

GLOBAL STUDIO

PERSPECTIVE'S BRIEF

TEAM 10



OUR TARGET USERS

TARGET USERS UNCLUDE
RUSSIAN POPULATION OF 50-60
YEARS OLD.

IT'S PEOPLE WHO GENERALLY
ALREADY HAD RAISED THEIR
CHILDREN AND HAS A LOT OF
TIME BESIDES WORK.

THIS AGE IS PERFECT FOR
PAYING ATTENTION TO
YOURSELF, YOUR LEISURE, FOR
VARIETY OF ACTIVITIES.





13%
OF RUSSIAN POPULATION

45%
MALE

55%
FEMALE

ACCORDING TO OUR INTERVIEW

MAJORITY OF
RESPONDENTS
PREFER PASSIVE
REST.

PEOPLE OF THIS
AGE HAVE VERY
FEW FRIENDS,
BECAUSE SOME
WORKED HARD
ALL LIFE, SOME
CARED ABOUT
CHILDREN.

MOST OF THEM
AVOID NOISY PLACES
LIKE TRAIN STATION
OR MARKET AND
PREFER QUIET PARKS
OR SQUERES.

WHEN GET MARRIED?

THERE ARE A LOT OF STEREOTYPES IN RUSSIA. FOR EXAMPLE, IF YOU ARE NOT MARRIED BEFORE 30, THIS IS CONSIDERING ABNORMAL. TODAY IT'S NOT SO CATEGORICAL, BUT OUR PARENTS WERE RAISED WHEN THIS OPINION WAS STRONG.



SO A LOT OF PEOPLE IN THE AGE OF 50
ALREADY HAVE GRANDCHILDREN, AND
THIS IS NOT BAD, BUT DUE TO THIS FACT
THE 50-60 YEARS OLD PEOPLE START TO
CONSIDER THEMSELVES OLD.

WE ASKED 4 PEOPLE “WHAT
TYPE OF THE REST DO YOU
PREFER, ACTIVE OR
PASSIVE?” 3 PEOPLE
ANSWERED PASSIVE AND
ONLY ONE PERSON SAID
PASSIVE-ACTIVE. WE ASKED
THEM WHY AND ALL OF
THEM SAID “I’M NOT AT
THAT AGE ANYMORE”.



SO WE HAVE A BIG PROBLEM IN THE WAY OF
THINKING. BEING ACTIVE IS MOSTLY AN
EXCEPTION FOR THE PEOPLE OF THIS AGES.

THEY AREN'T EVEN INTERESTED IN STARTING
SOMETHING NEW.

AFTER THE WORK, THE REPRESENTATIVES OF OUR
TARGET AUDIENCE USUALLY COME HOME, WATCH
TV, READ NEWSPAPERS, BOOKS, PREPARE TASTY
DINNER AND DO THEIR HOBBIES. ON THE
WEEKEND THEY CAN TRAVEL OR GO TO THE
COUNTRYSIDE.

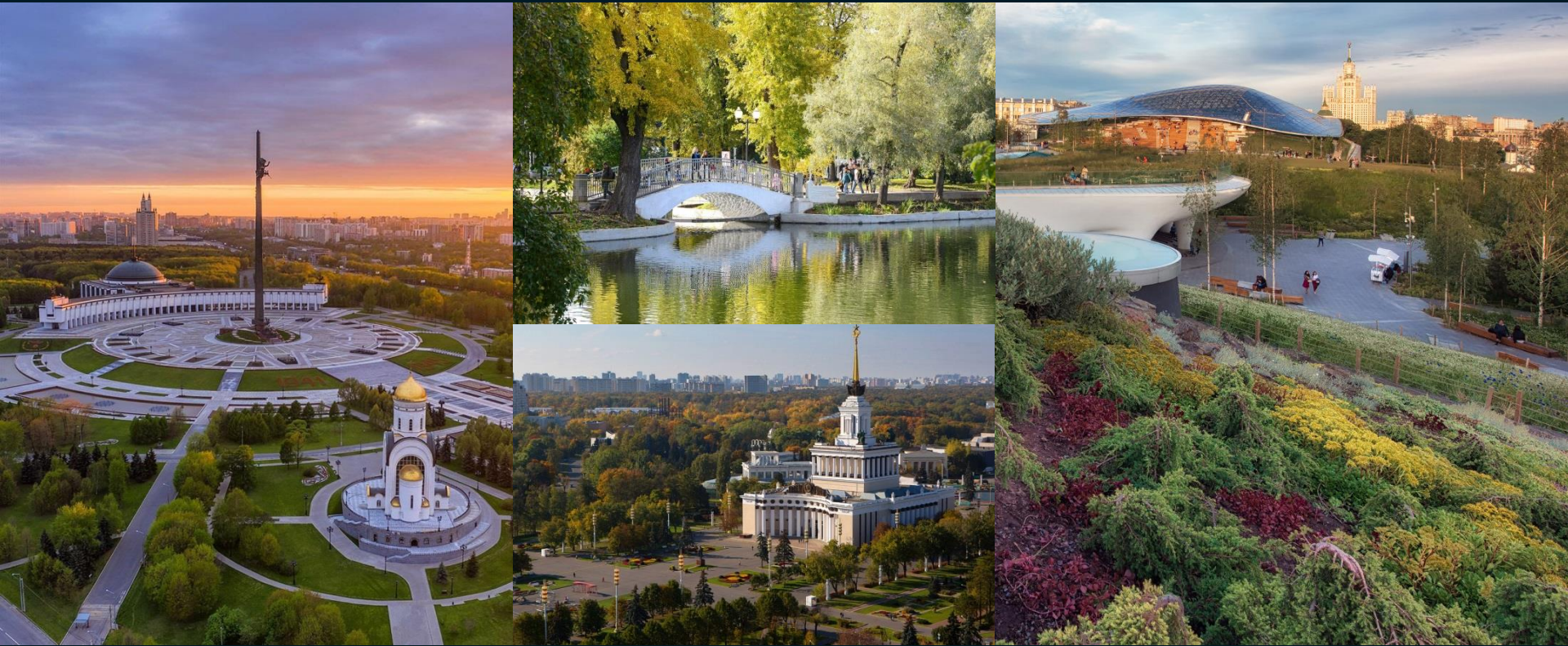
WE NEED TO DO SOMETHING TO
HELP OUR OLDER GENERATION
BREAK THIS STEROTYPE.

WE WANT TO SHOW THEM WHAT A
WONDERFUL AGE THEY ARE NOW,
AND THAT THEIR LIVES ARE NOT
FINISHED AT 50.

TARGET AUDIENCE'S HOBBIES



FAVORITE PLACES



AS OUR INTERVIEW SHOWED, OUR OLDER GENERATION LOVES VISITING PARKS MOST OF ALL.

PEOPLE'S MIND

BEFORE
YOUR
PROJECT



AFTER
YOUR
PROJECT

THERE ARE SOME PROJECTS IN RUSSIA
WHICH ARE ENGAGED IN THIS PROBLEM.
FOR EXAMPLE MODEL AGENCY
“OLDUSHKA” IN ST. PETERSBURG.

“OLDUSHKA” WORKS ONLY WITH 60+
PEOPLE, AND THEIR WORKS ARE ALWAYS
VERY BEAUTIFUL AND INSPIRING.

THROUGH THE AGES



50 INVOICE

www.invoisemag.ru

OLGA/Moscow. Invoice Magazine 2016.



VIETNAM Harper's BAZAAR

VALENTINA / Saint Petersburg. Harper's Bazaar Vietnam June 2020.

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BY AMER MOHAMAD



SERGEY/Saint Petersburg.
Trend Prive Magazine June 2019.

VICTOR/Moscow. Galerie des Serges.

“

UNDOUBTEDLY, MOST MODELS
BECOME MORE CONFIDENT.
SOME WOMEN, WHICH I COME
UP TO, TELL ME AT FIRST: “YOU
ARE PROBABLY LAUGHING,
AREN’T YOU? YOU CAN NOT BE
SERIOUS ABOUT IT”.

THIS IS, UNFORTUNATELY, A
RUSSIAN CULTURAL PATTERN -
SELF-ABASEMENT BECAUSE OF
THE AGE.

“



Igor Gavar, the founder of
“Oldushka”

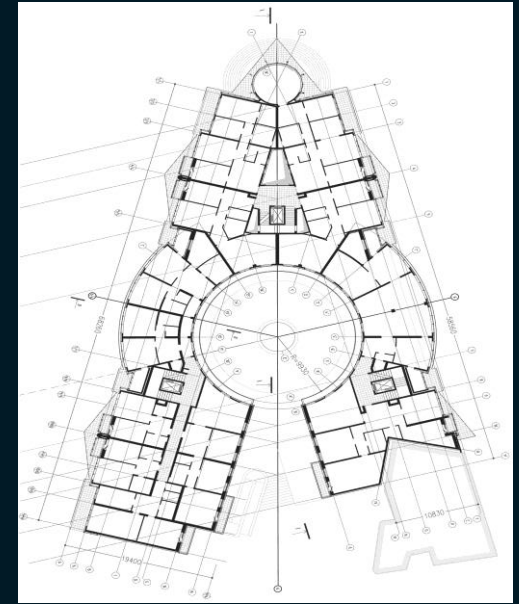
TECHNICAL REQUIREMENTS



LOCATION:
PARKS



MATERIAL:
WOOD



AREA:
ABOUT 15 X 30 M

YOUR PROJECT SHOULD BE LOCATED IN A PARK OR IN AN URBAN FOREST, AS WE'VE SAID, THIS PLACES ARE THE MOST POPULAR AMONG TARGET USERS.

WE'VE CHOSEN WOOD AS THE MAIN MATERIAL OF YOUR PROJECT, BECAUSE IT'S ECO-FRIENDLY MATERIAL AND IT INTEGRATES WELL INTO THE NATURAL ENVIRONMENT.

THE PROJECT SHOULD BE EASILY REALIZABLE, BECAUSE WE ARE DEALING WITH A GLOBAL PROBLEM AND WANT TO HAVE THIS FACILITY IN EACH TOWN.

THANK YOU FOR YOUR ATTENTION :)

WE HOPE THAT OUR BRIEF WILL HELP YOU WITH YOUR PROJECT!