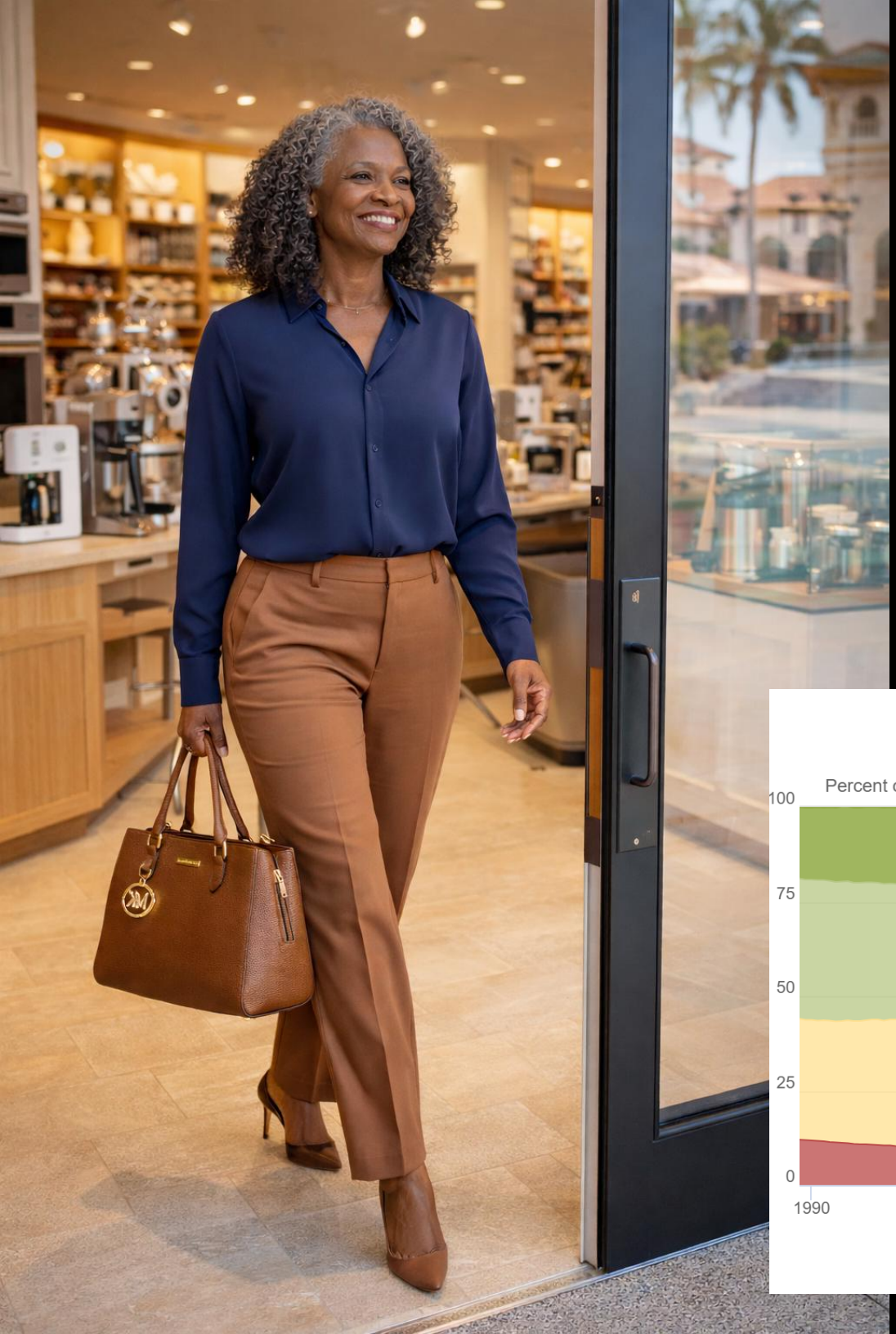
If you're not advertising directly to the 55+ consumer, you're leaving big money on the table

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

www.YourGrayMarketing.com

In it for the cause. Not the cash. Scan the QR code for a free, no-pressure, consultation

msalup@yourgraymarketing.com



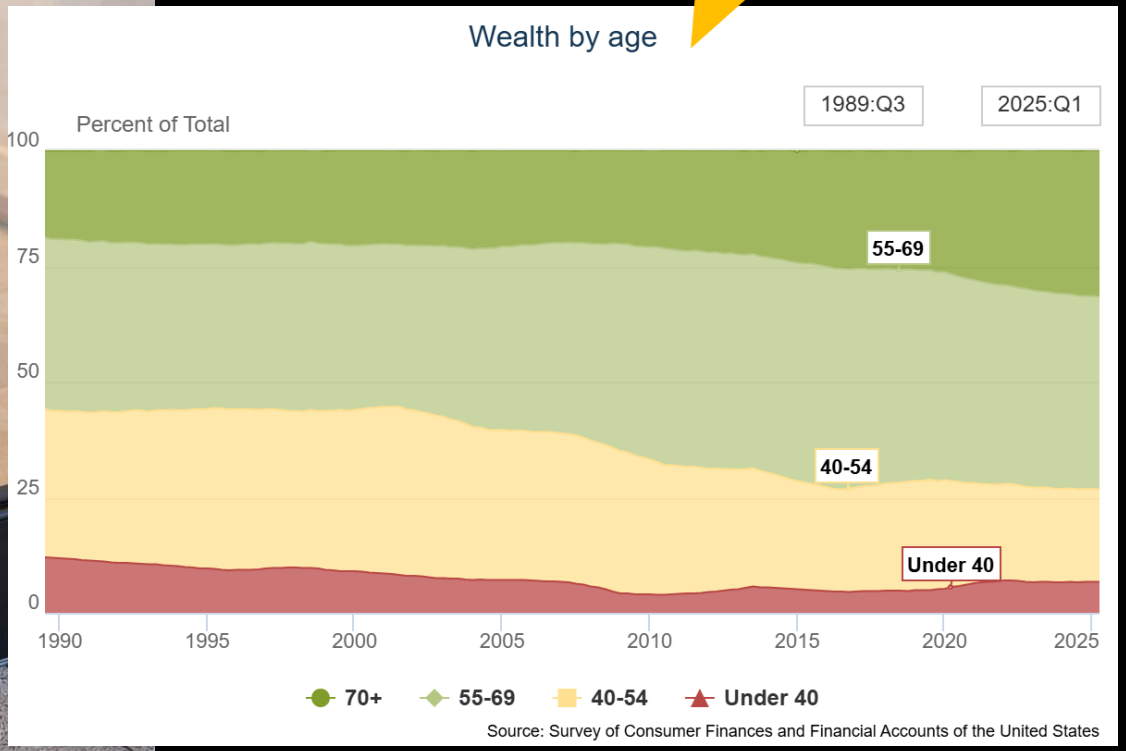
Households headed by people 55+ accumulate 73% of the wealth of the U.S.

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

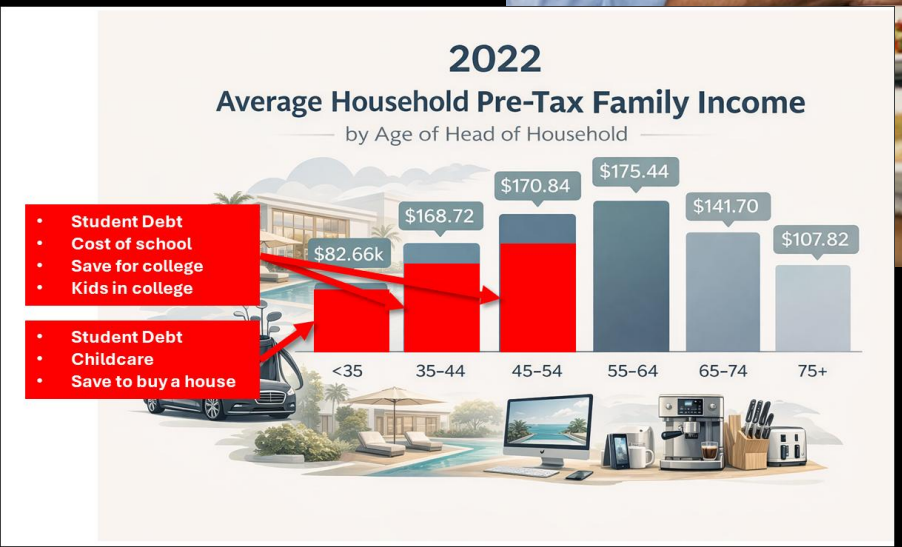
Average net worth:

- 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…



Older families have 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

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, more persuasive.*

Age Optimization

A 4-step process for improving advertising effectiveness with consumers 55+

01 Archetype + VALS
Identify the buying archetype and VALS profile

02 Content
We modify the content to improve persuasion among the 55+ audience and within the VALS profile

03 Structure
We modify the structure of the message so it is a better fit for how consumers 55+ process and respond

04 Channel
We work with the client in determining the right channel mix

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