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SILVERTIPS

Dear Kim,

50+ Consumers Don't Want Products For Old People

The key is to be age-neutral. Products and services that make them feel, think and look younger.

Whenever you mention 50+ marketing, most people immediately jump to the wrong conclusion. Mature consumers don't want to be defined by their age so they repel products and services that are positioned that way.

There's a classic case of the 'Raku-Raku' phone in Japan. Sensitively created to incorporate the needs of older users, but its clumsy design signalled "old person" for anyone who used it. A dismal failure. Back to the design studio where the same features were incorporated in a slick device, and sales rocketed. Not just among older users, but the young as well!

While attitudes may remain young 'forever', physiological ageing is unavoidable. Recognising these 'effects of ageing' and tailoring the entire customer experience to address these issues in a seamless and unassuming way, is the key to age-neutral marketing, and the starting point to unlocking the huge potential of the 50+ market.

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SILVER NEWS

iMoney carries the Silver story to 80,000 business leaders in Hong Kong

An interview with Kim Walker takes in-depth look at the how brands and companies are missing out on this huge demographic.

Silver checks out age-neutrality for leading hotel chain

While some things may be obvious, many of the insights from our audit of a leading hotel chain came as a surprise to the company.
The remarkable thing was that some major issues were relatively easy and inexpensive to correct.
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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