



Having trouble viewing this email? [Click here](#)

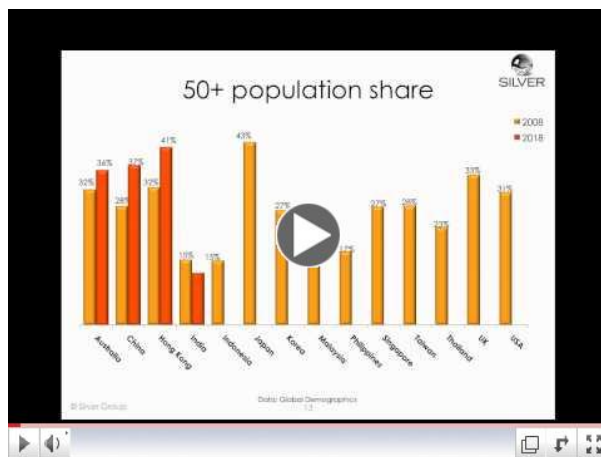


SILVERTIPS

Dear Kim,

Here's a short video explaining the demographics, the similarities and the differences among 50-plus consumers across markets of Asia Pacific.

ISSUE 20
December 2011



SILVER NEWS

Are you losing your older customers?

Take this [simple test](#) and see

Silver webinar On November 14th, Silver hosted a webinar for IMMN (International Mature Marketing Network) . [More...](#)

Korean news

Silver article appears on the cover of a leading Korean business journal. [More](#)

Fun Coke TV spot about seniors

Human Resources presentation:

Silver's [CEO](#), was Master of Ceremonies at the 2-day Age-Friendly Workforce Asia Conference. You can see the 'Age-Friendly Work' [presentation notes here](#).

Top stories from our blog:

[Chinese seniors cover Lady Gaga](#)

[25% of smartphone owners in Japan are over 45](#)

[Fashion designers celebrate their ageing](#)

[Guinness uses mentors for ageless strategy](#)

[Leading brands embrace ageless marketing](#)

[L'Oreal uses apps to target baby boomers](#)

[Silver market in China worth US\\$27 billion](#)

[10 Silent Truths About Baby Boomers](#)

[US\\$10 million prize to find the secrets of ageing](#)

[Drugs for the 50+ worth US\\$64 billion by 2015 - USA](#)



Follow us on [twitter](#)

Join Our Mailing List!