metlifecare

PART 6:

Show *us* what you wouldn't do

FED ERA TION




Feel free
OCEANIA
Retirement. Living




PERFECT
YOUR SWING
ON THE
GREEN










Summerset PRESENTS
DEAR
DIARY



WHAT WE WOULD NOT MAKE

Three pieces of work this brief could produce, and *shouldn't.*

The couple on the deck Silver-haired, laughing, a glass of wine at sunset. Vitality as proof of worth.	It is not a lie. It is a defence being sold back to people as a desire. It asks someone to justify their place in later life by how young they can still look, which is the exact bargain that makes this decision so hard to face. Every operator has made it for seven years, and it converts nobody.
The daughter who finally persuades her mother The warm intervention. The tearful hug. Mum sees sense at last.	Our own evidence says this is the opposite of true. Households where a child raised it early took roughly twice as long to settle. This ad would dramatise the single most reliable way to entrench deferral, and send every daughter watching back to push harder.
The resident montage Ten happy people saying they have never been happier and wish they had come sooner.	The message people rate most reassuring is the one they are least likely to remember. It would test beautifully and do nothing. It is also the ad that made us ask what we would deliberately not test.

All three would be well made, well received, and would leave 2,200 people exactly where they are.