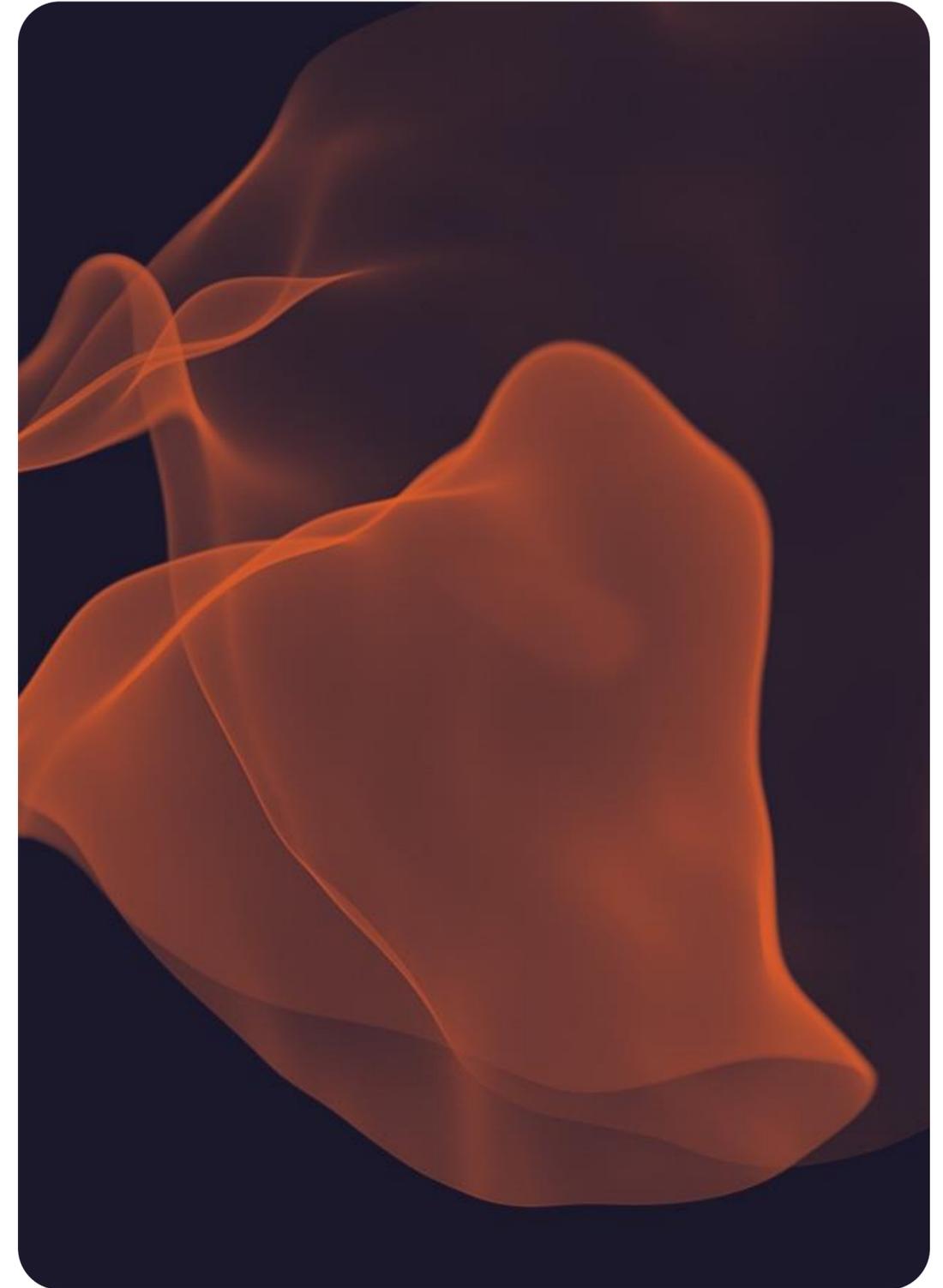

TRINITY
MCQUEEN

SIGN
SALAD

THE INVISIBLE OPPORTUNITY

Reconnecting with
your lost audience





BECKI JARVIS

Research Director
Trinity McQueen



MARIA VICTORIA

O'HANA
Project Director
Sign Salad

TRINITY
MCQUEEN

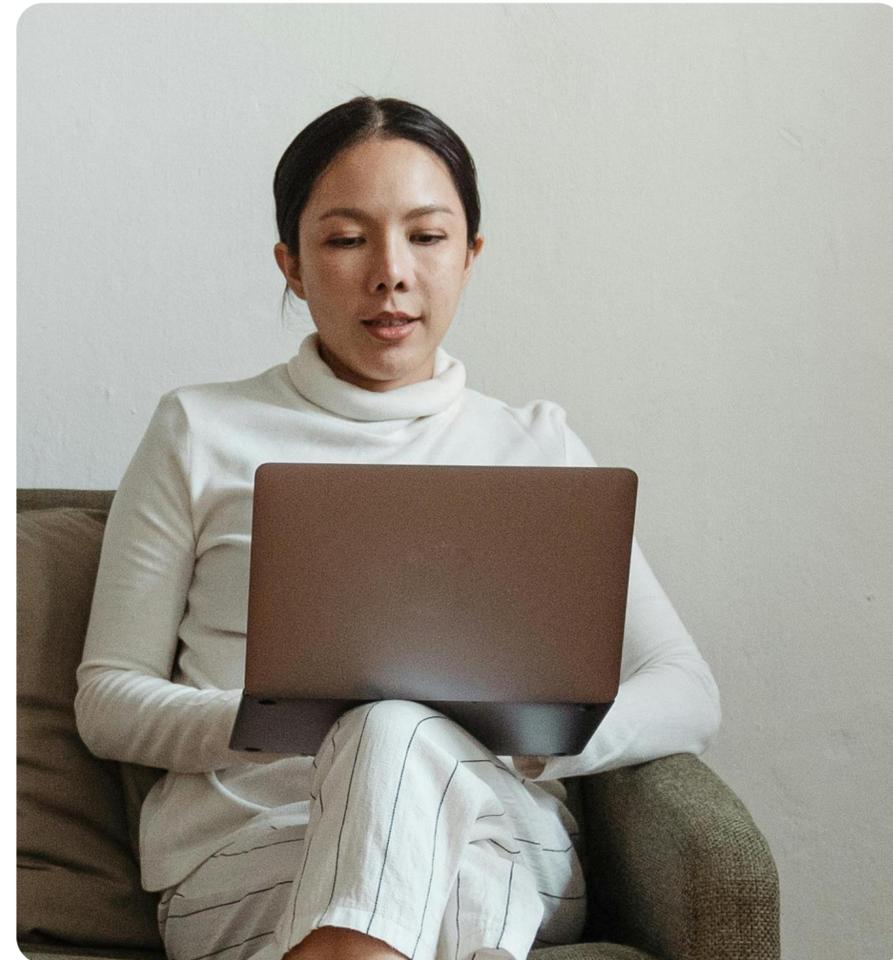




TRINITY
MCQUEEN

SIGN
SALAD

BULLSEYE: YOUR TARGET CONSUMER





TRINITY
MCQUEEN

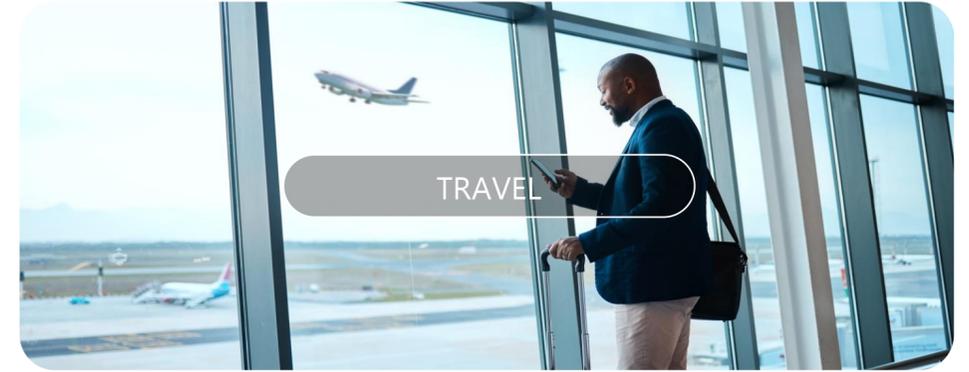
SIGN
SALAD



LAUNDRY DETERGENT



HAIR ELECTRONICS



TRAVEL



FOOTWEAR



COSMETICS



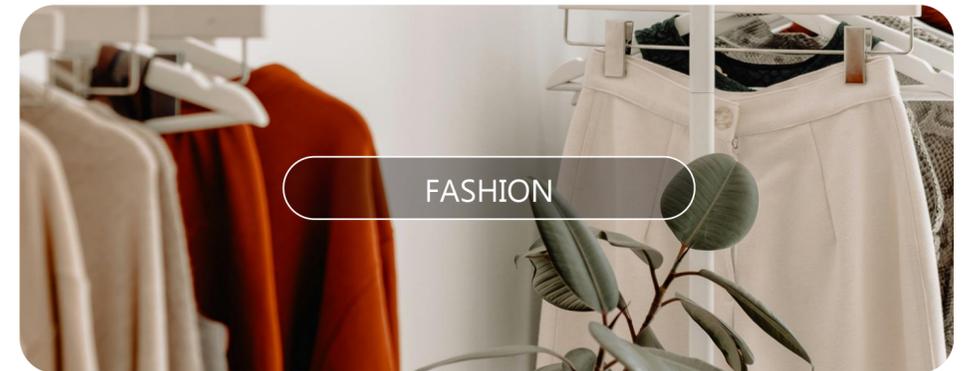
AUTOMOTIVE



FOOD



NON-ALCOHOLIC DRINKS



FASHION

1

WHO TO
GO AFTER

2

WHAT TRIPS US UP
ALONG THE WAY

3

HOW IT IS
DELIVERED

1

GEN X WOMEN IN CULTURE



A close-up, slightly blurred photograph of a woman's face, focusing on her eyes and nose. The image has a dark, muted color palette. Overlaid on the left side of the image is the text "HOW ARE GEN X WOMEN STEREOTYPED IN CULTURE?" in a white, sans-serif font.

HOW ARE GEN X WOMEN
STEREOTYPED IN CULTURE?

DISCOURAGED



Marketing's Expiration Date:

Why are women
over 40 written off?

TRINITY
MCQUEEN



**The Diversity &
Authenticity Deficit:**
Where's the authentic
representations of relatable
women?

TRINITY
MCQUEEN



Filtered Realities:

Is this what 40 & 50 really look like?



Julian De Silva MD

@drjuliandesilva

Obserwuj



As the ever-youthful J Lo turns 50, I reveal how other stars would look if they aged like 'average people' - including wrinkles, grey hair, and MUCH saggier skin.





HOW ARE GEN X WOMEN
REFRAMING CULTURAL NARRATIVES?

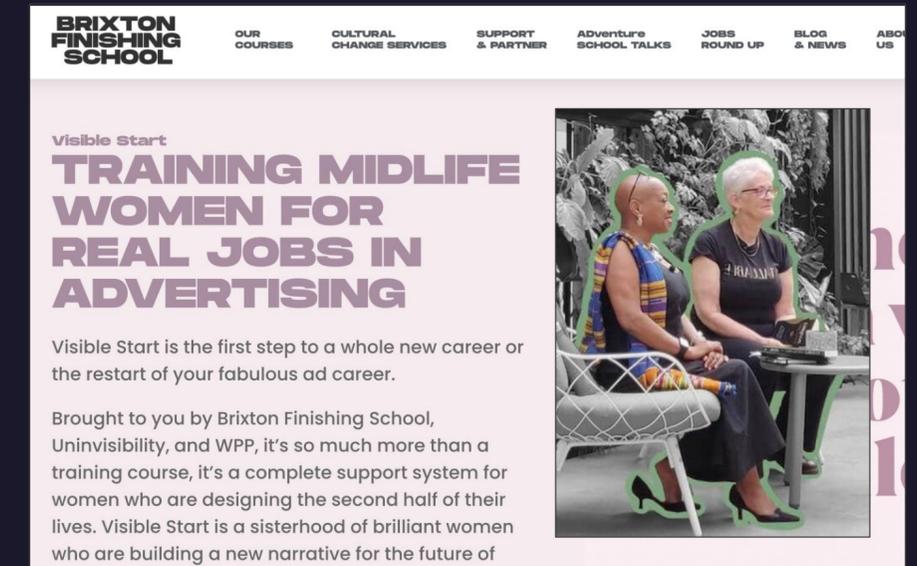
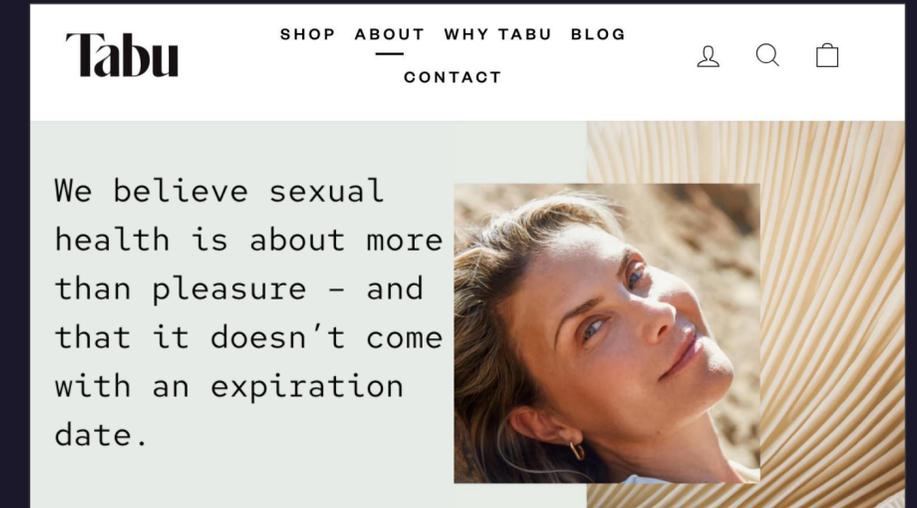
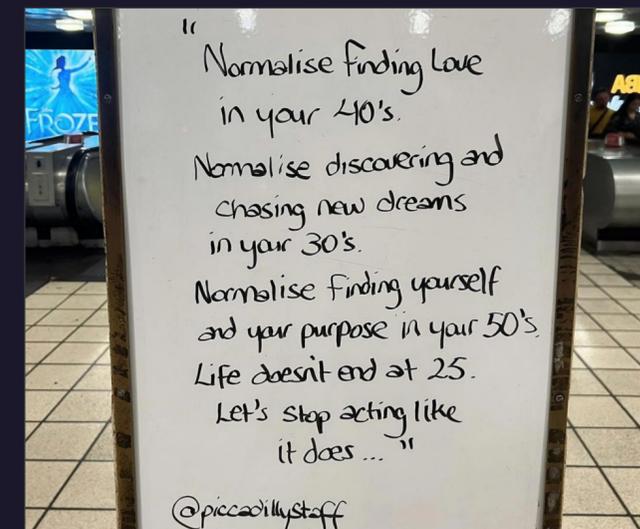
FLOURISHING FUTURES



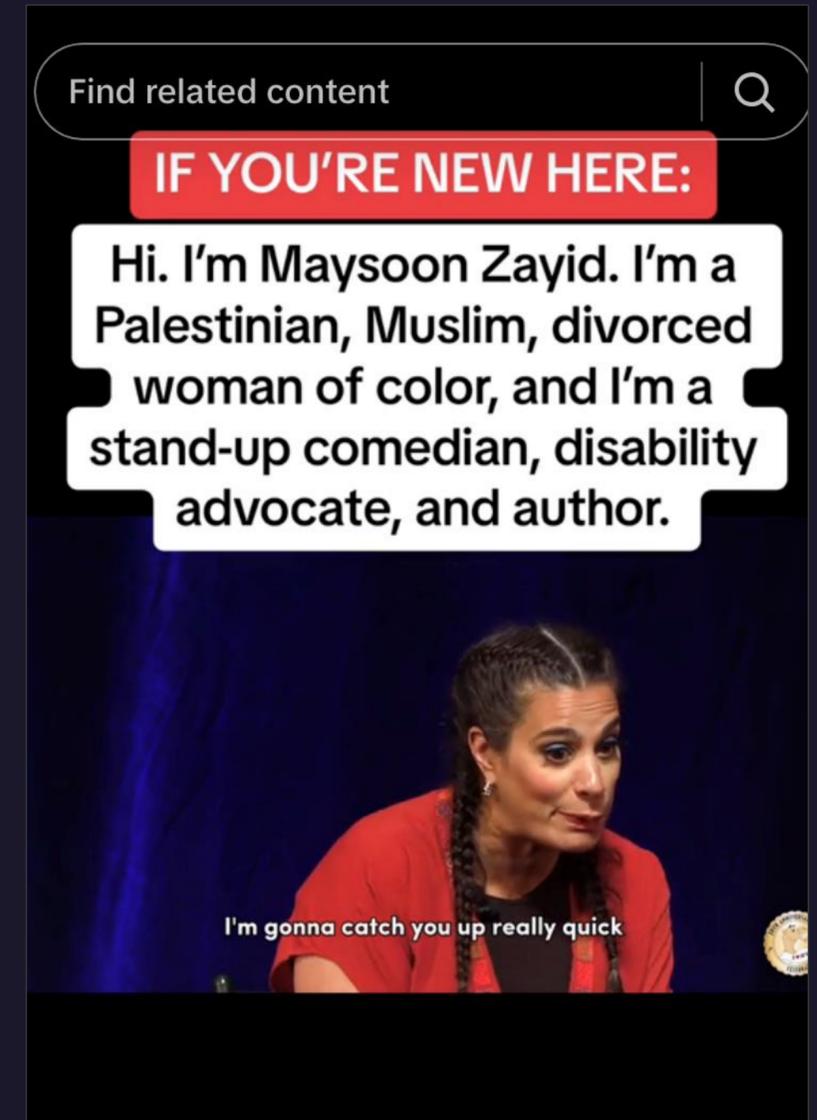
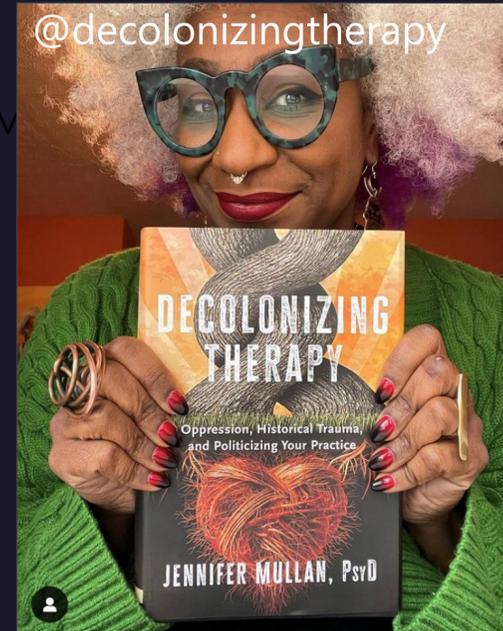
Amazing how different our view of women at that age is now.

When I was in my 20s, I thought 40 was really old. But now I'm there, I feel younger and fitter than I've ever been

Roz Colthart (49) via The Guardian, 2023



DIVERSE INDIVIDUALS



UNFILTERED AUTHENTICITY



Itsyo Absolutely crying!! Love how you keep it so real and make us "normal" women feel we're good enough x

Nadia Sawalha is praised by fans for showing off her 'normal body' in candid Instagram post: 'Love how you keep it so real!'



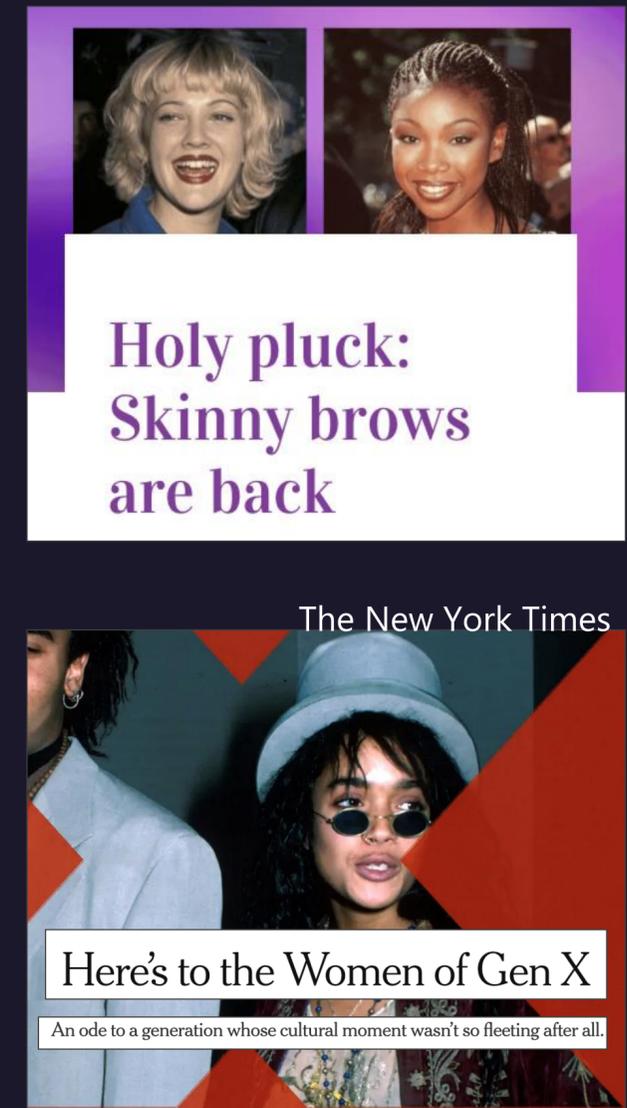
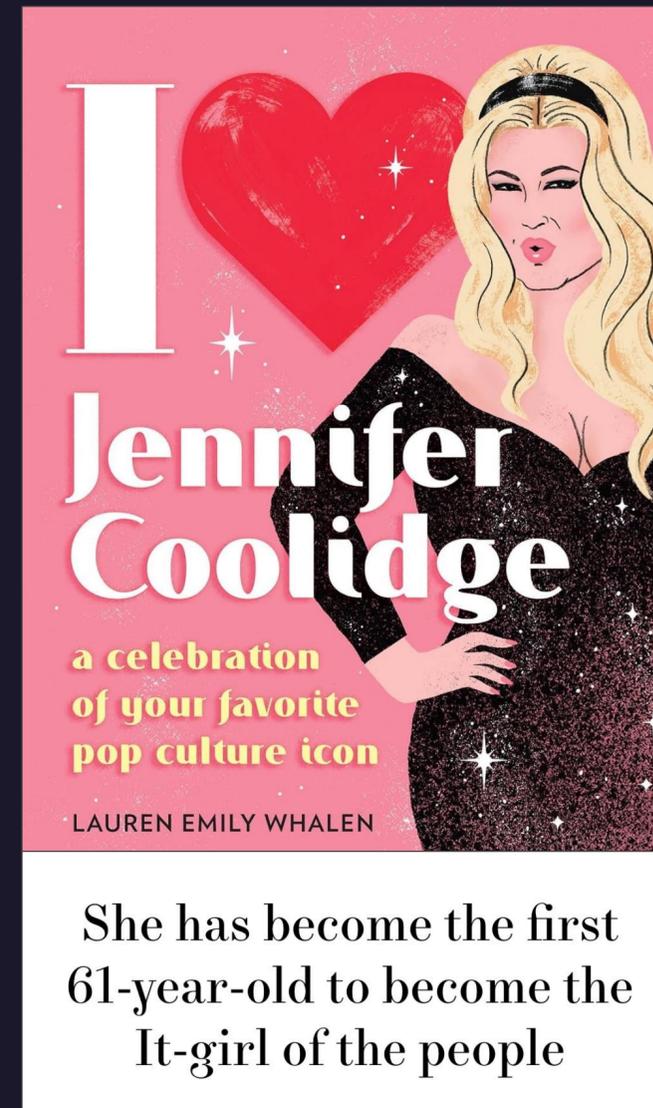
When my vaginal dryness finally improves and libido kicks into overdrive

A screenshot of a Salon article. The header features the Salon logo, a "subscribe" button, and the text "PERSONAL ESSAY". The main title is "'Am I gay?' I'm a middle-aged woman reinventing her life after marriage and kids — and I'm not alone". Below the title is a sub-headline: "Turning in is common for women in their 40s and 50s. Why don't we talk about it more?". The author is listed as "By MELISSA GIBERSON" and the publication date is "PUBLISHED AUGUST 5, 2023 3:59PM (EDT)".

An advertisement for "Jude's Leak-Proof Pants". It features a woman in black underwear. The text includes: "Jude's Leak-Proof Pants", a 4.8/5 star rating, "Absorbs 8 teaspoons", and "In under 3 secs". It also describes the product as "Fast-absorbing, leak-free knickers" and "Not your usual incontinence pants. Jude's knickers are designed to hold 8 teaspoons of urine. Get on with your day feeling secure, dry and odour-free." There are color selection options for "Black" and "Join waitlist". At the bottom, it says "We're talking about it" and "From hot flushes to hobbies, bladder-weakness to the best films on at the cinema. Leave your taboos at the door and come on in."



ICONIC TRENDSETTERS



RECAP

OVERALL, WE IDENTIFIED 9 EMERGENT CODES OF GEN X WOMEN IN CULTURE...

Defying Expectations



CHALLENGING STEREOTYPES



LIVES OF THEIR OWN

Authentic Experiences



DIVERSE INDIVIDUALS



UNFILTERED AUTHENTICITY



DO IT ALL GENERATION

Age Redefined



LIFE STAGE NOT AGE



FLOURISHING FUTURES

Respect & Recognition



CONSCIENTIOUS DOOR-OPENERS



ICONIC TRENDSETTERS

KEY LEARNINGS & OPPORTUNITIES FOR REPRESENTING GEN X WOMEN...

1



Create representation that challenges stereotypes

2



Show diverse, authentic & relatable experiences

3



Reframe & redefine how people perceive ageing

4



Recognise Gen X women's cultural impact & pioneer activism

A collection of makeup products including eyeshadow palettes, blush palettes, and brushes in a retail setting. The products are arranged on a dark surface, with some palettes open to show various shades. The background is blurred, showing shelves of more products in a store.

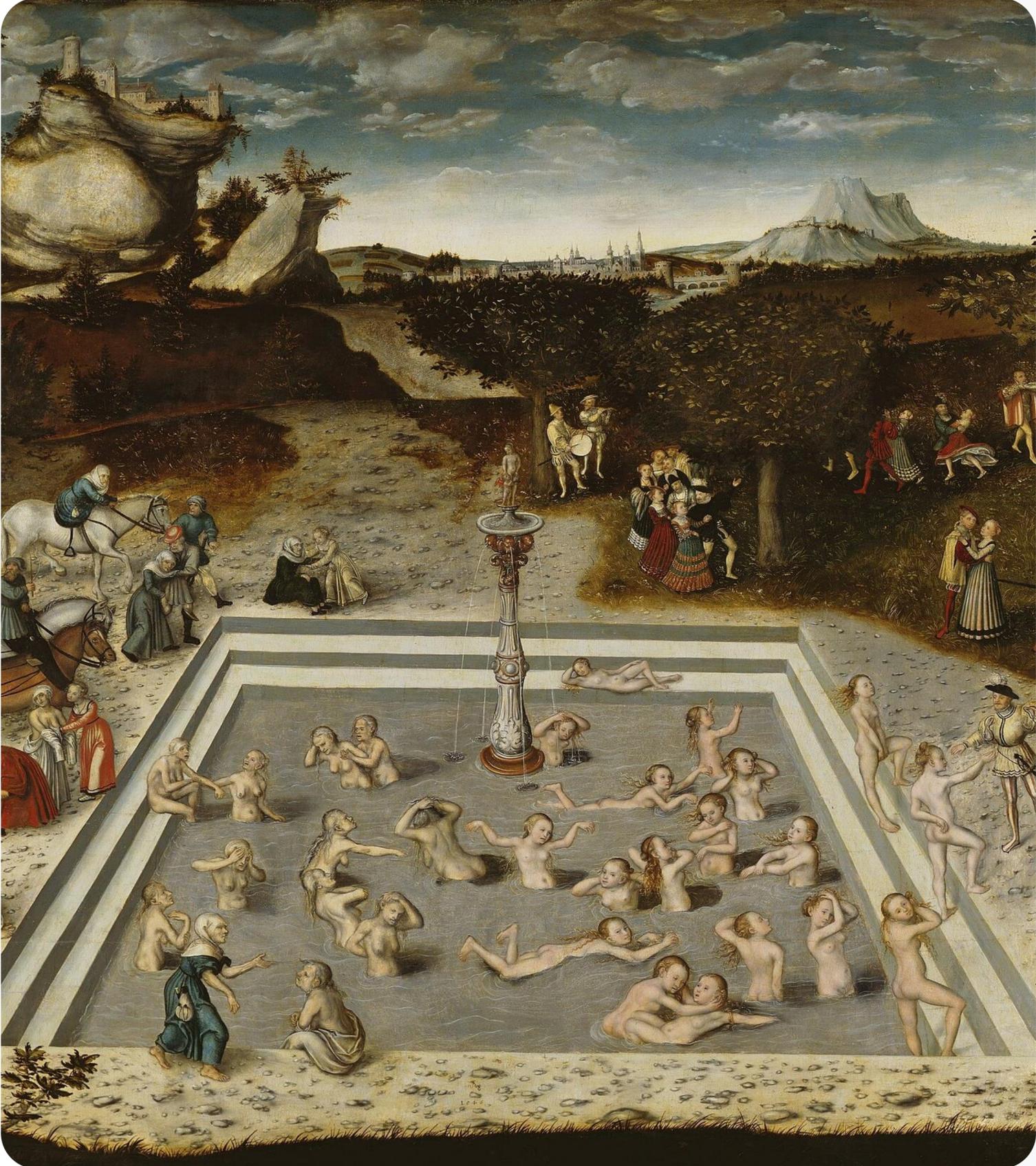
2

GEN X WOMEN AND BEAUTY

A woman with dark hair pulled back is shown in profile, looking into a hand mirror. She has a slight smile and her hand is near her face. The background is a bright, out-of-focus outdoor setting with greenery. The entire image is overlaid with a semi-transparent dark grey filter.

WHAT ISSUES DO GEN X WOMEN
FACE IN THE BEAUTY SPACE?

The Fountain of Fallacy: Unmasking the anti-ageing problem



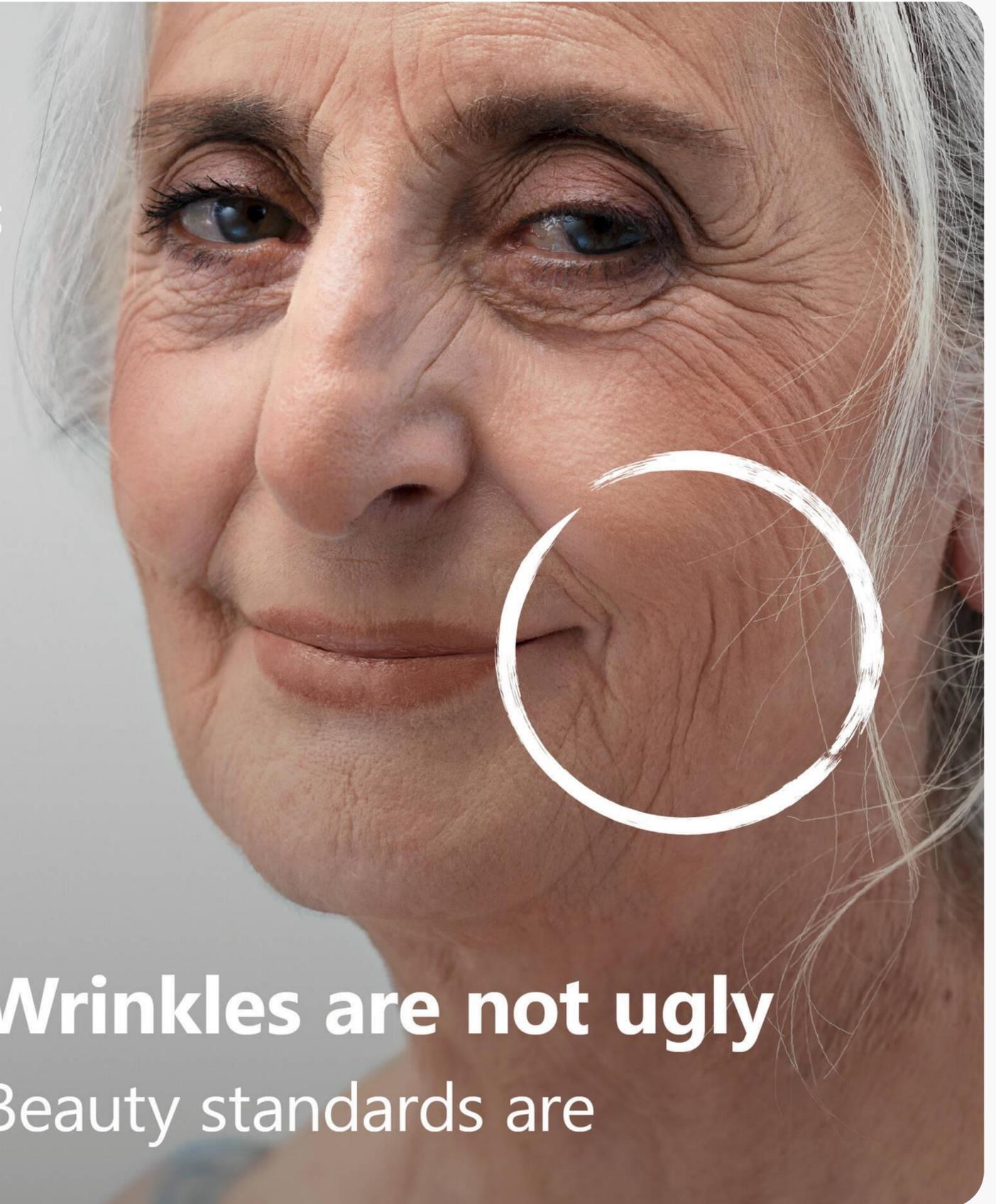
The “Ugly Truth” about wrinkles: Gendered beauty standards

TRINITY
MCQUEEN



Wrinkles are not ugly
Beauty standards are

#UglyStandards



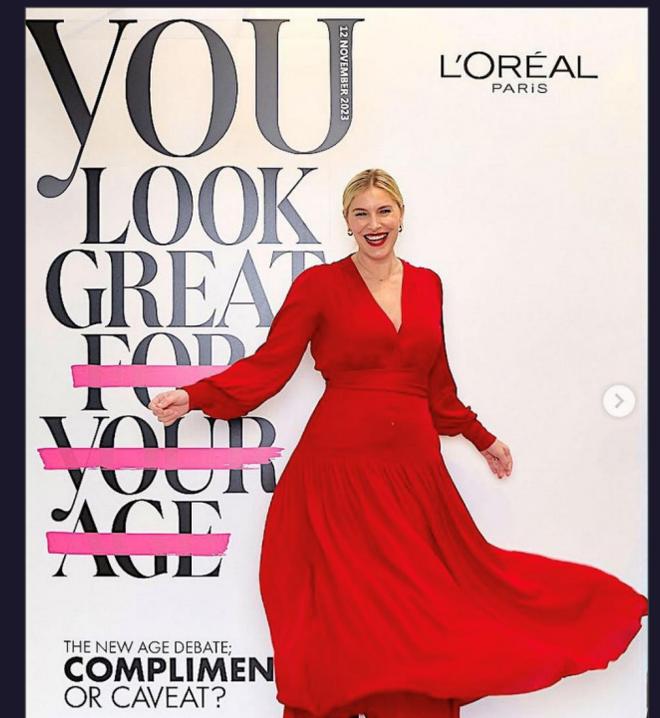
The Age & Ethnicity Gap: Exposing the limits of 'inclusive' beauty marketing



A still life composition featuring a white two-tiered tray with various skincare products, a mirror, vases with plants, and flowers on a white surface. The scene is set against a light background with a window showing a grid pattern. The text is overlaid in the center in a white, sans-serif font.

HOW IS BEAUTY EMERGENTLY
REDEFINED FOR GEN X WOMEN?

AGE-POSITIVE BEAUTY



Preparations for naturally evolving skin

Mature skin tends to experience dryness and dehydration as oil production diminishes, and is best cared for with formulations that impart rich hydration, nourishing emollients and skin-supportive vitamins.

BEAUTY IN DIVERSITY



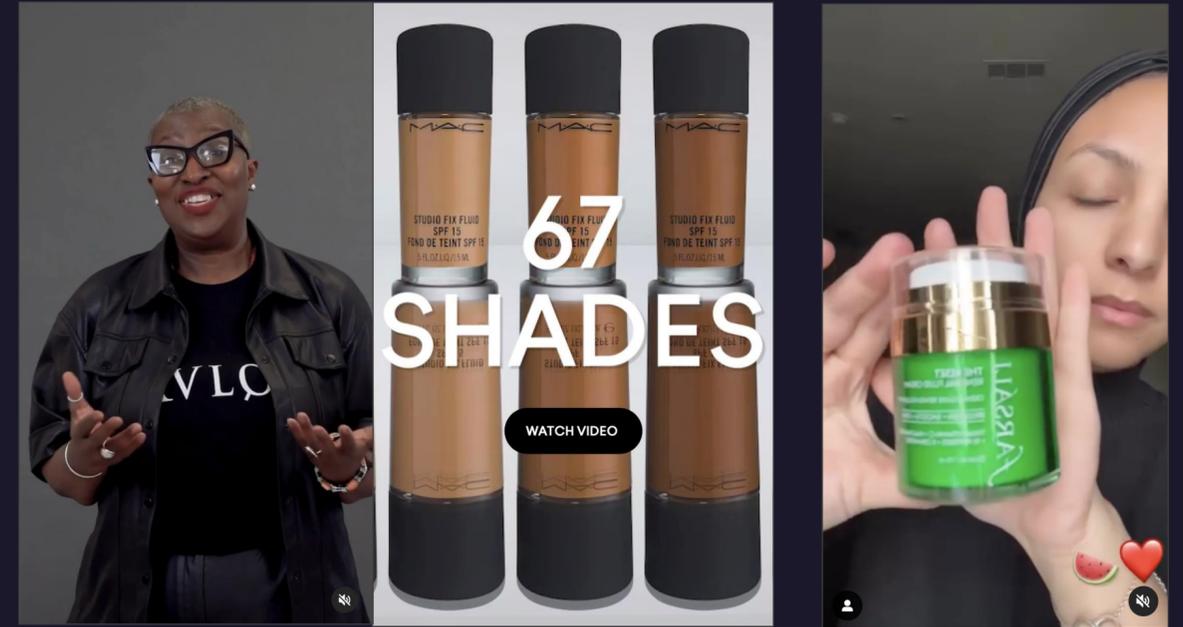
HAIR
**4 Black Women Reflect
On Caring For Their
Grey Hair**
BY AKILI KING
13 August 2022



**WHAT IS
HALAL
MAKEUP?**
More than Pork,
alcohol and
carmine



iliabeauty 🧘 Gym preps her skin for smooth, glowy (never cakey!) makeup with a splash of The Base Face Milk.



**67
SHADES**
WATCH VIDEO



The implication that Black individuals, particularly Black women, remain impenetrable to the ageing process dismisses the challenges posed by misogynoir. It reinforces the idea that we are above incapacity, irrevocably resilient and perpetually able to shoulder additional burdens, both professionally and domestically.

TRINITY
MCQUEEN

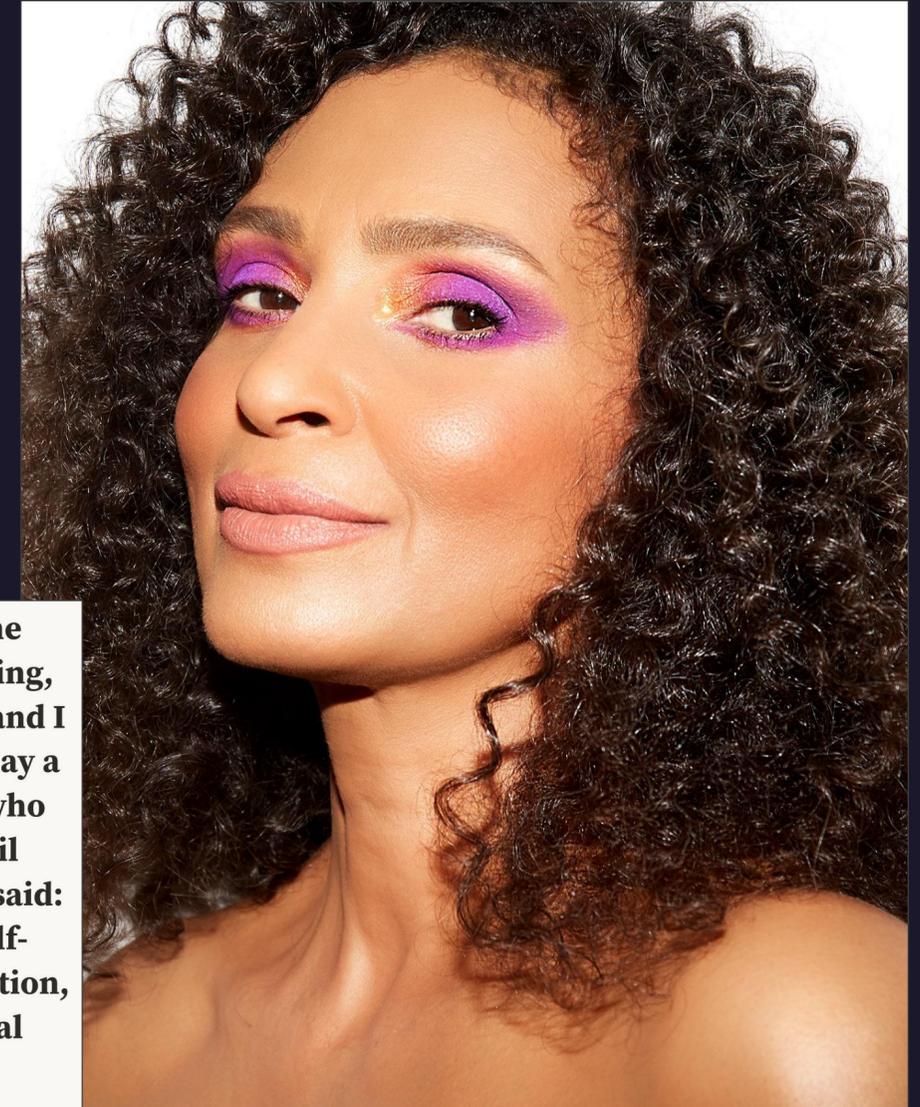
SIGN
SALAD

FUN SELF-EXPRESSION



AS FAR AS YOU CAN SEE IS FUN

IN AN INDUSTRY THAT FOCUSES ON CORRECTION, WE ARE CREATING TOOLS FOR EXPRESSION.



Luxe, down-there femme care for the ever-evolving woman

[Shop Collection](#)

[Learn more](#)



"I go cycling in Venice to the farmer's market in the morning, wearing glitter [on my eyes], and I feel fucking fantastic! And I say a huge fuck'em all to anyone who thinks I should take the veil because I'm 50. Audre Lorde said: "Caring for myself is not self-indulgence. It is self-preservation, and that is an act of political warfare. Yes to that."

TRINITY
MCQUEEN

SIGN
SALAD

RECAP

OVERALL, WE IDENTIFIED 11 EMERGENT CODES OF GEN X BEAUTY...



ANTI-AGEISM



BEAUTY IN DIVERSITY



PERSONALISED ADVICE



SUSTAINABLE & ETHICAL



AGEING, EXPLAINED



NATURAL ENHANCEMENT



AGE-AGNOSTIC



FUN SELF-EXPRESSION



PEER-TO-PEER REVIEW



UNCOMPLICATED EASE



AGE-POSITIVE BEAUTY

TAKE-OUTS

There are 4 direct alignments between Gen X Beauty & Gen X Cultural codes. These codes will strongly resonate with Gen X women.



CHALLENGING STEREOTYPES



ANTI-AGEISM



UNFILTERED AUTHENTICITY



LIFE STAGE NOT AGE



PERSONALISED ADVICE



AGE-AGNOSTIC



LIVES OF THEIR OWN



DO IT ALL GENERATION



UNCOMPLICATED EASE



CONSCIENTIOUS DOOR-OPENERS



SUSTAINABLE & ETHICAL



DIVERSE INDIVIDUALS



BEAUTY IN DIVERSITY



FLOURISHING FUTURES



AGE-POSITIVE BEAUTY



ICONIC TRENDSETTERS



FUN SELF-EXPRESSION

● GEN X BEAUTY CODES
● GEN X CULTURE CODES

TAKE-OUTS

3 Gen X Beauty codes **have the potential to be linked** to relevant Gen X Cultural codes. This will **amplify their relevance** amongst Gen X women.



CHALLENGING STEREOTYPES



ANTI-AGEISM



UNFILTERED AUTHENTICITY



LIFE STAGE NOT AGE



PERSONALISED ADVICE



AGE-AGNOSTIC



LIVES OF THEIR OWN



DO IT ALL GENERATION



UNCOMPLICATED EASE



CONSCIENTIOUS DOOR-OPENERS



SUSTAINABLE & ETHICAL



DIVERSE INDIVIDUALS



BEAUTY IN DIVERSITY



FLOURISHING FUTURES



AGE-POSITIVE BEAUTY



ICONIC TRENDSETTERS



FUN SELF-EXPRESSION

● GEN X BEAUTY CODES
● GEN X CULTURE CODES

TAKE-OUTS

2 Gen X Cultural codes represent **whitespaces** that can be brought to life in the beauty category to create a **distinctive & relevant positioning**



CHALLENGING STEREOTYPES



ANTI-AGEISM



UNFILTERED AUTHENTICITY



LIFE STAGE NOT AGE



PERSONALISED ADVICE



AGE-AGNOSTIC



LIVES OF THEIR OWN



DO IT ALL GENERATION



UNCOMPLICATED EASE



CONSCIENTIOUS DOOR-OPENERS



SUSTAINABLE & ETHICAL



DIVERSE INDIVIDUALS



BEAUTY IN DIVERSITY



FLOURISHING FUTURES



AGE-POSITIVE BEAUTY



ICONIC TRENDSETTERS

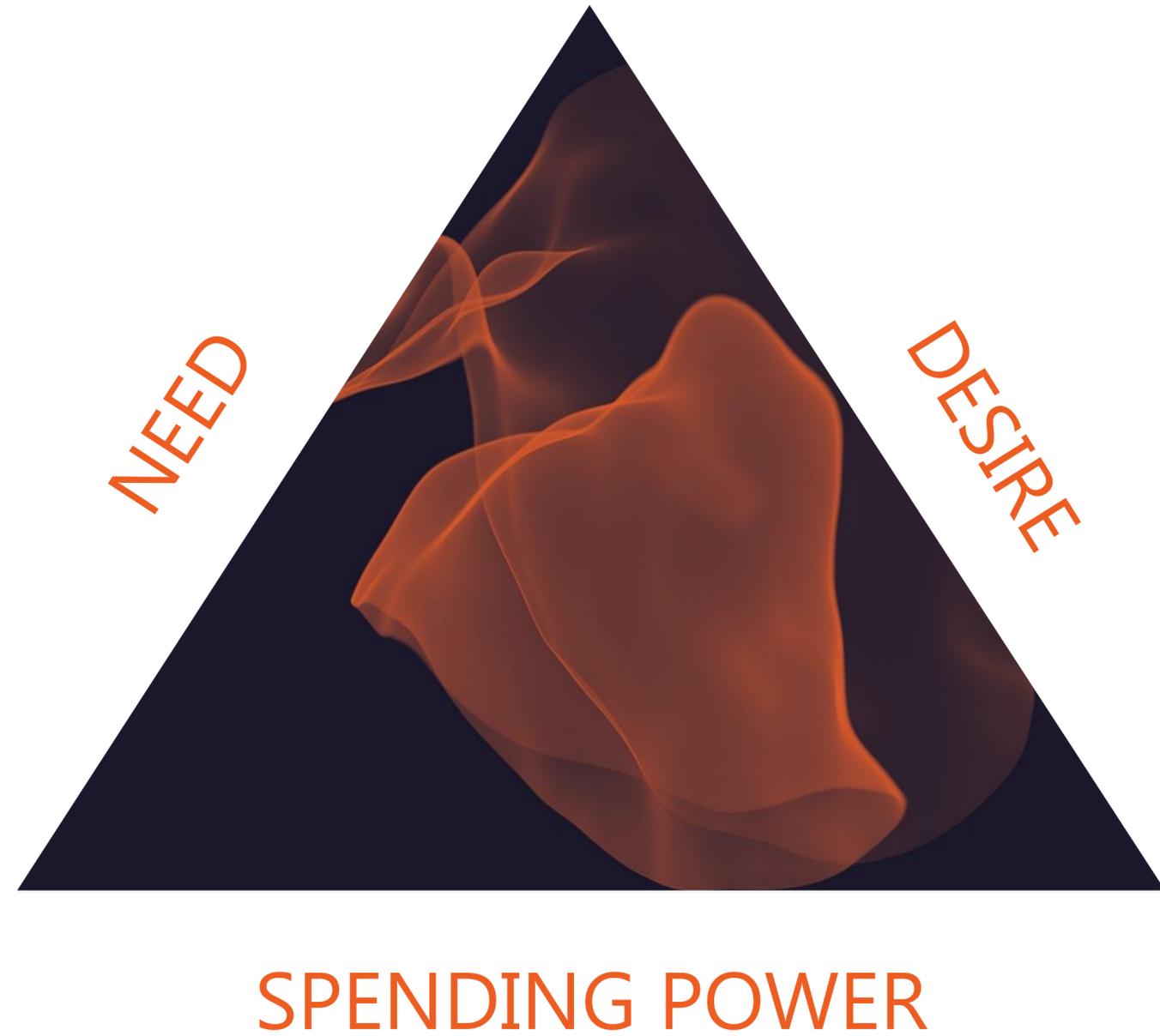


FUN SELF-EXPRESSION

● GEN X BEAUTY CODES
● GEN X CULTURE CODES

THE SOLUTION

THE TRIANGLE OF OPPORTUNITY



TRINITY
MCQUEEN



1

CHALLENGE
YOURSELF &
YOUR BRAND

2

BUILD YOUR
KNOWLEDGE

3

ADJUST & ADAPT
ACCORDINGLY



TRINITY
M_QQUEEN

SIGN
SALAD