plussers, the advertisement should not only focus on the younger generation and completely ignore the older generations. Authenticity, understanding and humour are aspects that have positive effect on the appreciation of advertisements by 50-plussers.

Concluded

When we link the above mentioned conclusions we can answer the research question: How can branded content be implemented as an integrated component of the marketing communication strategy to reach 50+ consumers? Research has shown that the success of branded content is dependent on a number of factors. One and foremost important factor is relevance for the target audience. Meaning that the branded content should meet the target audience's needs, in this case the needs of the 50+ consumers. What we have found during an elaborated research on this target audience is what 50+ consumers value most is health, environment and authenticity. 50-plussrs choose quality over price. Furthermore, humour is a factor they appreciate in advertising, they do not like to be ignored but advertising that is specifically aiming at their age is neither appreciated. 50-plussers like to see real people, real images of the world, characters they can relate to and situations they can relate to. It is important to design content that is authentic, not talking around the topic but get to the point straight away. 50-plussers like to be well informed before they make decisions so besides offering experience it is important enough information is given. Especially information about the origin, environment and health is valued and information given should be clear, no vague messages. Design is not something they value so fancy and trendy settings will not especially be appreciated. As regards to places where the 50-plussers can be reached: this does not differ much from the younger generation. 50-plussers spent much time online but are also fierce radio listeners and magazine readers. They like to spent their free time elsewhere than in their homes. Walking and biking tours, theatre, concerts, sport, holiday, dining, visiting friends and belong to their favourite activities. It is of great significance that the branded content advertisement adapts to the feeling of the consumer. Branded content should reach the consumer in his or her personal environment. This can be accomplished when the branded content utterance meets the interest of the consumer. Though branded

content is original more about creating an experience than giving product related information, when the objective is reaching 50-plusser it is wise and valuable to do add information on the product or services.

After this research it is somewhat clear what factors should be taken into account when creating branded content that is aimed at 50-plussers. With the insight advertising agencies can inform their clients more concrete about the benefits of this model of advertising. Since the objective of this research is to implement branded content as an integrated element of a marketing communication strategy, the conclusions of the research will be clarified in the subsequently advice. This advice will be written by means of Floor en van Raaij's (2011) marketing communication strategy. The strategy is amplified in a way that it is applicable for implementation of branded content to reach 50-plussers.

<div align="right">

7.

</div>

DISCUSSION

Why a descriptive research?

Due to the limitations of the information available about branded content I decided to conduct a descriptive research. What is the point in exploring certain causal relationships within a subject that is still very vague, and needs more information to build on in the first place? I wanted to create a bulk of information that researchers and companies could use to their benefit. This meant that my goal was to gain as much information as I could about both the subject and the target group, in order to explore emerging patterns within this target group (which brought me by a descriptive research). The descriptive research automatically drifted me towards conducting a survey, since I was not exploring a causal relationship whatsoever, but was in need to gain a great amount of 'easy-comparable-data'.

Restrictions concerning the research.

One of the major obstacles I endured whilst conducting this research was the fact that my research topic is somewhat vague. Branded content is a relatively new subject and there is not much empirical evidence underlining the existing theories about this subject. Furthermore, there are lots of different definitions for branded content, such as: "Branded content is described as a fusion of advertising and entertainment into one marketing communication product that is integrated into an organization's overall brand strategy" (Horrigan, 2009), "Content that is developed or curated by a brand to provide added consumer value such as entertainment or education. It is designed to build brand consideration and affinity, not sell a product or service" (Forrester, 2012) or "content that is intended to engage the customer with information or entertainment, while advertising is driving towards a more immediate purchase" (Daily Mail, 2013). The variety of definitions makes research about the subject branded content more vulnerable for errors due to interpretation and places it (from my perspective) somewhat in a grey area of the marketing communication research.

Limitations

One of the limitations involving this research is the majority of highly educated people (56,8 percent) within the survey sample. This is due to the fact that I used my own network, especially my strong ties (Granovetter, 1973), to recruit respondents, which led to an over-representation of highly educated people. This majority influences the research in such a way that the survey-outcomes do not represent

the group of age 50-65 in the Netherlands but are slightly more representative for the highly educated part of this group. Furthermore, the same could be said for relation status of the majority of the sample. The sample contains mostly married people (53.7 percent), which also makes the study less representative for the group age 50-65 in the Netherlands as a whole. After all, the demands of low educated people and high educated people concerning the information they desire whilst choosing a certain product can differ a lot. The same can be said for married people versus, for instance, single or divorced people. Both these limitations have a negative influence on the external validity of the research. Another limitation of the research is the fact that I did not include all product categories in order to make a 'profile' for the aging consumer. Furthermore, It is possible that I had respondents choose between some options that lay very close to each other, because I only asked about two specific demands customers have when buying a product, instead of for example, five. Both these limitations have a negative influence on the internal validity of the research.

8.

_____

ADVICE

Advertising agencies ought to include the advice as theoretical support in its own strategic advice to brands. The research findings and-conclusions from previous chapters form the basis for the advice. The advice is written by means of the marketing communication plan of Floor & van Raaij (2011). De steps are shown in the figure below.

Research on consumers and product
↓
Marketing communication target audience
↓
Marketing communication objective
↓
Marketing communication strategy
↓
Media selection
↓
Creative development
↓
Budget
↓
Evaluation research
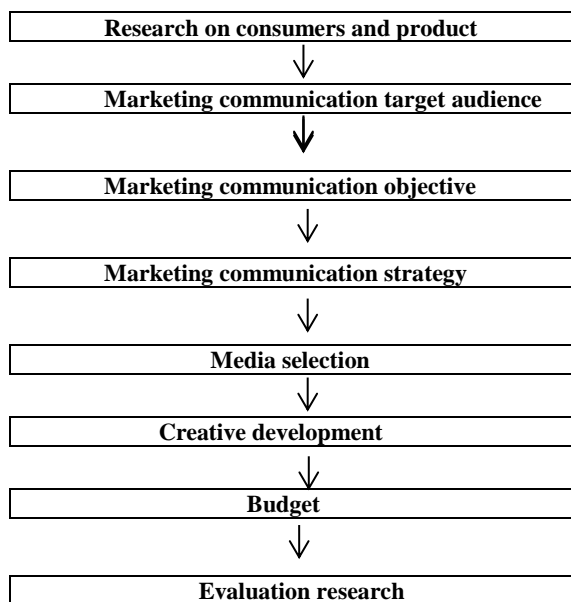
Figure 10. Steps marketing communication strategy (Floor en van Raaij,2011)

The steps, marketing communication mix and media choice from the original plan are in figure.. combined to media selection. All steps will be explained in the advice and filled in for the implementation of branded content.

8.1 | Research on consumer and product

Before brands introduce a new product, they carefully have to research the current market and its consumers. A number of insight are significant when doing this. First, it should be studies if the current market is derives for this particular product introduction. With this, competition and their product assortment is closely observed. Concerning the topic of this research, especially the marketing communication strategy of the competitor should be looked after. Which proposition and brand values

are visible in the product positioning? Is the competitor using branded content in their strategy? This information is important to indicate the product positioning. With product positioning brands can distinguish from competitors in the mind of the consumer. To create a strong brand positioning, brand values should be recognizable and not generic since generic brand values are applicable to more than one brand and not unambiguous allocated to one brand.

   Secondly, the consumer should be studied. Do the consumers have a need for this new product or service introduction? If so, further research should be performed to determine the right communication to reach the consumers. Branded content offers the consumer something extra. By connection the branded content utterance to the needs of the consumer the brand relation between consumer and brand is strengthened. Research on these consumer needs will be explained in the next paragraph.

8.2 | Marketing communication target group

The research has shown that the success of branded content is depending on a number of factors. One of these factors is relevance for the target audience. Meaning that the branded content should meet the needs of the consumer. When this connection is created, the consumer will use the utterance. To get a clear image of the needs of 50-plus consumers, research on this group is performed. Three segmenting levels are taken into account when researching the target group: general, domain specific and brand specific characteristics. With regards to general characteristics it is important the target audience, in this case the 50-plusser have access to various media, to consume the branded content utterance. Research showed the 50-plusser of today is fierce user of traditional media (television, radio and magazines) as well as new media (smartphone, internet, tablet). Next, the psychographic characteristic should be clearly mapped. Psychographic characteristics include attitude, interests and opinions of the target group that do not have anything to do with the product. Outcomes of the research showed that 50-plussers consumer are active people who like to spent their free time outside of their homes. Walking and biking tours, theatre, concerts, sport, holiday, dining, visiting friends and belong to their favourite activities. Factors that are most valuable to the 50-plussers are their relation with family and friends, their health and the environment. Brands can reach the 50-plus consumers by creating content that adapts to these interests of the consumers.

Domain specific characteristics include attitude, interests and opinion with regard to branded content. These insights give insight on the following question: What is important for the consumer when using branded content? Desired product characteristics, product use and the consuming time are important. The ground of product use is divided into three user categories: entertainment, convenience and connectivity. Branded content is mainly applied for convenience and entertainment. The target audience research showed that 50-plussers value convenience over entertainment.

8.3 | Marketing communication objective

First, branded content is always a component of an integrated cross-media campaign. Objectives of branded content campaigns are mostly aimed at creating brand preference and increasing brand relevance for the consumer. Second, branded content is an addition on a campaign. Therefore, it strives more objectives. Branded contents main objective is changing the attitude of the consumer. How the attitude should change is depending on the brand and its objectives. When creating the marketing communication objective, it is important that branded content is applied with the right incentives. The objective of the advertiser should be clear. Objectives are closely related with return on investment. The return on investment of branded content can be determined by knowledge, attitude and behaviour of the target audience. Incorrect incentives of the appliance of branded content is that it is used because it is a new trend in the marketing communication field. Nor is branded content meant to create brand knowledge and brand awareness, since these two are already required before the brand experience can be transferred. What branded content can do is increase this brand knowledge and brand attitude.

8.4 | Marketing communication strategy

When developing and implementing the branded content, a number of success factors should be considered. These success factors guarantee the success of a campaign. The success factors are: relevance for the consumer, enrichment for the brand and nuance of the brand. The relevance for the consumer is the most important factor. The utterance will not receive any attention if that what is offered is not relevant to the consumer. This factor is also clarified in chapter 9.2.

The second factor is enrichment for the brand. Like mentioned before, branded content is an addition or intensification of a campaign. Branded content offers the consumer an experience and this experience should be connected to the brand. The brand values should be integrated in the content to be able to create this connection. The final factor is nuance. Nuance stands for the visibility of the brand. In a branded content utterance the brand can only be present in the background as the content is priority before the brand. In a branded content utterance the brand messages should be spread through via the integrated brand values. Hereby, the brand message and brand values are not named.

8.5 | Media selection

The research also offers a number relevant insight, with regards to the media mix. First of all, the campaigns should be visible on different media. Reason for this is the Internet which resulted in fragmentation of the media. Only applying traditional media and advertising is not adequate to obtain the desired objectives. The media mix should at least meet the 3D-concept (television, computer and

mobile). Where television is used to create brand awareness and brand knowledge for the campaign. Via the computer this message can be repeated and the knowledge clarified where needed. Media use of 50-plussers is studied in this research and results show 50-plussers are fierce media users, both offline and online media. Many of them own a smartphone and use applications or go online on their phone or tablet. Also, social media is as popular just like the younger generation. With regards to offline media, 50-plussers often listen to the radio and read magazines all the time. Depending on the objective and campaign concept, all media can be used to implement branded content and reach the 50-plusser because they are as much involved in the online and offline world as the younger generation.

8.6 | Creative development

Design is a personal factor and can be determined by elaborated target audience research. In this research this is not been the focus but it is found that design is something 50-plussers, generally do not find important. The 50-plus consumers value user-friendliness more than design. Though it should be mentioned that clear messages are important to them so design should be clean and clear without too many noise. Creative development of branded content is entirely dependent of the brand, campaign and the concept.

8.7 | Marketing communication budget

Developing branded content projects cost time and money. The costs can be quite high when different content needs to be developed for different media channels, especially in comparison with traditional advertising campaigns. The advertiser should be carefully informed about the advantages and dis advantages of different of branded content possibilities so it can make a decision. Success factors relevancy and enrichment should be taken into account. The costs of developing branded content can very much diverge depending on the desired functions, operating system, design. Therefore, the development costs of branded content concepts should be determined by means of the concept and consultation with the advertising agency. Further fencing of the marketing communication budget is depending on the use of different media and resources.

8.8 | Evaluation research

To verify if the campaign was really successful research need to be conducted to determine the results. Within this research the leading objective is: reaching 50+ consumers by means of branded content. The objectives are directed at obtaining the desired effect. The effect of branded content is to find in knowledge, attitude and behaviour of the consumer. An estimation of the investment with regards to profit in conversion and sales is not yet possible to create. The effect of branded content is to be found in the following points: transfer of brand message by consumer, attitude change to the brand and brand consideration through the consumer. All this is executed by delivering brand

experience. Brand experience results in a change in the attitude of the consumer. By means of the evaluation research it should be determined if this change has been positive or negative and to what extend the effects are obtained. This research is not adequate to elucidate this step in the marketing communication strategy because the research is not performed for a real life situation/ agency.

8.9 | Conclusion

The steps of Floor and van Raaij (2011) can be used as a guideline but need to be elaborated depending on the brand and brand values for which the branded content is created. Further advice on branded content can be given since by means of the elements that are discussed in this study that have a positive effect on the appreciation of advertising. Also a number of elements have been enlightened that had a negative effect. Summarized this led to the following do's and don'ts:

Do's

➢ Stick to the facts the products and services (50-plussers want information)
➢ Make sure the advertising utterance is recognizable
➢ Use realistic but positive images
➢ Use humour
➢ Use 'real' people so the utterance comes across personal and human.
➢ Show the product
➢ Demonstrate the effect of the product
➢ Be informative
➢ Inspire for new ideas
➢ Approach by lifestyle

Don'ts

➢ Do not remind 50-plussers of their age.
➢ Do not make caricatures of people
➢ Do not show effusive / unreal emotions
➢ Do not be unclear about what you want to communicate
➢ Do not approach the 50-plusser by age
➢ Avoid overly busy design, too much colours, small fonts,

LIST OF REFERENCES

Alphenaar, J.W. (2013). *Contentmarketing, strategie en aanpak*. Retrieved April 14, 2014. From: http://www.marketingfacts.nl/berichten/contentmarketing-strategie-en-aanpak

Alphenaar, J.W. (2013). *Contentmarketing, het nieuwe verkopen*? Retrieved April 14, 2014. From: http://www.marketingfacts.nl/berichten/contentmarketing-het-nieuwe-verkopen

Baker, S. and Edwards, R. *How many qualitative interviews is enough?* (n.d.). Retrieved May 28, 2014, from http://eprints.ncrm.ac.uk/2273/4/how_many_interviews.pdf

Telgen, J and Verwijs, S. (2012). *Voluit vanaf 50- deel 2: De potentie van de 50-plusmarkt in 2012.* Hilversem: Bindinc. & Familie Kenniscentrum.

Beltrone, G. (2012). *Weighing In on Branded Content.* Retreived at 47 May, 2014. from: http://www.adweek.com/news/advertising-branding/weighing-branded-content-141721

Cannes Lions (2012). Branded content & entertainment lions. Retreived at May 10, 2014. From: http://www.canneslions.com/awards/categories_rules.cfm#9-179-710

Clerk, J. P. (2010). *Merk communicatie verschuift naar branded content.* Retrieved at April 18, 2014. from: http://www.marketingfacts.nl

Clerk, J. P. (2012). *Marketeers willen nu return on marketing investment.* Retrieved at April 19, 2014. from: http://www.marketingfacts.nl/berichten/marketeers-willen-nu-return-on-marketing-investment/?utm_source=facebook.com&utm_medium=wallpost

Clickz (2012). *Unique approaches measuring social media ROI.* Retrieved at May 8, 2014. from: http://www.clickz.com/clickz/column/2152418/unique-approaches-measuring-social-media-roi

Davis, A., 2012. Brandscaping: *Unleashing the Power of Partnerships*. Content Marketing Institute. Ohio. p.147.

Dekker, M,R. 2009. *Aging and cognitive control*. Retrieved at 16.5.2014. from: http://dissertations.ub.rug.nl/faculties/gmw/2009/m.r.dekker/

Elliot, P. & Percy, L. (2009). *Strategic advertising management*. US: Oxford University Press Inc., New York

Franzen, G. (1994). *Advertising Effectiveness*. Oxfordshire, UK: NTC Publications Limited.

Franzen, G. (2008). *The SWOCC Book of Branded Management Models.* The Netherlands: Grafisch Project Management-FB, UVA

Greenberg, S. (2013). *Why branded content is highly effective*. Mediative blog. Retrieved at 22.4.2014. From: http://blog.mediative.com/en/2013/10/08/branded-content-highly-effective

Hermie, P., Lanckriet, T., Lansloot, K. and Peeters, S. (2005). *Stop/watch: Everything on the impact of advertisements in magazines.* Medialogue.

Hoogstraten, C. (2006). *50+: speciale communicatie een must?* O*ptimaal communiceren met een dynamische, levenslustige en koopkrachtige doelgroep*. Sanoma uitgevers.

IAB. (2013). *Advertentiebestedingen.* Retrieved at 28 May, 2014. from: http://www.iab.nl/tag/advertentiebestedingen/

IAB. (2013). *Groei mobile advertising zet in*. *Online Ad Spend Study 2013.* Amsterdam: Deloitte. Retrieved at 26 May, 2014. from: http://www.iab.nl/2013/09/20/groei-mobile-advertising-zet-in/

IAB. (2013). *IAB report on Online Ad Spend.* The Netherlands: Deloitte. Retrieved at 27 May, 2014. from: http://www.iabeurope.eu/files/2713/9833/5500/IAB_Netherlands_2013_ad_spend_report.pdf

Jefferson, S. & Tanton, S. (2013). *Valuable content marketing. How to make quality content the key to your business success.* UK: Kogan Page Limited

Kannem, M. (2013). *De 'niet te vergeten generatie'*. Consumatics, 2013. Retrieved, 10.4.2014. from: http://consumatics.nl/de-niet-te-vergeten-generatie/#prettyPhoto

Koopman, B. (2008). *Zo oud als je je voelt*: *onderzoek naar de succesfactoren in de seniorenmarketingcommunicatie.* Master scriptie Universiteit Twente.

Marketingfacts (2013). *Alles wat je moet weten over marketing ROI.* Retrieved at April 30, 2014. from http://www.marketingfacts.nl/berichten/20120122_alles_wat_je_moet_weten_over_ marketing_roi

Marketingfacts (August,4, 2010). *Merk communicatie verschuift naar branded content*. Retrieved at 12 May, 2014 van: http://www.marketingfacts.nl/berichten/20100804_merk_communicatie_verschuift_naar_branded_content/

Manning-Craig, L. (2013). *The unstoppable*: *how brands can engage with the over-5o's.* Marketing magazine. Retrieved at 23.4.2014. From: http://www.marketingmagazine.co.uk/article/1194290/unstoppables-brands-engage-over-50s

Nicholas J. Thompson, Keith E. Thompson, (2009). *Can marketing practice keep up with Europe's ageing population?*. European Journal of Marketing, Vol. 43 Iss: 11/12, pp.1281 – 1288.

Norics, C. (2012). *Best brand content fashion edition.* Retrieved at 23 May, 2014. from: http://www.fastcompany.com/1843892/best-brand-content-fashion-edition

Pieper, C. (2012). *De toekomst van branded content.* Retreived at 28 May, 2014, from http://www.zicht.nl/blog/de-toekomst-van-branded-content

Plessis, E.C. du (1994). *Understanding and using likeability*. *Journal of Advertising Research, 34*(5). 3-10.

Plessis, E.C. du (1998). *Memory and likeability: Key to understanding ad effects*. *Admap, 33*(July). 42-46.

Plessis, E.C. du (2005). *The Advertised Mind: Groundbreaking insights into how our brain responds to advertising.* London: Millward Brown.

Purvis, S. (1993). *Using research to develop a better message*: *What matters most*. A presentation to the ANA Business-to-Business Marketing Communications Conference.

Rose, R. (2013). *What is content marketing?* Content marketing institute. Retrieved at 21.4.2012. From: http://contentmarketinginstitute.com/what-is-content-marketing/

Rose, R. (2013). *How content strategy and content marketing are separate but connected*? Content marketing institute. Retrieved at 21.4.2012. From: http://contentmarketinginstitute.com/2013/10/content-strategy-content-marketing-separate-connected/

Rust and Verhoef, 2013. *Optimizing the marketing interventions mix in intermediate*. Retrieved, 16.5.2014. from: http://www.marketingfacts.nl/berichten/contentmarketing-en-geld-wie-verdient-er-nu-echt-aan

Salice, V. (2008). *The role of emotions in advertising and their relation to effectiveness*: *theoretical foundations and empirical evidence*. Master thesis, Copenhagen Business School.

Seven Elm agency opinion on branded content (n.d.). Retrieved at 20.4.2014. From: http://sevenelm.tumblr.com/post/50949752793/whats-branded-content-and-how-does-it-work

Silverman, D. (2000). *Doing qualitative research.* London:Sage Publications.

Snyder, E. and Wolfe, D. (2003). *Ageless marketing*. US: Dearborn trade pusblishing.

Stokes, T. (2013). *How to build your brand with branded content*? Forrester research center.

Stuij, C. (2003). *Reports.* Groningen: Wolters Noordhof.

Stroud, D. (2005). *The 50-plus market*: *why the future is age neutral when it comes to marketing & branding strategies.* UK: Kogan

Sutherland, M. and Sylvester, A. (2000). *Advertising and the mind of the consumer.* Australia: Allen & Unwin.

Tegelen, J. and Ruigrok, A. (2010). *50-plus en merkbewust*: *de ontwikkeling van merkfuncties naarmate men ouder wordt.* Retreived at April 24th, 2014, from familie kenniscentrum, een initiatief van programmabladen AKN, Hilversum.

Van den Broek, M. (2013). *7 criteria voor succesvolle branded content*. Insites consulting. Retrieved at 16.4.2014. From:
http://www.marketingfacts.nl/berichten/20120202_7_criteria_voor_succesvolle_branded_content?sqr=branded%20content&

Veldkamp (2012). Bindinc. Kenniscentrum. *50 plus marketing is een must : communicatie, do and don'ts voor online, print en televisie.* Retrieved at April 30, 2014, from
http://www.bindinc.nl/kenniscentrum/file/abc_media_files/63/inline/5bbab16d764634ae74b9c0e2caffc77b/1579441636_pdf

Verhoeven, N. (2010). *Wat is onderzoek?.* Den Haag: Boom onderwijs.

10.

APPENDIX

10.1   Results questionnaire processed in SPSS

10.1.1 | Control variables

Sex

		Frequency	Percent	Valid Percent	Cumulative Percent
	women	36	53,7	53,7	53,7
Valid	men	31	46,3	46,3	100,0
	Total	67	100,0	100,0	

Relation status

		Frequency	Percent	Valid Percent	Cumulative Percent
	single	8	11,9	11,9	11,9
	relation and living together	3	4,5	4,5	16,4
	relation but living seperate	4	6,0	6,0	22,4
Valid	married	36	53,7	53,7	76,1
	divorced	10	14,9	14,9	91,0
	widowed	6	9,0	9,0	100,0
	Total	67	100,0	100,0	

Highest received diploma

		Frequency	Percent	Valid Percent	Cumulative Percent
	highschool (or similar)	9	13,4	13,4	13,4
Valid	MBO (or similar)	20	29,9	29,9	43,3
	HBO (or similar)	24	35,8	35,8	79,1
	WO (or similar)	14	20,9	20,9	100,0

	Frequency	Percent	Valid Percent	Cumulative Percent
Total	67	100,0	100,0	

10.1.2 | Media usage

Smartphone usage

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	every month	1	1,5	1,5	1,5
	every week	3	4,5	4,5	6,0
	every day	14	20,9	20,9	26,9
	often during the day	45	67,2	67,2	94,0
	I do not use a smartphone	4	6,0	6,0	100,0
	Total	67	100,0	100,0	

Internet usage on computer or laptop

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	every month	15	22,4	22,4	22,4
	every week	23	34,3	34,3	56,7
	every day	19	28,4	28,4	85,1
	often during the day	10	14,9	14,9	100,0
	Total	67	100,0	100,0	

Internet or application usage on tablet

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	every month	8	11,9	11,9	11,9
	every week	12	17,9	17,9	29,9
	every day	17	25,4	25,4	55,2
	often during the day	13	19,4	19,4	74,6
	I do not use a tablet	17	25,4	25,4	100,0
	Total	67	100,0	100,0	

Social media usage

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	none	10	14,9	14,9	14,9
	twitter	18	26,9	26,9	41,8
	linkedin	6	9,0	9,0	50,7
	facebook	22	32,8	32,8	83,6
	google +	7	10,4	10,4	94,0
	different	4	6,0	6,0	100,0
	Total	67	100,0	100,0	

Radio usage

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	8	11,9	11,9	11,9
	yes, whilst travelling	10	14,9	14,9	26,9
	yes, at home	23	34,3	34,3	61,2
	both travelling and at home	26	38,8	38,8	100,0
	Total	67	100,0	100,0	

Television hours

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	never	2	3,0	3,0	3,0
	0-1 hour	10	14,9	14,9	17,9
	1-2 hour	29	43,3	43,3	61,2
	2-3 hour	16	23,9	23,9	85,1
	3 or more hours	10	14,9	14,9	100,0
	Total	67	100,0	100,0	

Reading magazines

		Frequency	Percent	Valid Percent	Cumulative Percent
	never	8	11,9	11,9	11,9
	incidental	18	26,9	26,9	38,8
Valid	often	41	61,2	61,2	100,0
	Total	67	100,0	100,0	

9.1.3 | Important factors when purchasing product / service

Car 1st

		Frequency	Percent	Valid Percent	Cumulative Percent
	reliability	6	9,0	9,0	9,0
	price	3	4,5	4,5	13,4
	fuel use	4	6,0	6,0	19,4
	comfort	15	22,4	22,4	41,8
	brand	4	6,0	6,0	47,8
	safety	8	11,9	11,9	59,7
Valid	space	3	4,5	4,5	64,2
	design	12	17,9	17,9	82,1
	environmental friendly	9	13,4	13,4	95,5
	dealership	1	1,5	1,5	97,0
	possibility for paying in terms	2	3,0	3,0	100,0
	Total	67	100,0	100,0	

Car 2nd

		Frequency	Percent	Valid Percent	Cumulative Percent
	reliability	8	11,9	11,9	11,9
	price	4	6,0	6,0	17,9
	fuel use	2	3,0	3,0	20,9
Valid	comfort	11	16,4	16,4	37,3
	brand	3	4,5	4,5	41,8
	safety	7	10,4	10,4	52,2

		Frequency	Percent	Valid Percent	Cumulative Percent
	space	1	1,5	1,5	53,7
	design	11	16,4	16,4	70,1
	environmental friendly	16	23,9	23,9	94,0
	dealership	3	4,5	4,5	98,5
	possibility for paying in terms	1	1,5	1,5	100,0
	Total	67	100,0	100,0	

Mobile phone 1st

		Frequency	Percent	Valid Percent	Cumulative Percent
	price	8	11,9	11,9	11,9
	signal quality	4	6,0	6,0	17,9
	brand	14	20,9	20,9	38,8
	service	7	10,4	10,4	49,3
	user friendliness	15	22,4	22,4	71,6
Valid	sale offers	5	7,5	7,5	79,1
	possibilities to recite	2	3,0	3,0	82,1
	free device	11	16,4	16,4	98,5
	distribution	1	1,5	1,5	100,0
	Total	67	100,0	100,0	

Mobile phone 2nd

		Frequency	Percent	Valid Percent	Cumulative Percent
	price	7	10,4	10,4	10,4
	signal quality	2	3,0	3,0	13,4
	brand	11	16,4	16,4	29,9
	service	12	17,9	17,9	47,8
	user friendliness	16	23,9	23,9	71,6
Valid	sale offers	6	9,0	9,0	80,6
	possibilities to recite	3	4,5	4,5	85,1
	free device	7	10,4	10,4	95,5
	distribution	3	4,5	4,5	100,0
	Total	67	100,0	100,0	

Audio and visual 1st

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	price	12	17,9	17,9	17,9
	user friendliness	7	10,4	10,4	28,4
	in-store service	3	4,5	4,5	32,8
	warranty	6	9,0	9,0	41,8
	design	5	7,5	7,5	49,3
	functions	11	16,4	16,4	65,7
	brand	13	19,4	19,4	85,1
	sale offers	7	10,4	10,4	95,5
	possibility for paying in terms	3	4,5	4,5	100,0
	Total	67	100,0	100,0	

Audio and visual 2nd

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	price	10	14,9	14,9	14,9
	user friendliness	9	13,4	13,4	28,4
	in-store service	5	7,5	7,5	35,8
	warranty	4	6,0	6,0	41,8
	design	5	7,5	7,5	49,3
	functions	12	17,9	17,9	67,2
	brand	12	17,9	17,9	85,1
	sale offers	6	9,0	9,0	94,0
	possibility for paying in terms	4	6,0	6,0	100,0
	Total	67	100,0	100,0	

Personal care 1st

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	price	11	16,4	16,4	16,4
	effectiveness	13	19,4	19,4	35,8
	parfum	1	1,5	1,5	37,3
	anti-allergic	2	3,0	3,0	40,3
	environmental friendly	7	10,4	10,4	50,7
	brand	6	9,0	9,0	59,7
	not tested on animals	3	4,5	4,5	64,2
	anti-aging	9	13,4	13,4	77,6
	health stimulating	8	11,9	11,9	89,6
	design	2	3,0	3,0	92,5
	sale offers	5	7,5	7,5	100,0
	Total	67	100,0	100,0	

Personal care 2nd

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	price	12	17,9	17,9	17,9
	effectiveness	14	20,9	20,9	38,8
	parfum	3	4,5	4,5	43,3
	anti-allergic	2	3,0	3,0	46,3
	environmental friendly	5	7,5	7,5	53,7
	brand	6	9,0	9,0	62,7
	not tested on animals	3	4,5	4,5	67,2
	anti-aging	6	9,0	9,0	76,1
	health stimulating	6	9,0	9,0	85,1
	design	1	1,5	1,5	86,6
	sale offers	9	13,4	13,4	100,0
	Total	67	100,0	100,0	

Nutrition 1st

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	environmental friendly	7	10,4	10,4	10,4
	healthy	15	22,4	22,4	32,8
	price	8	11,9	11,9	44,8
	taste	15	22,4	22,4	67,2
	brand	7	10,4	10,4	77,6
	easy to prepare	2	3,0	3,0	80,6
	package design	3	4,5	4,5	85,1
	biological	10	14,9	14,9	100,0
	Total	67	100,0	100,0	

Nutrition 2nd

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	environmental friendly	5	7,5	7,5	7,5
	healthy	13	19,4	19,4	26,9
	price	3	4,5	4,5	31,3
	taste	17	25,4	25,4	56,7
	brand	5	7,5	7,5	64,2
	easy to prepare	5	7,5	7,5	71,6
	quantity	1	1,5	1,5	73,1
	package design	2	3,0	3,0	76,1
	biological	13	19,4	19,4	95,5
	9	3	4,5	4,5	100,0
	Total	67	100,0	100,0	

Holiday and vacation 1st

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	price	6	9,0	9,0	9,0
	destination	8	11,9	11,9	20,9
	travelling agency	4	6,0	6,0	26,9
	climat/weather	6	9,0	9,0	35,8
	way of travelling	3	4,5	4,5	40,3
	age adjusted activities	2	3,0	3,0	43,3
	healthcare possibilities	3	4,5	4,5	47,8
	sale offers	3	4,5	4,5	52,2
	culture activities	5	7,5	7,5	59,7
	possibility for paying in terms	3	4,5	4,5	64,2
	accomodation	4	6,0	6,0	70,1
	sports activities	2	3,0	3,0	73,1
	activities for children	5	7,5	7,5	80,6
	shopping possibilities	3	4,5	4,5	85,1
	recreation activities	10	14,9	14,9	100,0
	Total	67	100,0	100,0	

Holiday and vacation 2nd

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	price	4	6,0	6,0	6,0
	destination	10	14,9	14,9	20,9
	travelling agency	4	6,0	6,0	26,9
	climat/weather	4	6,0	6,0	32,8
	way of travelling	5	7,5	7,5	40,3
	age adjusted activities	3	4,5	4,5	44,8
	healthcare possibilities	3	4,5	4,5	49,3
	sale offers	4	6,0	6,0	55,2
	culture activities	6	9,0	9,0	64,2
	possibility for paying in terms	1	1,5	1,5	65,7
	accomodation	3	4,5	4,5	70,1
	sports activities	2	3,0	3,0	73,1
	activities for children	4	6,0	6,0	79,1
	shopping possibilities	2	3,0	3,0	82,1
	recreation activities	12	17,9	17,9	100,0
	Total	67	100,0	100,0	

## 9.2 | Research results COMAPP AD likeability model

<u>Cars</u>
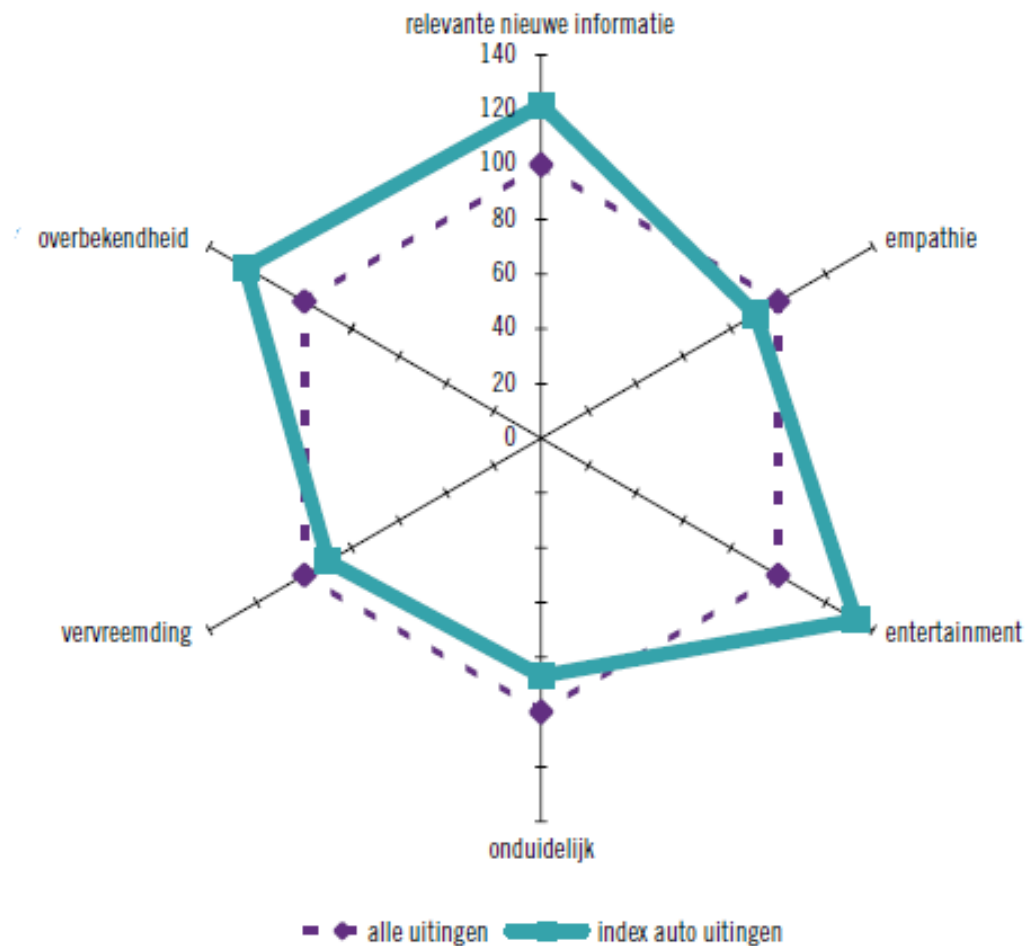
Auto's

50⁺ers waarderen autoreclames vanwege het hoge entertainmentgehalte. Men vindt ze grappig, enthousiasmerend en leuk. Daarnaast bieden de meeste autoreclames relevante nieuwe informatie. Dit is van belang, aangezien uit het onderzoek '50⁺: hoezo homogeen? 5 typologieën' van het 50⁺ Expertisecentrum blijkt dat 64% van de 50⁺ers het erg belangrijk vindt veel informatie in te winnen voordat men overgaat tot de keuze voor een auto. Men vertrouwt daarbij niet op 'de blauwe ogen' van de verkoper. Minder enthousiast is men over de originaliteit van de reclames. Veel uitingen van autofabrikanten zijn afgezaagd en heeft men te vaak gezien.

Personal care

relevante nieuwe informatie

- - ◆ - - alle uitingen ━━━ index uitingen persoonlijke verzorging

---
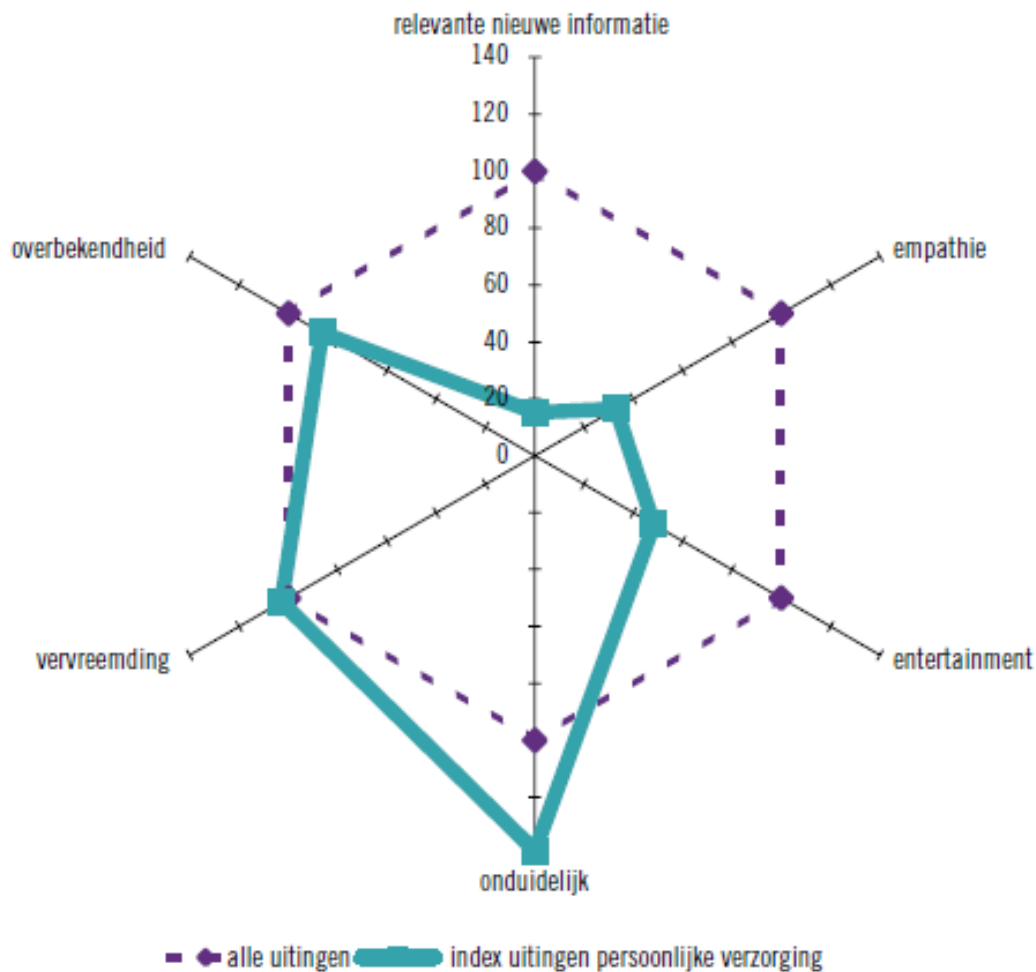
Persoonlijke verzorging

Reclame-uitingen op het gebied van persoonlijke verzorging worden over het algemeen niet zo goed gewaardeerd. Men vindt de uitingen onduidelijk. Daarnaast scoort de reclame een stuk minder goed op empathie en op entertainment dan gemiddeld. Verder vinden 50+ers dat de gemiddelde reclame van een persoonlijk verzorgingsproduct niet zorgt voor nieuwe relevante informatie. Dit terwijl uit eerder onderzoek blijkt dat een kwart van de 50+ers veel informatie zoekt voordat een keuze wordt gemaakt. Daarnaast is er een groep die persoonlijke verzorgingsproducten impulsief koopt.

De resultaten van de reclames voor verzorgingsproducten zijn verder opvallend, omdat uit eerder onderzoek van het 50+ Expertisecentrum blijkt dat een relatief hoog percentage veel let op reclame van persoonlijke verzorgingsproducten.
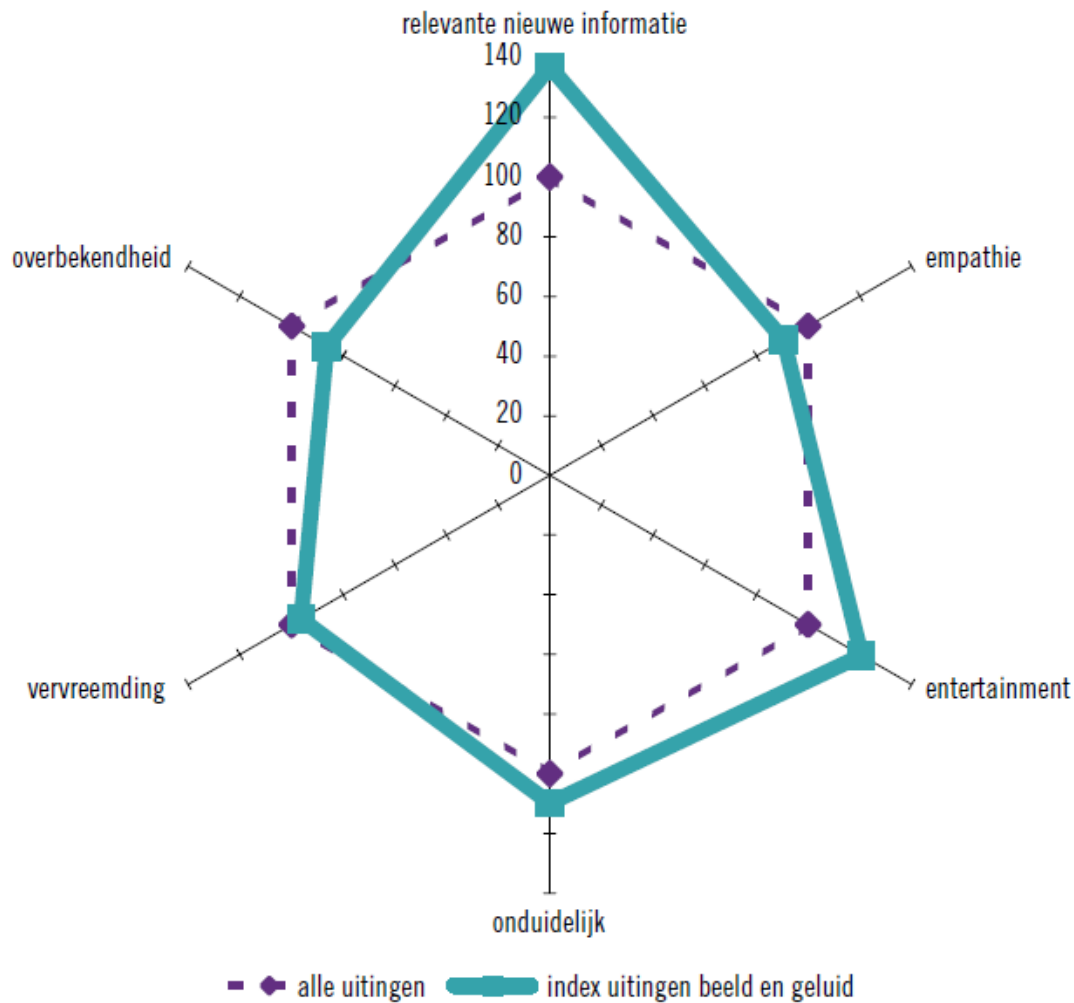
Mobile phones
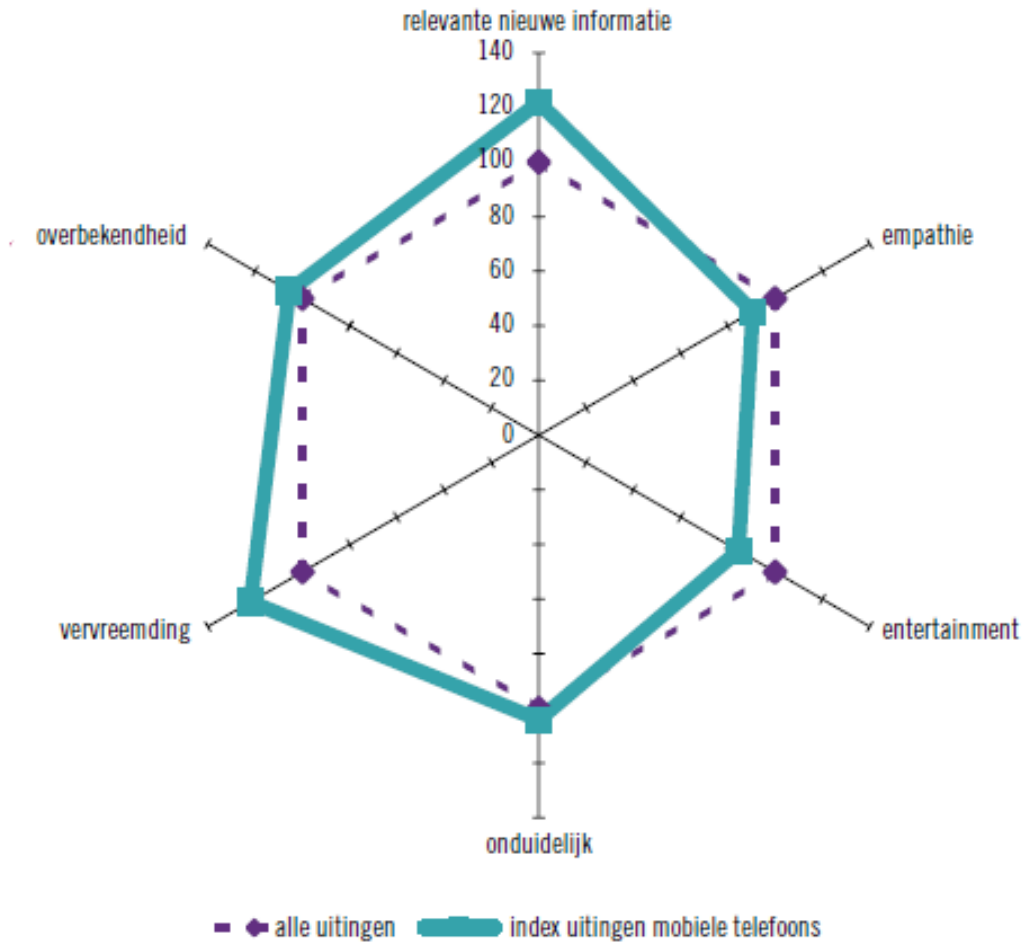
Mobiele telefoons

Over het algemeen wijken de uitingen van mobiele telefoons niet erg af van de gemiddelde reclame-uiting. Wel worden ze gezien als meer dan gemiddeld informatief. Ze geven nieuwe ideeën en zorgen dat men iets nieuws wil proberen. Dit is van belang, want de merkvastheid onder 50⁺ers wat betreft mobiele telefonie is niet erg hoog en de behoefte aan informatie redelijk groot (onderzoek 50⁺ Expertisecentrum). Men neemt dan ook de tijd voordat men over gaat tot een keuze.

Uit het vorige onderzoek bleek verder onder andere dat men over het algemeen de verkoper van mobiele telefonieproducten of -diensten niet vertrouwt. Met name de commerciële instelling van de verkoper leidt tot scepsis. Helaas worden ook de reclame-uitingen van mobiele telefonie als ongeloofwaardig gezien. Daarnaast vindt men de reclame-uitingen irritant.

Audio visual

relevante nieuwe informatie

empathie

overbekendheid

entertainment

vervreemding

onduidelijk

- ◆ - alle uitingen   ▬▬ index uitingen beeld en geluid

Producten voor beeld en geluid

Reclame-uitingen voor producten als televisies, dvd-camera's en fototoestellen zorgen over het algemeen voor relevante nieuwe informatie. Dit sluit aan bij de informatiebehoefte die 50+ers hebben bij de aanschaf van producten voor beeld en geluid. Hoewel 50% van de 50+ers aangeeft voor zekerheid te gaan, is de andere helft avontuurlijk en probeert graag iets nieuws uit, zij het wel van een bekend merk. Wat betreft de reclame-uitingen moet er wel opgelet worden dat de uitingen duidelijk blijven. Verder vinden 50+ers dat de reclame van deze producten het goed doet op het vlak van entertainment.

Nutrition

relevante nieuwe informatie

- - ◆ alle uitingen ▬▬▬ index uitingen food
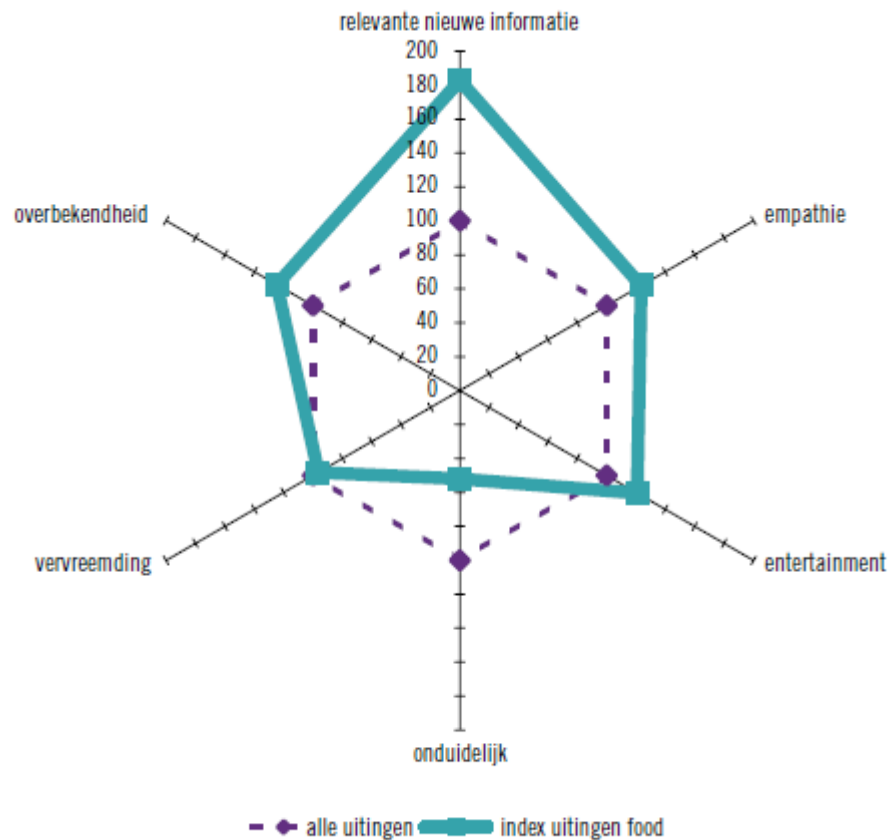
Voeding

Uit vorig onderzoek weten we dat 50⁺ers vaak van tevoren al weten welk merk ze gaan kopen. Aan de andere kant zoekt ongeveer een derde wel actief naar informatie over voedingsproducten. Uit dit onderzoek blijkt dat de food-uitingen deze relevante, nieuwe informatie weten te leveren. Daarnaast zorgen de uitingen voor meer empathie en zijn ze meer entertainend dan gemiddeld. Verder vinden 50⁺ers de meeste food-uitingen ook minder onduidelijk. Wel vindt men de reclame 'overbekend'.

9.3   Survey

> Hallo,
>
> Momenteel ben ik bezig meteen onwijs interessant onderzoek, een onderzoek met u in de hoofdrol!
>
> U behoort namelijk tot een momenteel populaire, rijke, en groeiende bevolkingsgroep: de 50-plussers. Ik zou graag wat dingen van u willen weten zodat ik verder kan met mijn onderzoek dat zich gericht op adverteren naar de 50+ generatie. Leuk dat u mee wil doen en als u het leuk vindt om mijn onderzoek te ontvangen vul dan uw hieronder uw e-mail adres in.
>
> **E-mail adres:**

1.   **Wat is uw geslacht?**

☐man

☐vrouw

2.   **Wat is uw leeftijd**?

_____

3.   **Wat is uw relatiestatus?**

☐ Vrijgezel

☐ Relatie en samenwonen

☐ Relatie maar apart wonen

☐ Getrouwd

☐ Gescheiden

☐ Weduwe

4.   **Wat is het hoogst behaalde diploma dat u heeft behaald?**

E-mail adres:

☐ Middelbare school

☐ VMBO (of vergelijkbaar niveau)

☐ HBO (of vergelijkbaar niveau)

☐ WO (of vergelijkbaar niveau)

> *Er volgen nu een aantal vragen over het gebruik van technologie.*

5.   **Luistert u naar de radio?**

☐ Nee

☐ Ja, meestal tijdens reizen (auto, trein, bus, fiets etc.)

☐ Ja, meestal thuis

☐ Ja, thuis en tijdens reizen

6.   **Kijkt u televisie?**

☐ Nooit

☐ 0-1 uur per dag

☐ 1-2 uur per dag

☐ 2-3 uur per dag

☐ 3 of meer uur per dag

7.   **Hoe vaak leest u een tijdschrift?**

☐ Nooit

☐ Af en toe

☐ Vaak

8.   **Hoe vaak per dag gebruikt u uw mobiele telefoon voor andere functies dan bellen, smsen of Whatsapp?**

☐ Elke maand

☐ Elke week

☐ Elke dag

☐ Meermaals per dag

☐ Ik gebruik geen mobiele telefoon

9.   **Hoe vaak maakt u gebruikt van uw computer of laptop om online te gaan?**

☐ Elke maand

☐ Elke week

☐ Elke dag

☐ Meermaals per dag

☐ Ik maak geen gebruik van mijn computer of laptop om online te gaan

10.   **Hoe vaak maakt u gebruikt van uw tablet om online te gaan?**

☐ Elke maand

☐ Elke week

☐ Elke dag

☐ Meermaals per dag

☐ Ik maak geen gebruik van een tablet

8.   **Van welke Social Media maakt u minstens een keer per week gebruik?**

☐ Facebook

☐ Twitter

☐ LinkedIn

☐ Google+

☐ Anders, namelijk:

☐ Ik gebruik geen social media

> *Zou u per product categorie aan willen geven welke informatie voor u van belang is bij de aankoop van het genoemde product of de dienst?*
>
> *(Kies a.u.b. twee aspecten en vul een 1 & 2 in, waarbij 1 het meest belangrijk is voor u)*

9.   Auto

U wil een nieuwe auto aanschaffen, wat zijn de aspecten waar u het meest op let tijdens   het zoeken naar een nieuw auto?

__ Betrouwbaarheid

__ Prijs

__ Brandstofverbruik

__ Comfort

__ Merk

__ Weggedrag

__ Vormgeving

__ Ruimte

__ Prestaties

__ Dealer

__ Uitzicht, besturing

__ Milieu

__ Anders, namelijk;

10.   Mobiele telefonie

Wat zijn de aspecten waar u het meest op let bij aanschaf van een mobiele telefoon? *(kies er aub twee en vul een 1 en 2 in de juiste volgorde waarbij 1 het meest belangrijk is voor u)*

__ Prijs

__ Kwaliteit bereik

__ Vertrouwd merk

__ Service

__ Gebruikersgemak

___ Acties, aanbiedingen

___ Opzegmogelijkheden

___ Gratis toestel

___ Plaats, distributie

11.   Beeld en geluid

Wat is voor u van toepassing bij aanschaf van producten voor beeld en geluid? *(kies er aub twee en vul een 1 en 2 in de juiste volgorde waarbij 1 het meest belangrijk is voor u)*

___ Kwaliteit

___ Prijs

___ Bedieningsgemak

___ Service winkels

___ Garantie

___ Gebruiksmogelijkheden

___ Vertrouwd merk

___ Uiterlijk /design

___ Acties aanbiedingen

___ Betaalmogelijkheden

___ Anders;

12.   Persoonlijke verzorging

Wat is voor u van toepassing bij aanschaf van producten voor persoonlijke verzorging?*(kies er aub twee en vul een 1 en 2 in de juiste volgorde waarbij 1 het meest belangrijk is voor u)*

___Prijs

___Kwaliteit

___ Werking

___ Geschikt voor mij

___ Gezondheid

___ Vertrouwd met merk

___ Geur

___ Acties, aanbiedingen

___ Informatie over werking

___ Uiterlijk verpakking

___ Anders;

13.   Voeding

Wat is voor u van toepassing bij aanschaf van voedingsproducten? *(kies er aub twee en vul een 1 en 2 in de juiste volgorde waarbij 1 het meest belangrijk is voor u)*

___ Kwaliteit

___ Gezondheid

__ Prijs

__ Smaak

__ Voedselveiligheid

__ Vertrouwd merk

__ Bereidingsgemak

__ Hoeveelheid / porties

__ Uiterlijk

__ Of het biologisch is

__ Verpakking

__ Functional food

__ Anders;

14. Vakantie en Reizen

_____Wat is voor u van toepassing wanneer u een vakantie or reis uitkiest? *(kies er twee en vul een 1 en 2 in de juiste volgorde waarbij 1 het meest belangrijk is voor u)*

__ Kostenplaatje

__ Bestemming

__ Reisbureau

__ Klimaat

__ Vervoer

__ Leeftijd gerelateerde activiteiten

__ Gezondheidszorg

__ Aanbiedingen

__ Culturele activiteiten

__ Betaal mogelijkheden boeking

__ Accommodaties

__ Sport activiteiten

__ Winkel mogelijkheden

__ Recreatie

9.4 | Images AH app