

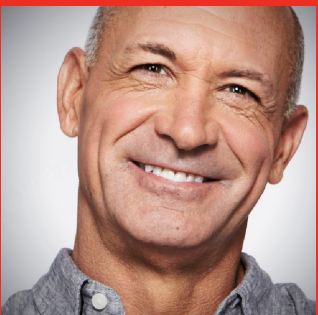


# 5 CREATIVE BEST PRACTICES TO BOOST YOUR 50+ ADVERTISING ROI



REACH YOUR REP 646.521.2500 / [advertise@aarp.org](mailto:advertise@aarp.org)

A Division of AARP Services, Inc.



## CREATIVE IS CRITICAL TO YOUR SUCCESS

Congratulations!

By choosing AARP Media, you've chosen the best possible means to reach Boomers—the largest, fastest-growing consumer population, with the greatest accumulated wealth and the largest disposable income.

Now, it's time to focus on the creative component of your campaign—which is absolutely critical to your success. In fact, creative strength accounts for 52% of the impact of your advertising.

AARP is the single largest marketer to the 50+ population. Our 38 million members are, in effect, a live focus group. We are a direct response (DR) powerhouse, 75% of the ads running in print and online are direct response advertisements. This means we have unparalleled insights into the 50+ audience and are uniquely positioned to identify the creative techniques that resonate most strongly. In short, we know what works with 50+.

We want to share our creative insights with you to contribute to the success of your print and digital advertising efforts. Here are the key creative best practices you need to know to enhance the return on your investment to an audience that purchases 51% of all consumer goods and services.

Patricia Lippe Davis, VP Marketing  
AARP Media Sales

**SOURCE** ComScore ARS Global Validation Summary

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# 1 MAKE IT LEGIBLE

## BEGINNING IN THEIR FORTIES MOST ADULTS START TO EXPERIENCE VISION CHALLENGES

with their ability to see clearly at close distances, especially for reading and computer tasks. This normal aging change in the eye's focusing ability progresses over time. So, it's important that your message is legible and readable.

To maximize readability, consider incorporating these elements into your creative

- Use large, sans serif fonts

### Digital Ad

Headline 20-55 point size

Subhead 13-30 point size

Call-to-action 13-20 point size

### Print Ad

Headline 20-60 point size

Body copy 12-20 point size

Legal copy 8-10 point size

- Place dark type on light background to create the optimum contrast and legibility
- Avoid placing copy on image, and if you do, ensure the background is light and uncluttered
- Allow for ample white space so individual elements pop

728 x 90 Leaderboard Ad



Full Page Print Ad

A full-page advertisement for Imagellan Dream Cruises. The top half features a large photograph of a Greek island with white buildings and blue domes. Below the photo, the headline reads "DREAMING OF A GREEK ISLES CRUISE?" in large, bold, blue and red sans-serif font. Below the headline, it says "Browse our full collection of island cruise vacations at [imagellancruises.com](http://imagellancruises.com) or call us at 1-800-U-CRUISE." and "Book now for \$1000 off our Platinum Signature Cruises." At the bottom, there is the company logo, contact information, and a small disclaimer: "Reservations or questions? Talk to one of our expert, friendly cruise specialists. Call Imagellan Dream Cruises at 1-800-U-CRUISE."

300 x 250 Banner Ad

A 300 x 250 banner advertisement for Imagellan Dream Cruises. The top half features a photograph of a Greek island with white buildings and blue domes. Below the photo, the headline reads "DREAMING OF THE GREEK ISLES?" in large, bold, blue and red sans-serif font. Below the headline, it says "BOOK NOW FOR \$1000 OFF SELECT CRUISES" and "CRUISE PACKAGES" with a right-pointing arrow. On the left side of the banner is the company logo.



### TIP

Focus on an easy-to-read headline, a prominent call-to-action and strong color contrasts.

**NOTE** Creative examples are used for illustrative purposes only

## 2 BE RELEVANT

**ADULTS 50+ HAVE BEEN MARKETED TO FOR THEIR ENTIRE LIVES** and are sophisticated, savvy and selective consumers. At this life stage, they are reaching new milestones—becoming entrepreneurs, empty nesters, grandparents, working less, traveling more, focusing on fitness—and are actively seeking products and services to help them live their best lives. If, at-a-glance, an ad does not speak directly to their life stage wants and needs, they might pass it by.

### To heighten the relevance of your message

- Feature imagery that mirrors the audience—especially open, friendly 50+ faces
- If using people, crop close-up images making direct eye contact
- Use “you” vs. “we” to ensure your message is focused on the audience, and not entirely on the company or product
- Focus on lifestyle-enhancing benefits over product features

728 x 90 Leaderboard Ad

A horizontal banner advertisement. On the left, a photograph shows an elderly couple sitting on a white wicker sofa in a bright room. To the right of the photo is a dark blue background with white and yellow text: "THIS SUMMER, RELAX ON YOUR LUXURY CUSTOM PATIO" and "MADE IN THE USA | 1 DAY INSTALLATION | 50 YEAR GUARANTEE". Further right is a green button with white text: "FREE INFO KIT & DVD". On the far right is the iLux Patio logo and tagline: "iLux Patio Pre-Fabricated Luxury Patios. Patios are a Breeze!"

Full Page Print Ad

A full-page advertisement for iLux Patio. At the top left is the iLux Patio logo and tagline. Next to it is the text "America's #1 Pre-Fabricated Patios". Below this is a large photograph of an elderly couple sitting on a white wicker sofa. In the bottom left of the photo, text reads "FREE WOOD OR STONE UPGRADE ON SELECT MODELS". Below the photo is a yellow circular badge that says "SAVE \$200" and "OFFER VALID FOR NEW CUSTOMERS ONLY. SEE STORE". Below the badge is the text "Have a Custom Patio Installed Next Week Discover iLux Patio Pre-Fabricated Patios" and a paragraph explaining the benefits of pre-fabricated patios. At the bottom, it says "Call 1-800-PATIO-4U Ext. 5412 for your FREE Info Kit & DVD + \$200 savings voucher". At the very bottom is a dashed-line box containing a checkmark icon and the text "Yes, send my FREE Info Kit & DVD + \$200 savings certificate". Below this are fields for Name, Address, City, State, Zip, and Email, along with a small image of a DVD and a CD. At the bottom of the dashed box is the mailing address: "MAIL TO: iLux Patio, 904 Hampton Lane, Suite 441, Portland, OR 97209".

300 x 250 Banner Ad

A horizontal banner advertisement. On the left, a photograph shows an elderly couple sitting on a white wicker sofa. To the right of the photo is a dark blue background with white and yellow text: "THIS SUMMER, RELAX ON YOUR LUXURY CUSTOM PATIO". Below this is the iLux Patio logo and tagline. On the far right is a green button with white text: "FREE INFO KIT & DVD".

A grey rectangular box containing a magnifying glass icon on the left. To the right of the icon is the word "TIP" in bold, followed by the text: "Make it more about the customer and less about you. Highlight why your product is perfect for the 50+ audience."

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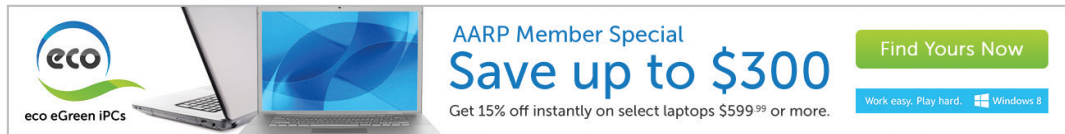
### 3 GET TO THE POINT

**DOES YOUR CREATIVE PASS THE TWO-SECOND TEST?** Studies have revealed that as people enter midlife, they begin relying more on right-brain functions and less on left-brain functions. That means 50+ individuals tend to focus on the visual, and process information in an intuitive and simultaneous way, looking first at the whole picture, then the details. So, be sure your meaning and intent is clear at-a-glance.

To do so, be sure your creative includes

- Brief and literal headline of 2 to 7 words that instantly introduces the topic
- Short supporting subhead of 6 to 10 words
- A smooth and sequential flow of elements—headline, subhead, then call-to-action with logo and imagery supporting but not interrupting the flow
- Imagery that telegraphs or reinforces the message, no abstract or detailed graphics
- Prominent and action-oriented call-to-action, starting with an easy action verb

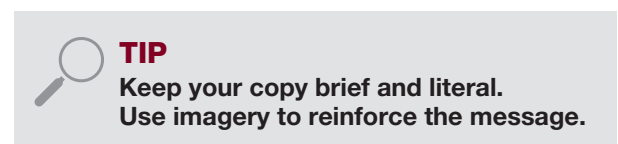
728 x 90 Leaderboard Ad



Full Page Print Ad



300 x 250 Banner Ad



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# 4 FOCUS ON PRIORITIES

**CONSIDER YOUR ADVERTISING AS THE FIRST STEP IN A SALES CONTINUUM** that engages and encourages the next step. Print and digital media can provide different and complementary functions. Print excels at creating awareness, educating, establishing a brand identity, and driving purchase; digital can deliver flexible, trackable and immediate revenue outcomes. Either way, use your ads to “start the conversation” and prompt that critical next step of a call, a click or an in-store visit. Once you have an individual’s attention, continue the dialogue with product attributes, testimonials and pricing options.

## For that first creative contact

- Prioritize the elements of main message, offer, call-to-action, image and logo
- Stay focused on benefits and call-to-action (limit to one CTA for digital ads)
- Save supporting points and product details for the next step—a call, a demo video, an in-store visit
- Resist adding “one more thing” by sacrificing sizes and white space—less is more

Full Page Print Ad


# HIGH-YIELD RETIREMENT FUNDS

Expect stable income in retirement.


**See what eInvesting iFunds can do for your retirement**

- All of our funds carry 4 and 5 star Morningstar ratings.
- Our 2013 dividend yields ranged from 6%-29%.
- Our newest fund class - EnduraYield - guarantees\* to beat inflation by 1% ever year.

**Talk with a retirement specialist now.**  
**Call 800.4.iFunds or visit [einvestingifunds.com/highyield](http://einvestingifunds.com/highyield)**



\*Investing involves risk. While the fund guarantees to yield 1% above inflation, the value of your shares may decline. It is possible to lose a portion or all of your underlying investment.



300 x 250 Banner Ad


## HIGH-YIELD RETIREMENT FUNDS

Expect stable income in retirement.

**SEE CURRENT YIELDS >**




Landing Page



**Talk with a specialist now: Call 800.4.iFunds**

### HIGH-YIELD RETIREMENT FUNDS



With eInvesting iFunds, it's time to make your money count.™

| Fund Name                        | NAV   | Yield |
|----------------------------------|-------|-------|
| <a href="#">EnduraYield 2015</a> | 96.93 | 5.32% |
| <a href="#">EnduraYield 2020</a> | 72.03 | 4.47% |
| <a href="#">EnduraYield 2025</a> | 88.32 | 6.71% |
| <a href="#">EnduraYield 2030</a> | 87.51 | 4.55% |

### TAKE THE FIRST STEP

Fill out the short form below, and one of our investment specialists will contact you with more information on high-yield retirement funds with eInvesting iFunds.

First Name:

Last Name:

Email:

Phone #:

Are you an eInvesting iFunds customer?  Yes  No

**SUBMIT INFORMATION >**

**See what eInvesting iFunds can do for your retirement:**

- All of our funds have carried 4 and 5 star Morningstar ratings for at least 10 consecutive years.
- Our 2013 dividend yields ranged from 4.30% to 5.10%.
- Our newest fund class - EnduraYield - guarantees\* to beat inflation by 1% ever year.

Complete the form above for more information or call 800.4.iFunds

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**NOTE** Creative examples are used for illustrative purposes only



### TIP

**Offer only the most important information. Resist the urge to shrink type size to say it all.**

# 5 KEEP IT CONSISTENT

**AS THE DIGITAL DIVIDE CONTINUES TO DIMINISH AMONG 50+**, it's more likely that consumers will engage simultaneously on multiple platforms. Therefore, it is critical that all of your creative assets work together to create a holistic customer experience – from print ads and website landing pages to call centers and retail stores. Frequent exposure to highly consistent, well-integrated, cross-channel creative assets will generate brand awareness, build interest, heighten recall and pay off in conversions.

## For consistency across the customer purchase journey

- If possible, create a competitive point of differentiation and reinforce it everywhere
- Be sure your logo or digital mark stands out – even in a 1” size and when it’s black and white
- Use shared or similar elements across print and digital assets, including imagery, colors, copy and calls-to-action
- Feature next steps—calls-to-action—well-suited to the context like both a phone number and a URL in a print ad, and one click in a digital ad

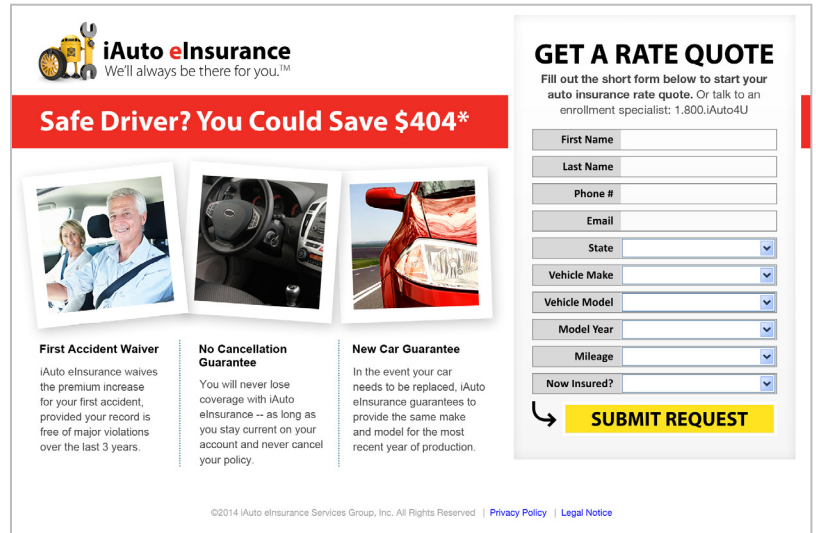
728 x 90 Leaderboard Ad



Full Page Print Ad



Landing Page



## TIP

Design print and digital assets to be similar, each featuring a CTA best-suited to its medium.


**NOTE** Creative examples are used for illustrative purposes only

# 5 CREATIVE BEST PRACTICES TO BOOST YOUR 50+ ADVERTISING ROI




While these creative best practices are sure to help boost your 50+ advertising ROI, AARP Media recognizes that every campaign is unique. Over the years, we have provided successful creative consultation for our partners with an individualized approach when evaluating print and digital ad creative for our audience.


**1 MAKE IT LEGIBLE** maximize readability by selecting images and font sizes that 50+ consumers can see clearly, read at close distances for both print and digital.

 **TIP** Focus on an easy-to-read headline, a prominent CTA and strong color contrasts.

**2 BE RELEVANT** 50+ are sophisticated and savvy consumers, speak directly to this life stage and offer solutions. Heighten relevance with lifestyle imagery.

 **TIP** Make it more about the customer and less about you. Highlight why your product is perfect for the 50+ audience.


**3 GET TO THE POINT** 50+ individuals tend to process information in an intuitive and simultaneous way, looking first at the whole picture, then the details.

 **TIP** Keep your copy brief and literal. Use imagery to reinforce the message.

**4 FOCUS ON PRIORITIES** 50+ consumers expect to see an offer and then a way to take action. Prioritize the elements of the main message, offer, call-to-action, image and logo.

 **TIP** Offer only the most important information. Resist the urge to shrink type size to say it all.

**5 KEEP IT CONSISTENT** 50+ consumers are increasingly engaging simultaneously across platforms. Your ad campaign should create a holistic customer experience.

 **TIP** Design print and digital assets similarly, feature a call-to-action best-suited to its medium.

**See if you qualify for an in-depth creative review,  
contact your sales representative today.**

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**ABOUT AARP MEDIA SALES** With a unique knowledge of 50+ consumers and unparalleled access through multiple media channels, AARP Media Sales connects marketers to the ever-growing and influential 50+ population. Reach this audience through AARP's trusted media properties, including AARP's digital assets, anchored by AARP.org; AARP The Magazine, AARP's lifestyle publication; and AARP Bulletin, the go-to news source for Americans 50+. To learn more or reach a rep, visit [advertise.aarp.org](https://www.advertise.aarp.org).

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