

Exposing the Unconscious AGE BIAS in Media

*How re-branding & neuroscience came together
for CHIP Reverse Mortgage in Canada*

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Agenda



- **Who is HomeEquity Bank**
- **Re-Branding**
- **Brainsights Research / Age Bias**

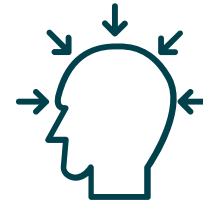
HomeEquity Bank



In business since 1986
Became a Bank in 2009
Privately owned since 2012



Minimum age 55
Max LTV 55%
Average mortgage
amount \$170k CND



25,000 clients
Average customer age
72

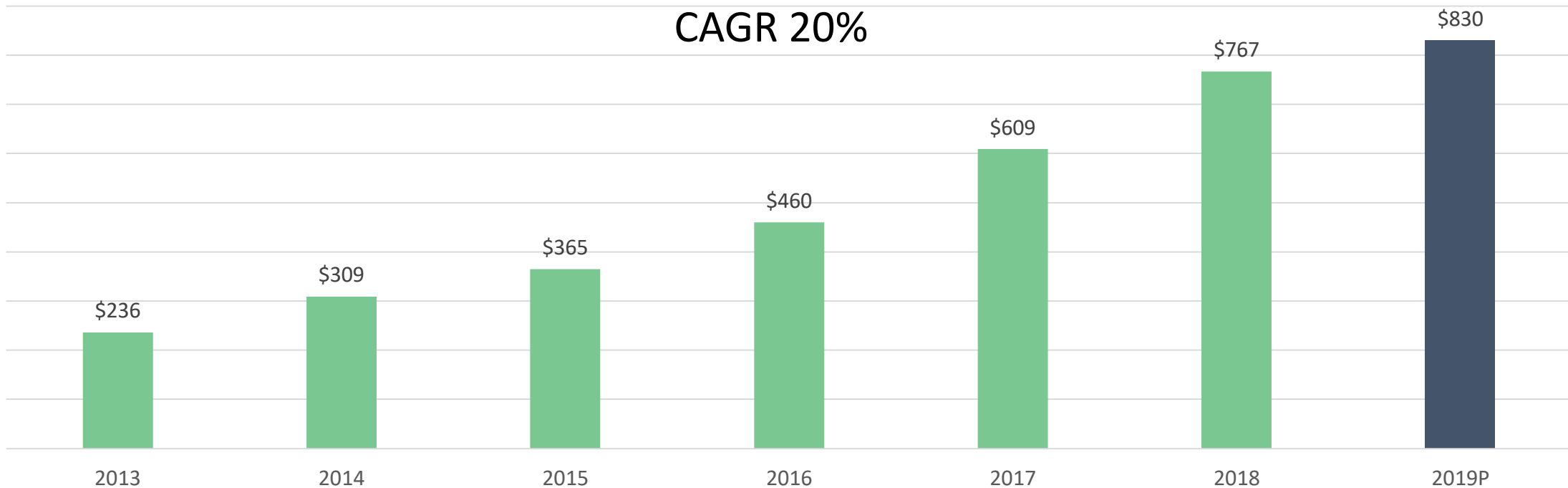


\$4B in assets



HEB Originations Growth (in Millions)

Strong originations growth over the past 7 years driven by Marketing investments and channel expansion.



Getting to Know HEB

- Canadian regulatory environment
- Housing trends
- Competitive landscape
- HEB distribution model
- Differences between Canada & US



HEB Ratings & Endorsements

- Recommended by Canadian Association of Retired Persons (CARP)
- Trustpilot reviews 9.2
- Endorsed by The Royal Canadian Legion
- Distribution partnerships with Major Canadian Banks



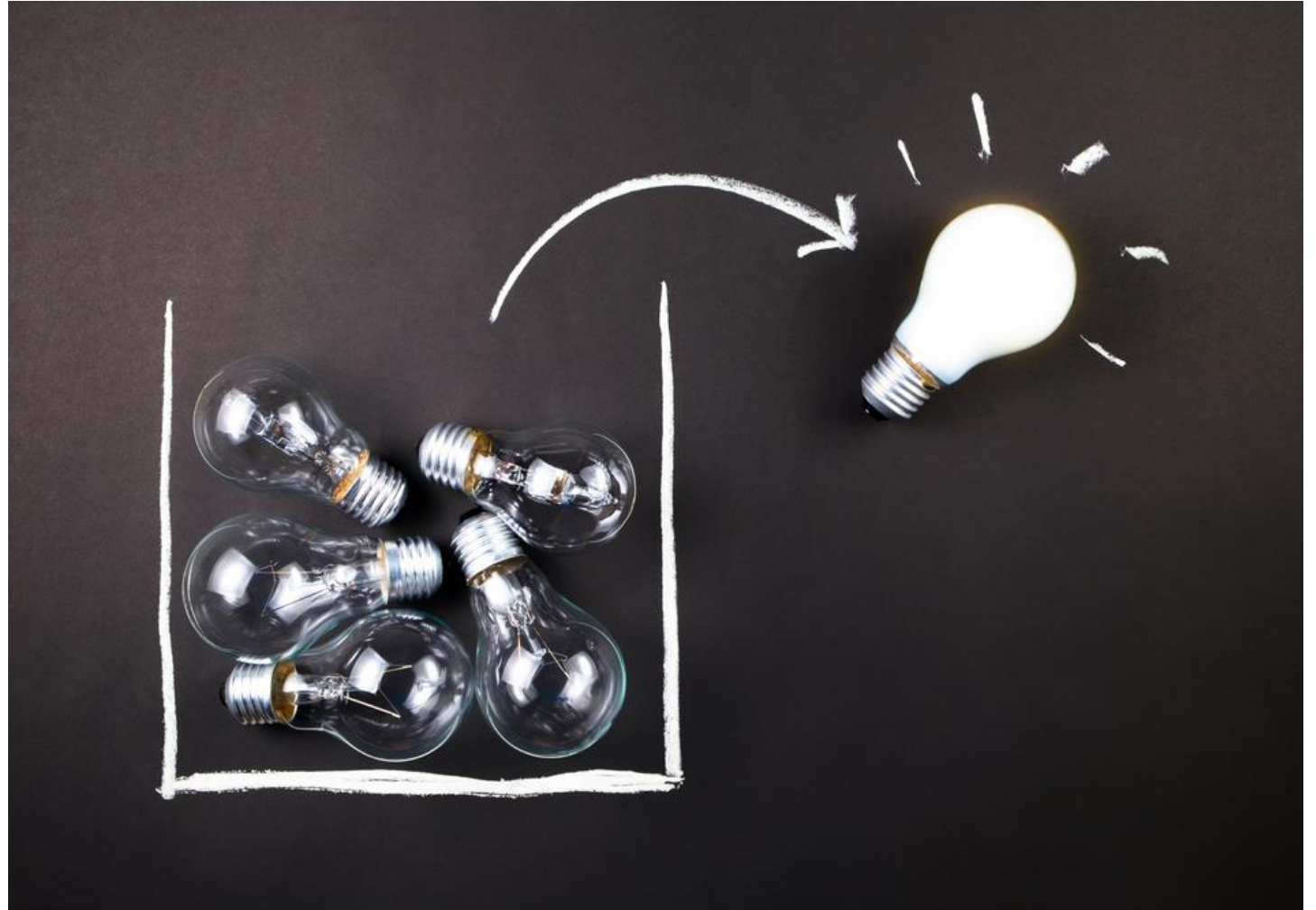


REBRAND LAUNCH 2018

HomeEquity Bank™ 

Needed to shift the conversation

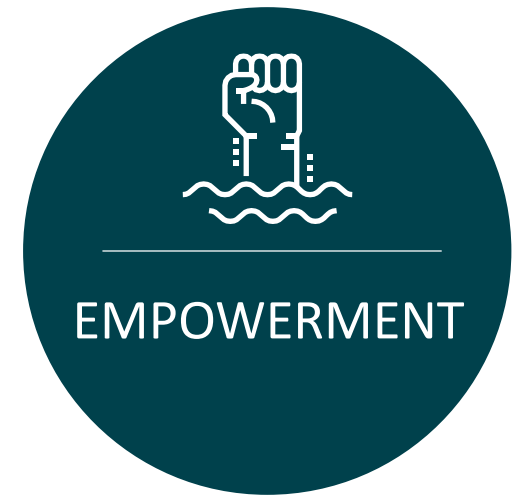
- Evolution from last resort to mainstream
- Move from rational advertising to creating an emotional connection
- Advocacy for this generation
- Timeless advertising
- Change in energy



Steps we took



What we learned



Our 55+ Customer is



Active



Youthful &
vibrant



Dating



On Facebook



Tech Savvy



Living longer
and healthier than
ever before

New Brand Commercials



MOVE IN



DORIS



SPRINKLER

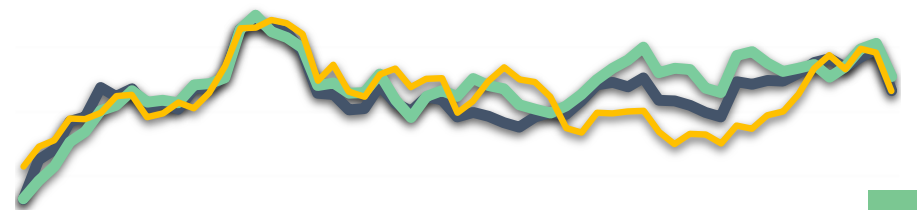
<https://www.youtube.com/watch?v=AbfLytxkmG0>

Find all videos on our YouTube channel <https://www.youtube.com/channel/UCLfK9fatZpCAA6mPBXhSaGQ>



What is the Unconscious Age Bias?

- Neuroscience research took a deeper dive into the 55+ Canadian
- The study analyzed the unconscious brain activity of 300+ Canadians
- Participants were exposed to ads, movie trailers, news clips
- Brainwaves were recorded to measure levels of ACE: **Attention, Connection, Encoding**



Brain Measurement

	METRIC	WHAT IS IT?	WHAT DOES IT ANSWER?	SOURCE OF RESPONSE	PREDICTOR OF:
	ATTENTION	ALERTNESS & ATTENTION	<i>'IS THE STIMULI CAPTURING MY ATTENTION?'</i>	EXTERNAL	BREAKTHROUGH
	CONNECTION	HIGHER-ORDER THINKING	<i>'IS THERE A DEEPER RELATIONSHIP WITH THE STIMULI?'</i>	INTERNAL	INTENT/ CONSIDERATION
	ENCODING	ENCODING TO MEMORY	<i>'IS THE STIMULI BEING COMMITTED TO MEMORY?'</i>	EXTERNAL/ INTERNAL	BRAND/ PRODUCT LINK



DRTV Commercials – early learnings



CHIPmoney.ca | 1-833-237-CHIP (2447)



Attention: + 5%



Connection: - 1%



Encoding: - 4%

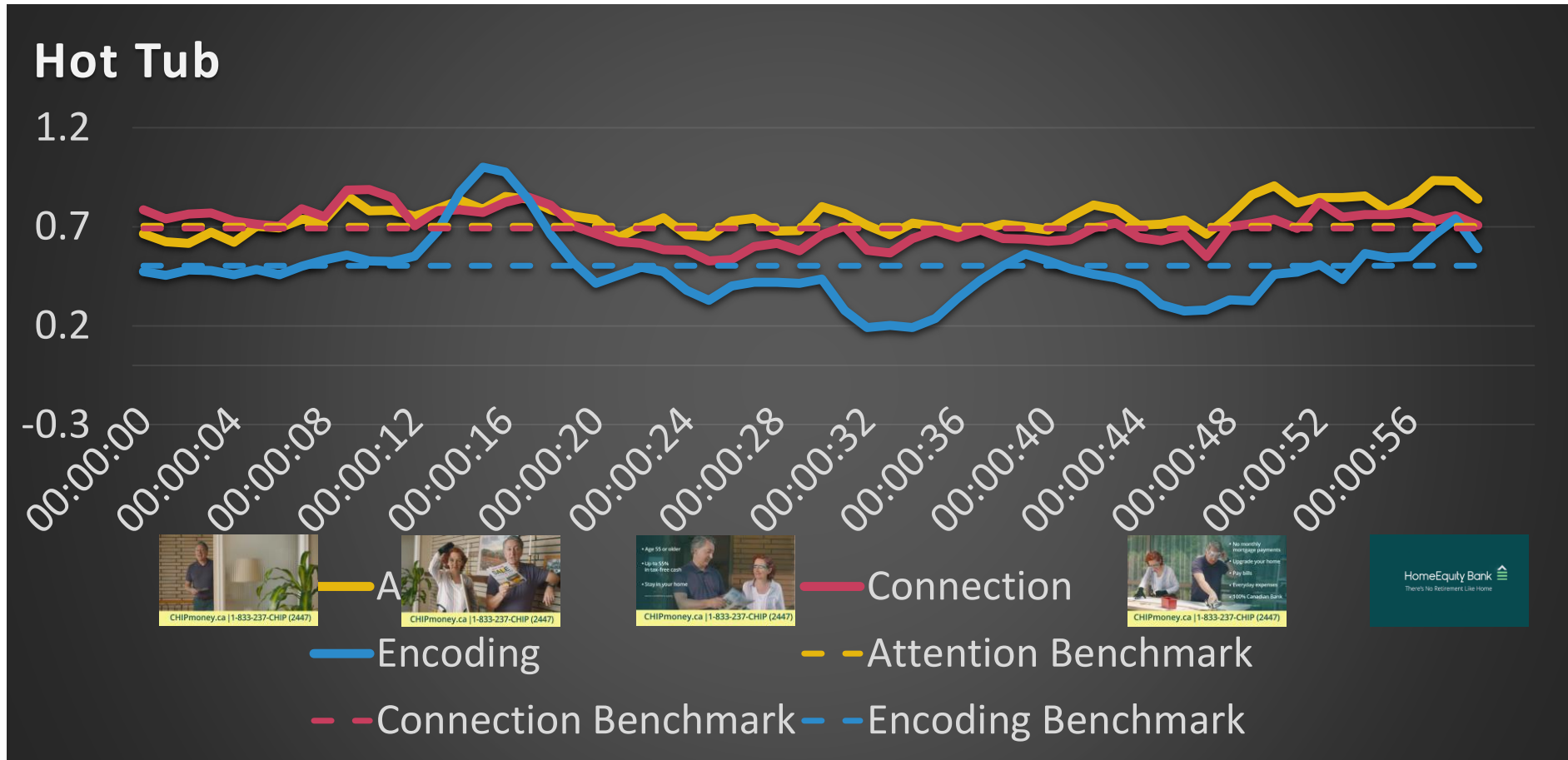


DRTV Spots – Before



<https://www.youtube.com/watch?v=sRX0EAYso8U>

Dissecting the TV spot



- Flat start to the spot
- There is a large spike in encoding ~ s16 as the first glimpse of the flyer underneath the main characters hand is shown. There is also the introduction of another character wearing construction gear.
- Audience has a hard time committing all this information to memory which can explain why encoding scores remained below benchmark.
- ~s41 the informational tidbits that appear on the screen match what the actor is saying. This consistency helps engage the audience.
- We can see the final brand plating moment ends on a high note with all ACE scores above benchmark.



DRTV Spots –After



<https://www.youtube.com/watch?v=zGADS-uCFGc>



Bust the Age Bias!

Our research uncovered four key actions to help us better communicate to the 55+ segment.

- 1 Ditch the **Old Age Stereotypes**
- 2 Tap into **Nostalgia**
- 3 Invoke **Parental Legacy**
- 4 Deliver information in **digestible chunks**

DON'T portray them as elderly and frail

DON'T treat them as helpless and confused

DON'T focus only on what lies ahead

DON'T ignore the children

DON'T engage in information overload

Change the way you speak

Instead of...

“As a senior or a retiree ...”

“Life goes by in the blink of an eye”

“Your kids worry about you”

“Here’s some material to read”

You could say...

“As an avid...” (fill in the blank with a hobby they've mentioned)

“Your home contains so many memories.”

“What would you like to do for your kids or grandkids?”

“There’s a lot of info. Let’s go through the key points...”

Questions/Discussion