

Beyond stereotypes: Senior ad models in advertising

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Abstract

This study examines the influence of using older vs. younger models in advertising, addressing the underrepresentation of older adults, despite their growing demographic and economic importance. The study considers model perceptions, product and ad evaluations, and the ages of the models and audience (younger vs. older), as well as the product type (targeted at younger vs. older consumers). The results demonstrate that older models significantly impact advertising perceptions and evaluations, depending on the audience's age and the model–product congruence. This highlights the need to re-evaluate strategies by incorporating realistic portrayals of older adults, tailored to the audience and product characteristics. This approach is not just a response to social responsibility and intergenerational inclusivity, but also an effective commercial strategy.

Track: Advertising & Marketing Communications