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SILVERTIPS

Dear Kim,

Customers Will Pay More For Simpler (Age-Friendly) Brand Experiences.

Research from Siegal + Gale, a strategic branding firm, reveals that up to 23% of people are willing to pay more for simpler marketing experiences and interactions. The amount they are willing to pay varies by industry, but is significant.

[Download research report here.](#)

'Simplicity' is important for older customers as it aids comprehension and removes unwanted complexity from the buying process. So products, services and customer experiences that are engineered with simplicity in mind, are on the right path to being 'Age-Friendly'. [Read more.](#)

Top stories from our blog:

[Cognitive Ageing: Important New Learning For Marketers](#)

According to the research, the way we make decisions changes on a fundamental, physiological level as we age. The brain begins to approach its tasks differently, and once we un... [more](#)



[McKinsey Study Shows Differences With Older Japanese Shoppers - Download PDF](#)

This new research from McKinsey supports a number of our hypothesis and principles. Some of the key points about older Japanese (65 years and up) shoppers compared with younger counterparts: shop somewhat more often for food (225 times a year vs. 219) ... [more](#)

[AGNES: The Age-Suit Highlights Physiological Ageing](#)

The MIT AgeLab-developed AGNES (Age Gain Now Empathy System) has been around for a while and it's not the only age-suit, the Japanese have been using similar 'aids' for quite a while.... [more](#)

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SILVER NEWS

SILVER to address research conference

Kim Walker, Silver CEO, will deliver a keynote address "Rethinking Aging Consumers" at the Market Research Society of Asia Research Conference in Singapore on April 6-7th. [Click here.](#)

US Radio interview: "Boomer Marketing in Asia Pacific"

Here's a radio interview we recently did with Brent Green in the USA, one of the world's leading authorities on Boomer Marketing, as part of his weekly radio show; Generation Reinvention. [Click here.](#)

50plus Expo in Singapore

Exhibition of products and services, fun and games for the 50plus crowd. April 1~3. [Click here.](#)

Boomer Anthem reaches over 700 hits

Kim Walker's anthem "When You Look At Me" attracts over 700 hits on YouTube.

[New Fashion Brand 'Isme' Targets Mature Women](#)

Apart from the colour, fit and style of the garments, mature women don't feel comfortable being served by teenage sales assistants in darkened retail shops blaring the latest hip-hop singles. However, in the UK last month, one on-line... [more](#)

[TV Spot for South African Tourism Features Retired Couple. But Fails To Follow-Through](#)

Here's a commercial featuring for Carol and Artie's holiday in South Africa 2010. (You seriously need to be American, perhaps New Jerseyan, to relate to this couple!). So assuming 'older' intro... [more](#)

[The Global Impact of an Aging World. Download Nielsen pdf](#)

"How old must one be to be considered old?" The answers vary depending on the median age of the country and the age of the respondent. Nielsen's survey (download pdf here) reflect the strong variation across c... [more](#)

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