



advice and support for older age
**Independent
Age**

Independent Age

Verbal identity

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Scope

- **Tone of voice**
- **Words and phrases**
- **Product names**
- **Boilerplates**

Methodology

- 1) Consultation with internal stakeholders including a half-day session, follow-up face to face sessions one-to-one and in small groups, email exchanges and review of briefs and documents at various stages
- 2) Review of research conducted by third parties
- 3) Public survey in December 2015
 - 2000 respondents aged 55 and over
 - 17% were 75 or older
 - Demographic profiling otherwise in line with UK breakdown
- 4) Draft guidelines & review by internal stakeholders

Insights from research



Words used by the public to describe Age UK



Words used to describe Silver Line



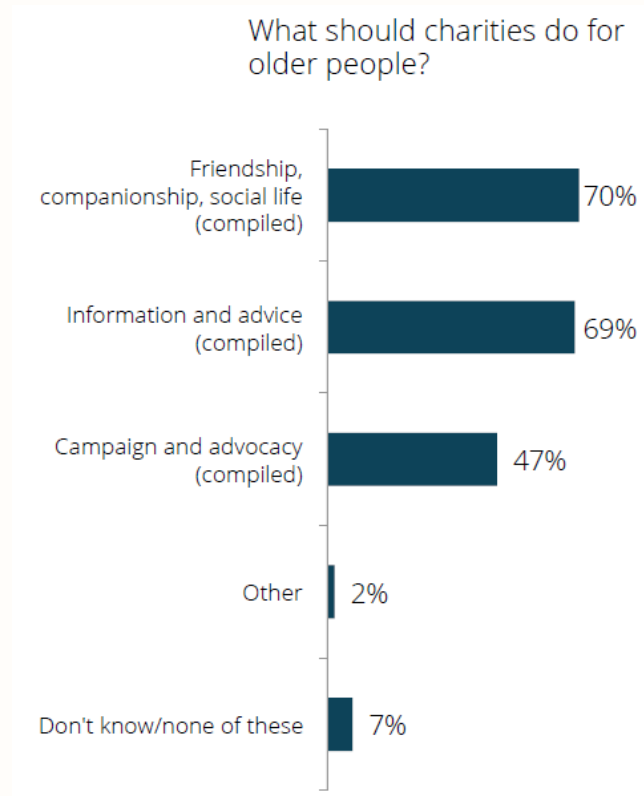
Words used to describe Royal Voluntary Service



Words used to describe Independent Age

Low brand awareness or understanding

Insights from research



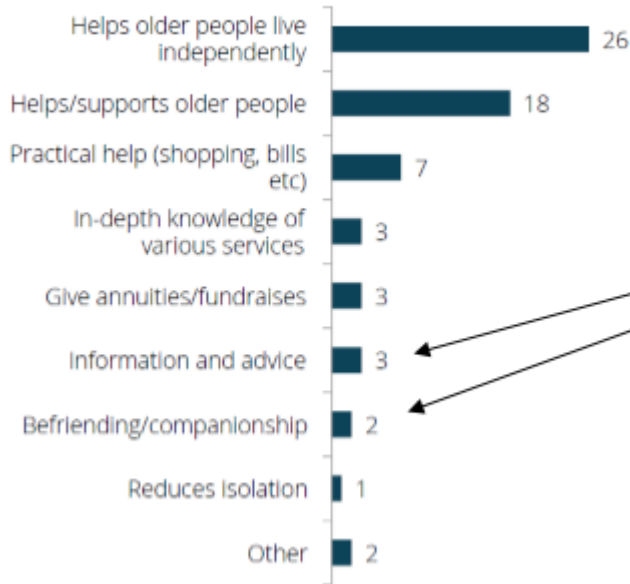
Public see

- social contact
 - advice
 - campaigning
- as important, but don't associate them with Independent Age

Insights from research

Independence is a good differentiator

Verbatim descriptions of what Independent Age does:

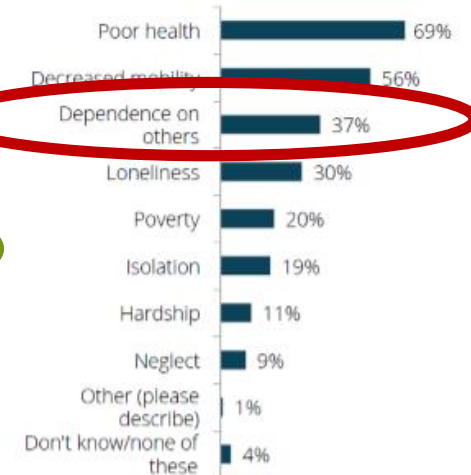


Strong association with the idea of independence, but low awareness of our advice or befriending roles

What is the most important for a happy later life?



The worst things



Sensitivity about key IA themes

People are sensitive about

- Age
- Needing help
- Loneliness
- Feeling patronised

Tactical drivers

Independence is a good differentiator

Independent

and our name gives us an advantage

The public doesn't know what we do
our priority is to describe and explain



Descriptive terms work best

and sometimes short phrases work better than single words

Members of the public have strong views about words
especially those they find patronising or disrespectful



Tone

Warm and friendly

Plain English

Never patronising

Skew positive (*but negative when necessary)

Words and phrases

Old people

Senior citizens

Elderly people

Older people

Words and phrases

Old age

Later life

Later years

Older age

Words and phrases

Beneficiaries

Service users

Users

Members (grant recipients only)

Clients

Callers

Website users

People we support

..we visit

..we call

..who call our Helpline

Words and phrases

Buddy

Befriender

Friend

Volunteer

Service names

Products / services	Key roles
Independent Age Helpline (Can talk about 'Advice Line' in some circumstances when describing that aspect of the service)	Independent Age Advisors
Independent Age Friendship services <ul style="list-style-type: none"> • Independent Age Regular contact <ul style="list-style-type: none"> – Independent Age Regular phonecalls – Independent Age Regular visits • Independent Age Telephone groups 	Independent Age Volunteers Independent Age Volunteer visitors Independent Age Volunteer callers Independent Age Organising volunteers
Independent Age Advice guides (were Wise Guides) Independent Age Factsheets (the larger guides) Independent Age Information leaflets (shorter guides)	
Independent Age Reports	

Long version of boilerplate

Differentiator

Alternative to 'befriending', which polls badly

Whatever happens as we get older, we all want to remain independent and live life on our own terms. That's why, as well as offering **regular friendly contact** and a strong campaigning voice, Independent Age can provide you and **your family** with clear, free and **impartial** advice on the issues that matter: **care and support**, money and benefits, health and mobility. A **charity** founded over **150 years** ago, we're independent so you can be.

Creates trust in lieu of name recognition

'Charity' helps establish independence

'Social care' not understood; this is best descriptor

'Carers' omitted: not understood or liked