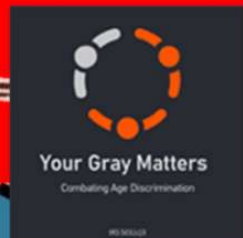




Younger
Buyers

55+ have
more
money



www.YourGrayMarketing.com

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

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





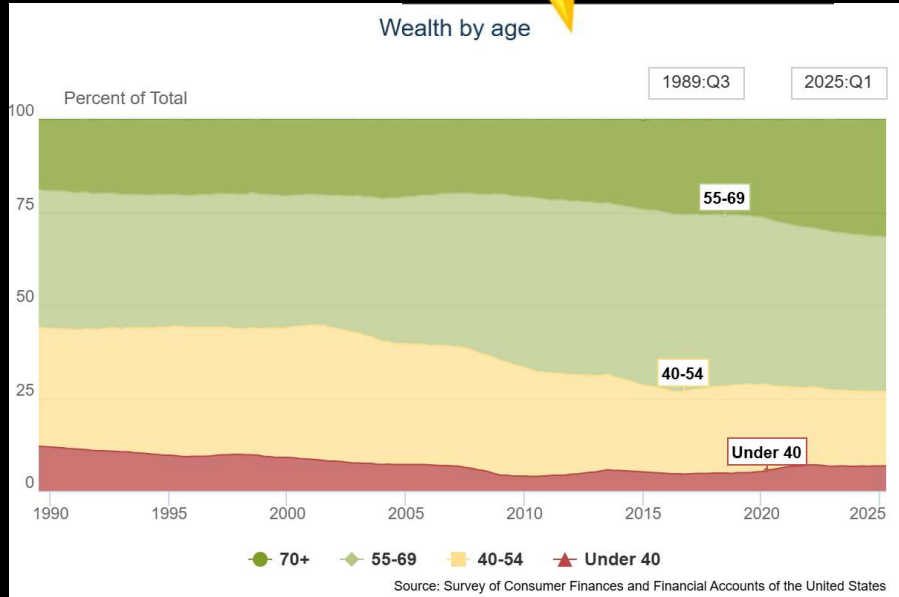
Households headed by people 55+ accumulate 73% of the wealth of the U.S.

While the average household income of younger households is higher, older homes have less fixed expenses and higher wealth accumulation.

Average net worth:

- 55-64 - \$1.6 m
- 65-74 - \$1.8 m
- 75+ - \$1.6 m

Refocus your marketing to reap bigger profits



Income & wealth are just the beginning...



2022
Average Household Pre-Tax Family Income
by Age of Head of Household



Older families have much more disposable income that they can spend on your product

Leopards don't change their spots. Just their way of hunting.

At Your Gray Marketing, we've done a huge amount of research into the attitudinal and behavioral evolution of people 55+

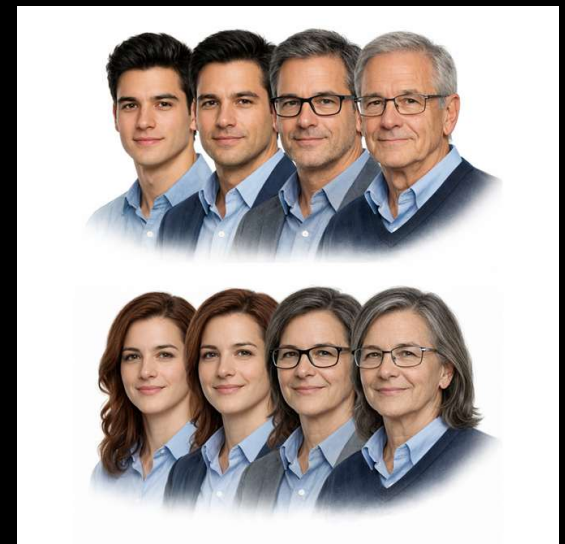
The research, which uses industry-standard behavioral models allows us to age-optimize your communications, making them much more effective



There is no “reset” button at 55. Consumers evolve and your advertising had better evolve with them

We are data-driven. Every engagement begins with a free quantitative survey to determine what drives your senior customers now

Depending on your needs, we can go as far as designing senior-specific products in addition to marketing & advertising





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



Some of the many brands I've worked with



Beyond experience. Expertise. Ready to work for you.

Some of my product launches



And we've spoken to dozens of your customers for our signature podcast:

One Take: Because Life has No Rehearsal

Your brand with Your Gray Marketing: refocused, persuasive.

Understand

Free Quantitative
Attitudinal Research

Find

Channel strategy

Persuade

Age-optimized
Messaging

Analyze

Free analytical
dashboard



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