



# SILVER

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*Connecting you to the 50+ market*

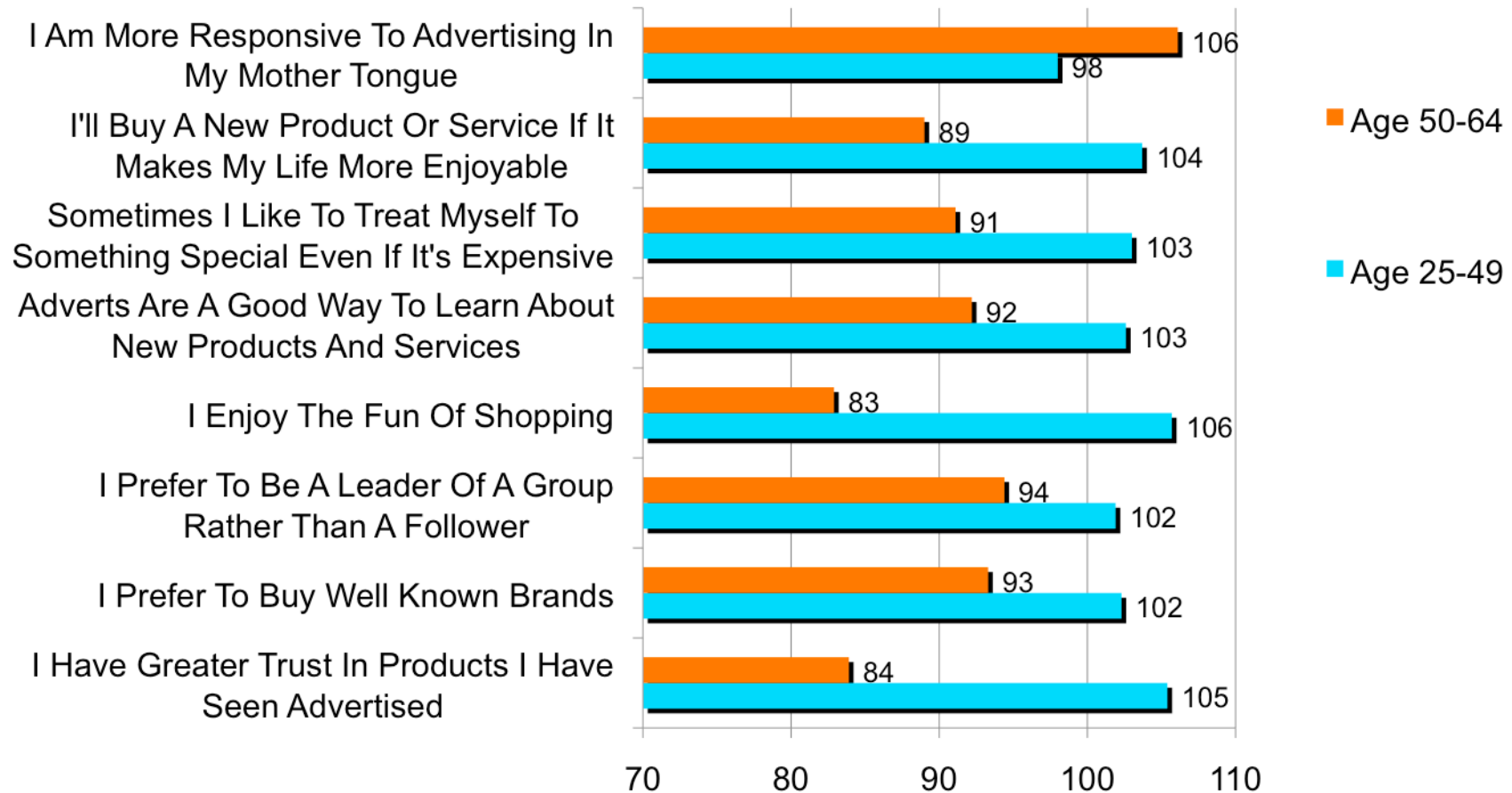
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# Marketing savvy or Marketing weary?

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

- To prefer communications in their mother tongue
- Less inclined to simply indulge themselves
- Cynical about advertising and brands
- Less enthusiastic about shopping
- Not driven to stand out

# 'Old Cynics'



Source: Synovate PAX Q1-Q4'09

Weight: Population Weight

Markets included:- Bangkok, Hong Kong, Jakarta, Kuala Lumpur, Manila, Singapore, Taipei, Seoul, Sydney, India, Melbourne

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## So What?

- Marketing to older consumers requires special understanding of their life-stage and mindset
- Style is still important, but style without substance, will not sell an older, marketing-weary, cynical customer

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SILVER is the most insightful and informed authority helping businesses to leverage the rapidly growing 50+ segment across the Asia Pacific region



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[www.silvergroup.asia](http://www.silvergroup.asia)  
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# What we do

## INFORM

- SilverPoll
  - online survey
- Focus groups
- Silver3D
  - attitudes & behaviours



## ADVISE

- SilverAudit™
- Workshops
- Speeches
- Ideation
- Training
- Corporate strategy
- Brand strategy

## CONNECT

- Comms planning
- Channel planning
- SilverNetwork
  - 50+ targeted online media buy (S.E. Asia)