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SILVERTIPS

Dear Kim,

Are Older Consumers 'Marketing Savvy' or just 'Marketing Weary'?

[Download the presentation here](#)

For the past 50+ years they've been exposed to just about every imaginable selling technique. Fallen in and out of love with brands and seen fads come and go. So the big issue is whether older customers need to be approached differently? Of course they do.

This is evident in data recently released from Synovate (PAX Q1-Q4'09) covering the markets of Bangkok, Hong Kong, Jakarta, Kuala Lumpur, Manila, Singapore, Taipei, Seoul, Sydney, India, Melbourne.

With a lifetime of experience as consumers, older people seem :

- To prefer communications in their mother tongue
- To be Less inclined to simply indulge themselves
- To be cynical about advertising and brands
- Less enthusiastic about shopping
- No longer driven to stand out

In [this short presentation](#) you'll see a comparison of attitudes between 25~49 and 50~65 year old consumers.

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SILVER NEWS

Silver CEO to be interviewed on CNBC

Kim Walker is scheduled to be interviewed by Bernie Lo on CNBC Asia Squawk Box, 08:30 (S'pore time) on Wednesday, April 28th.

Silver audits 'age-neutrality' for global bank

Tracing the entire consumer journey from online to branch visit, Silver measured and analyzed the barriers between a banks premium offering and older consumers.

While the identified barriers were related to the physiology of older customers, it was generally agreed that all customers would benefit from the changes recommended in our final report.

To find out more about how we can remove the barriers between your business and the 50+ market, contact: kim@silvergroup.asia

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