



If you're not advertising directly to the 55+ consumer, you're leaving big money on the table

Your Gray Marketing puts that money back on your bottom line with the most innovative ad agency concept today: the first cause-driven non-profit agency



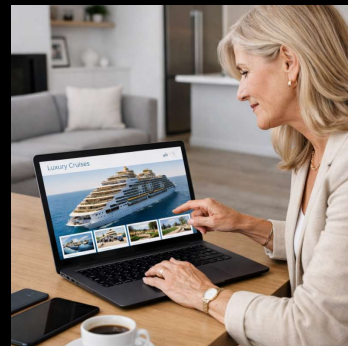
✔ Homes headed by people 55+ accumulate 73.3% of the wealth of the US. ● Average net worth of 55-64 - \$1.6 m, 65-74 - \$1.8 m, 75+ - \$1.6 m



✔ Seniors don't reset, they evolve... and your advertising must too. We age-optimize your communication for increased persuasion



✔ A founder deeply rooted in 40+ years of branding, digital and direct. Decades of experience with the world's leading brands



✔ Your brand with us: focused, aligned, persuasive. Total alignment with your 55+ actual and potential buyers



✔ In it for the cause. Not the cash. Scan the QR code for a no-pressure, free consultation to see if there's a good fit
msalup@yourgraymarketing.com

Ad agencies, ask us about our white label involvement