

CIOL Qualifications Level 6 Certificate in Translation

Qualification Number: 610/0823/0

Unit: Unit 02

Source Language: ENGLISH

Time allowed: 3 hours

Exam session: March 2023

Exam date: Thursday 30 March 2023

Unit 02: Business and Commercial Translation Skills (J/650/2412)

Instructions to candidate:

Time allowed – 3 hours

CONTEXT: The following text looks at the marketing potential offered by the over-55s age group. Translate into your target language for readers interested in the topic.

TEXT FOR TRANSLATION STARTS HERE:

Nowadays, marketing strategies continue to focus on engaging youth. However, there is another age group which is also proving to be particularly interesting for advertisers: that of the over-55s or the so-called ‘Silver Surfers’. This target group holds around 80% of the wealth in the UK and 70% in the US. They are enjoying life more than ever and are therefore willing to spend this spare cash. Their children have usually left home and they have more time to travel and pursue their hobbies. This group also tends to have more disposable income, as their mortgages have normally been paid off and school or university fees are no longer an issue.

Adventurous travel, fitness, dating and leisure are key interests points for this age group. According to Euromonitor, population increase in the over-55s will be more rapid than in any other age segment. This age group is also using both digital and traditional media. In 2018, 67% of the over-55s used the Internet, 42% owned a smartphone and 34% used social media. However, they are only depicted in around 6% of advertising. Studies have shown that the majority of ‘Baby Boomers’ believe that brands are not interested in people like them; that they do not find advertising content meaningful; and that the way in which the over-55s are represented in advertising is old-fashioned and removed from reality.

This discrepancy is undoubtedly a great opportunity for marketing companies, one which, however, requires a better understanding of their target audience and what they really want, i.e. a stronger focus on areas that interest them, such as staying healthy, love, relationships and memorable experiences. In that respect, this demographic is not much different to younger generations. However, the over-55s tend to be less fickle customers and versed in both traditional and digital media, offering advertisers the opportunity to reach them via a mix of the two.

TEXT FOR TRANSLATION ENDS HERE