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## Silver Targets Boomer Bucks

By: Matt Eaton, Hong Kong

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Hong Kong - Kim Walker, former M&C Saatchi CEO & president for Asia, has announced his new venture, a marketing consultancy called Silver to focus on the 50-plus seniors market.

Walker, who will serve as the agency's CEO, said brands across Asia Pacific are missing out on a market that over the next 10 years will be worth in excess of US\$2 trillion.

Walker brings with him strong network of regional executives including former managing director of Carat India P.V. Narayanamoorthy, who will serve as head of insights and Wendy Tso as partner for China.

"In APAC, we have some of the oldest, the largest and the fastest ageing population countries in the world," Walker said.

"One significant example is China, whose 50-plus population alone is already larger than the entire population of USA and will grow by a whopping 36.8% over the coming decade."

"This will grow to represent over 35% of the population in majority of the developed countries here."

The agency has also launched the findings of a major study into senior markets of Australia, Hong Kong, Japan, China, India and Singapore which show that marketers are neglecting the 50-plus market.

The Silver [research](#) shows that 47% of China respondents and 66% of India respondents agreed with that companies are far more interested in designing and selling products to the young rather than their parents.

"In 2009, targeting senior consumers or at least expanding efforts against this market is arguably a more efficient strategy than focusing on younger, cash-strapped, time-poor consumers," Walker added.

The new venture tops off a long career for Walker, who until last year serves as president & CEO of M&C Saatchi Asia Pacific.

He helped pioneer strategic media planning in Japan by launching SPI in 1998, which was acquired by the Aegis Group in 2003.

He also launched APRAIS, the on-line agency relationship evaluation system, now London-based with more than 10 million data-points and 42 partners worldwide.

He also served as executive director of Aegis Media APAC and president Isobar APAC until 2005.


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[tk@marketing-interactive.com](mailto:tk@marketing-interactive.com) at 17 hours 19 min ago  
We used to hear a lot about the grey dollar but we don't hear so much about it anymore. Is it because all their super has dried up in the credit crunch?

[Kim Walker](#) at 4 min ago X  
No so. This group actually represent a potential antidote to the downturn. Everyone's been hurt by the crunch but at least the 50-Plus group have insulation with their accumulated earnings. (Different story for older retirees who've lost it all and too late to earn it back).

Boomers still intend to spend on travel and other 'rewards' of life.  
<http://silvergroup.asia/blog/APAC-s-50-recession-proof-travellers.php>

By comparison, check out this gloomy summary of the situation confronting graduating kids across APAC. Not pretty.  
<http://silvergroup.asia/blog/Young-and-jobless.php>

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