

Life in Motion:

Why the 100-Year Life Breaks Your Consumer Playbook

A new lens for
**understanding
consumers** as
they navigate
longer, more
dynamic lives

We're not misreading age. We're misreading change.

For years, age has been our primary shortcut for understanding consumers.

It's how we've organized segments, prioritized opportunities, and decided who a product or message is "for". **But age-based insights are incomplete.**

Real shifts in behavior happen when life changes.

When roles shift, routines break, identities evolve, or new responsibilities appear.

When we focus too narrowly on age, we miss the moments when people are most open to rethinking habits, trying new solutions, or reassessing what matters.

In other words, **we miss the moments where growth can actually happen.**

Longer lives mean more change, not more sameness.

Longevity has fundamentally altered the shape of adult life.

People are living longer, healthier lives – and filling those years with more transitions than ever before.

Careers stretch and restart. Family roles expand and overlap. Health, identity and lifestyle evolve in non-linear ways.

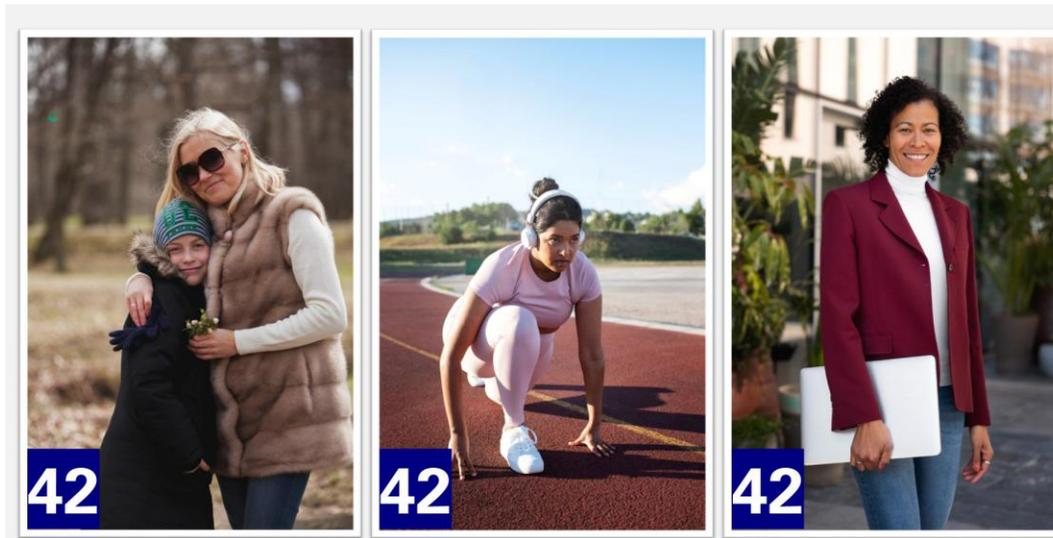
Life after 50 is no longer a single chapter.

It's a series of shifts, resets and reinventions.

This means **consumers aren't settling into stable patterns as early or as permanently as they once did.** Instead, they're navigating repeated moments of disruption and reassessment well into midlife and beyond.

Age has become a stand-in for context, and it's failing brands.

Age has been a useful simplifier. It helped brands scale, compare, and generalize. But over time, it also flattened nuance.



Three people of the same age can be in radically different life situations.

When age is treated as context, strategy becomes less precise. Messaging feels generic. Innovation misses the mark. And opportunities tied to real-life change go unnoticed.

It's not that age doesn't matter at all; it's that **age alone no longer explains behavior.**

Consumers aren't static. They're in motion.

Behavior changes when life changes.

Moments of transition (whether chosen or forced) create disruption.

They interrupt routines, reshape priorities, and prompt people to reconsider what they use, buy, and value.

These moments are often emotionally charged.

They carry uncertainty, opportunity, or both. And they tend to be when people are most receptive to new solutions, new messages, and new ways of doing things.

Understanding consumers as “in motion” shifts the focus from who someone is demographically to what they're navigating right now. **It reframes growth as a question of timing and context**, not just targeting.

Life in Motion™ is a way of seeing consumers differently.

Life in Motion™ guides brands to focus on the strategic moments that matter.

It's a strategic lens designed to help brands identify when and why behavior shifts – by focusing on the transitions people experience.

Life in Motion™ layers onto existing segmentations and research approaches, adding depth, timing, and relevance.

This lens recognizes that:

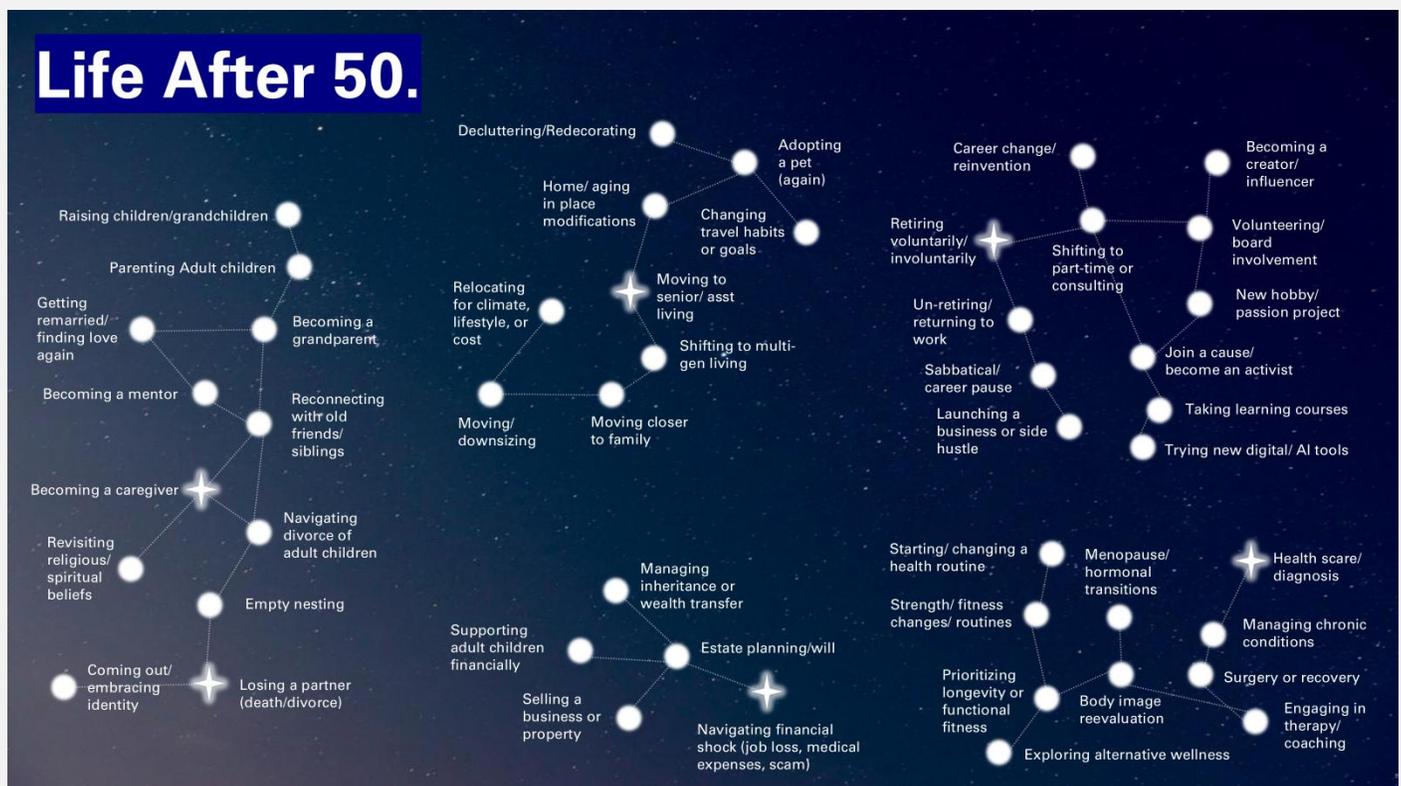
- 1** Consumers move through multiple transitions at once
- 2** Change doesn't follow a predictable schedule
- 3** Emotional context matters as much as functional need

It's a way to move from static snapshots of consumers to a more realistic understanding of lives in motion – and what that means for brand growth.

Life after 50 isn't a stage. It's a landscape.

Life after 50 is often talked about as if it's a single chapter.

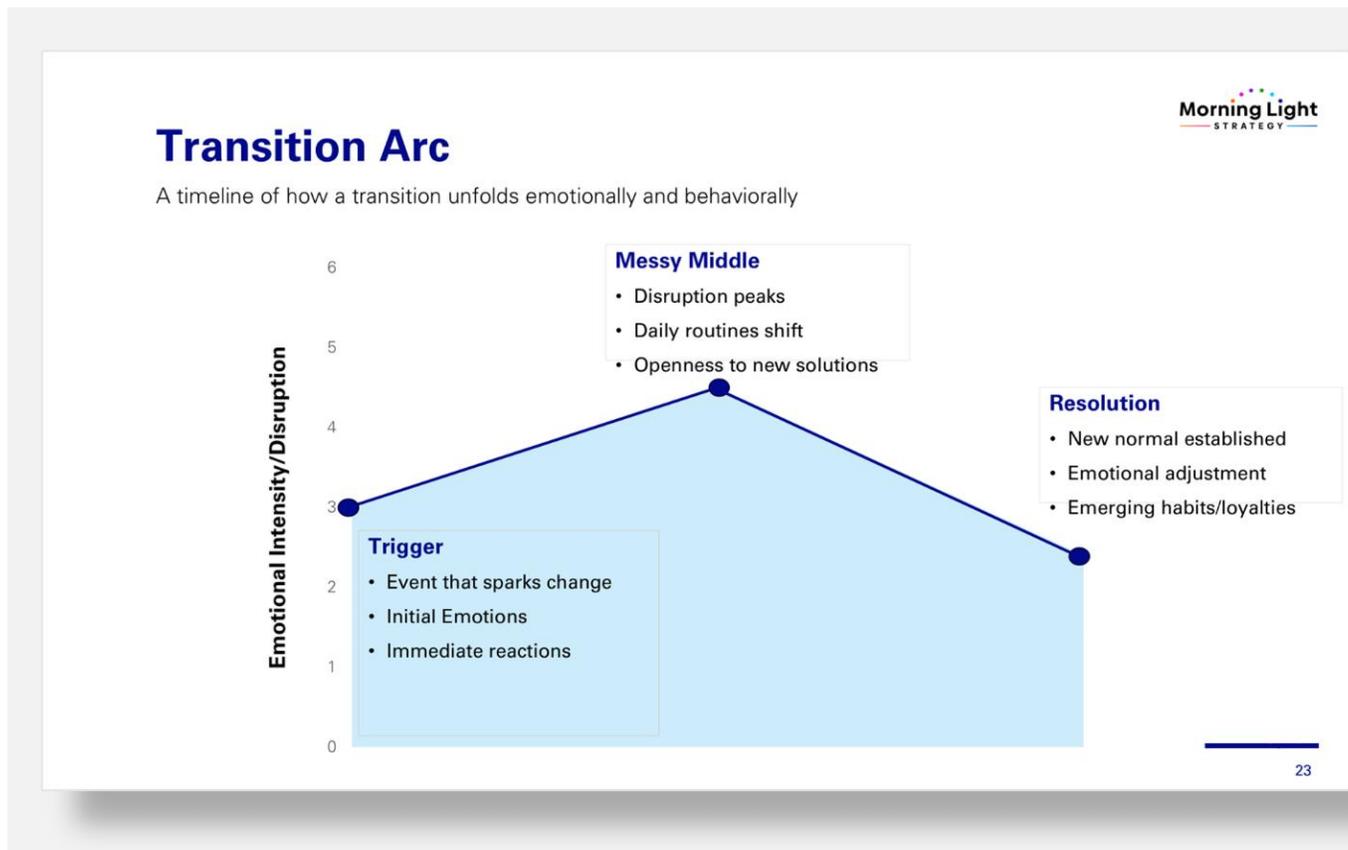
But when we zoom out, it becomes clear that **there is no typical path** – only a constellation of overlapping transitions that shape how people think, decide, and behave.



Moments of transition are catalysts for behavior change

Transitions aren't just descriptive; they're catalytic.

When life changes, people reassess what they need, what they trust, and what they're willing to change.



These moments are often emotionally charged – and that **emotional context shapes how receptive people are** to new messages, products, and services.

What shifts when you plan for motion

When you design strategy around life in motion, several things change.

Segmentation becomes more dynamic

Research shifts from asking who consumers are to understanding what they're navigating.

- Innovation signals surface earlier
- Messaging becomes better timed
- Offerings feel more relevant
- Opportunities come into focus

Planning for motion doesn't replace existing tools. Rather, it sharpens them by adding the missing layer that standard approaches often miss.

Strategy grounded in context, not characteristics.

Life in Motion™ is already shaping decisions

You can see this lens at work across categories and industries.

“

I didn't realize how much my grocery shopping would change until I started caring for my dad everyday.

“

Travel means something totally different to me now that my kids are in college.

“

Since my job went hybrid, I completely changed how I shop for clothes and lunch options.

“

I used to pick my fitness routine around socializing with friends; now it's about keeping my energy up for my toddler.

In each case, **behavior shifts not because someone got older, but because something in their life changed.**

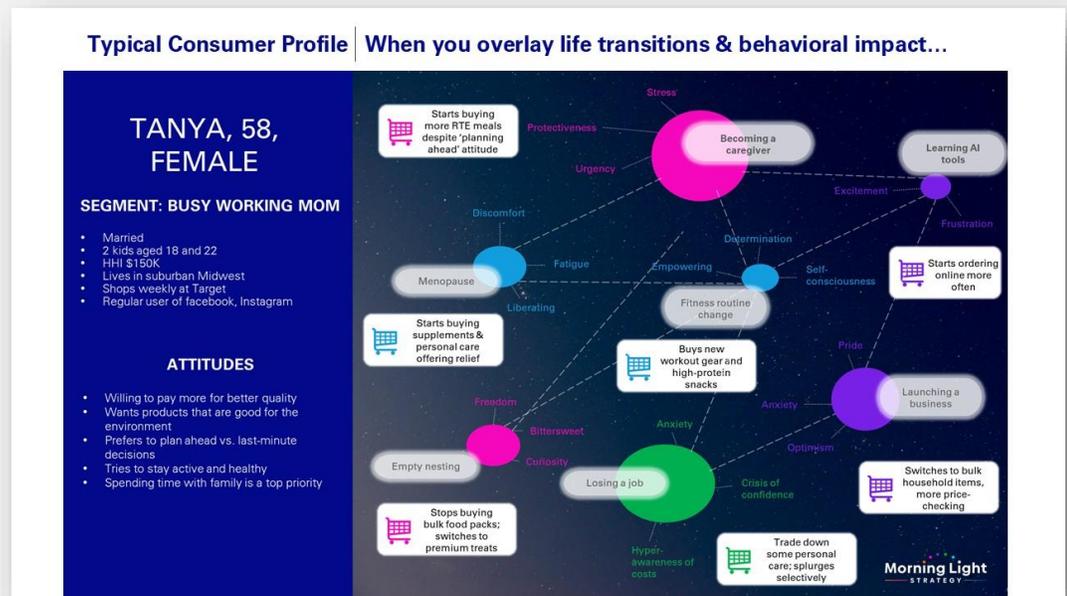
Recognizing these moments allows brands to engage with people as they actually live – not as static profiles.

From static personas to dynamic lives

To stay relevant in a world shaped by longevity, brands need to move beyond static demographics, fixed personas and predictable journeys.

They need to design for lives that evolve, overlap, and change direction.

That means shifting focus from who someone is to what they are navigating



Brands that win in the 100-year life won't be the ones chasing youth. They'll be the ones fluent in change.

The future isn't younger. It's longer – and always moving.

Longevity isn't a niche trend or a demographic footnote. It's a structural shift reshaping how people live, decide, and consume over time.

Growth in this environment comes from understanding motion – the moments when life changes and behavior follows.

Life in Motion™ offers a way to see those moments more clearly, design for them more intentionally, and meet consumers where they actually are.



Helping brands understand
& design for lives in motion