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WHAT IS 20PLUS30?

It's a marketing consultancy.



WHAT DO YOU DO?

Help our clients excel at marketing to the 50-plus.



WHAT'S IN IT FOR ME?

Money, less sleepless nights, knowing you are improving your marketing to the richest and fastest group of consumers. That sort of stuff.



IS THIS RELEVANT?

Yes. The 50-plus buy products for themselves their children and grandchildren. That covers the whole age spectrum. Is improving your marketing to these multi-age consumers relevant to you and your company - yes and thrice yes.



WHAT DO I GET?

What do you want? Need awareness training for our marketing and management? Need research of your 50-plus market? Need your staff trained?

Not sure what you need but know you need something? We can cover all of these requirements and more.

Read on for a more detailed explanation →→→→

Why is 50-plus Marketing important?

Five facts that every marketer should know.

- # There are more people aged 50-60 than 16-24. By 2020, 40% of the population will be older than 50 years.
- # We (*you and me*) can expect 20 years of post-retirement life expectancy - in 1950 the figure was 10.
- # Retirement is a new phase of active living (*and spending*) not a slow decline to the nursing home.
- # The over-50s own 75% of all financial assets and control half of consumers' discretionary spending.
- # Today's 50-plus is the generation that have broken all of the rules of marketing – they are not about to stop.

Most marketers are blissfully unaware that the economic centre of gravity of markets is moving towards the over 50s. Don't be one of them.

Are the 50-plus that much different?

In attitude and spirit, no. In mind, body and use of technology, yes.

The attitudinal gap between the generations has shrunk and looks set to continue shrinking. Sometimes the generations speak a different language, their icons and role models differ and their values systems might clash. But a person in their 20s now has more in common with a 50 year old than at any other time.

Unfortunately the ageing process does affect how we use technology. These are two unpalatable facts for the older web user. You make more errors and take longer to complete tasks than your children and grandchildren. Nielsen Norman, the web usability consultants, found that web users, over the age of 65, take 66% more time completing tasks than those in the aged 21-55. Fidelity, the US Financial Services company, found that web users aged 55 and over took 40% longer and made 20% more errors than their juniors.

It's not just the Web where older people have trouble using technology. Research from the DTI shows that nearly 20% of the over 50s have significant problems using interactive digital TV. The figure is the same for using text messaging.

If you are creating marketing materials for the Web, TV or mobile phone you must take account of the effects of aging – simple as that.

So how can you help me?

We help our clients in five different ways.

INFORM... Our client's need... *We need somebody to tell us all about the 50-plus market and what it means to our company.*

We speak at conferences, give seminars and take part in Webinars. We use whatever communications channel is best to inform our audience about marketing to the 50-plus.

Companies like Sara Lee and HarperCollins have used us to brief their marketing departments about the effect of the aging population; what it means to their business and how they can benefit from the resulting business opportunities.

We regularly give conferences sessions about 50-plus marketing issues. In the last 12 months we have spoken at travel, marketing, technology and tourism conferences throughout Europe.

Through our network of consultants we can provide speakers in French and German.

TEACH... Our client's need... *Teach our staff how to improve their marketing skills to the 50-plus*

Clients can choose from a range of standard modules or have the training customised to their exact requirements.

In conjunction with the UK's Chartered Institute of Marketing we deliver one day training sessions about 50-Plus Marketing. Contact us with a request for the dates of next available seminar. These workshops provide a comprehensive overview of all aspects of 50-plus marketing.

For companies wanting groups of their marketing staff to be trained we run an 'in-house' version of this workshop. Download a profile of the workshop.

The standard training workshop can be adapted to incorporate customised modules about the client's industry and specific aspect of marketing. We have a library of modules that explain the best practices in market research, media planning and NPD, for the 50-plus market.

20plus30 has the skills base to construct an education programme to satisfy most training requirements.

SOLVE... Our client's need... *We want you to answer our questions about marketing to the 50-plus market*

The first step to improving a company's 50-plus marketing is having the correct and current information.

Through our association with OMD, Millennium and Steel Magnolia we can access an unrivalled base of qualitative and quantitative research about the 50-plus market.

This research includes the behaviours of different lifestyle segments; attitudes to new brands, technology and fmcg products.

We have data about the over-50s attitudes towards travel, retirement and health. Our knowledge base includes data on the Health, Female Fashion, Technology, Finance and Beauty industries.

We are the starting point to answering your questions about 50-plus marketing

AUDIT... Our client's need... *Tell us if we are marketing to the 50-plus correctly. If it needs to change, tell us why and how.*

The extent of the marketing review depends on our client's needs and budget.

We can provide a "first impressions" review, in as little as day. Alternatively, if we need to spend time with client's marketing staff and conducting research, it can last weeks.

Here is a sample of the audit questions our clients have asked.

"Is the way we use the Web and e-mail marketing suitable for older audiences?"

"Do our media and creative marketing plans reflect the needs of the 50-plus?"

"We think our marketing is 'age neutral' - is that true?"

"Does our new product development process take adequate account of the physiological effects of aging?"

CONSULT... Our client's need... *What segmentation strategy should we use? How should we change our creative and media strategy? How do we make our online channels 50-plus friendly?*

Questions, questions, questions.

This service is best categorised as "consultancy". We like to think our type of consultancy is more than just telling you what is wrong.

It is relatively easy identifying marketing problems; the hard bit is knowing exactly what to do to solve them.

So, if your interactive channels need to be modified - what exactly must happen? If the media strategy needs to be changed - how should it be done?

Our consultancy advice is totally conditioned by the size and resources of our clients. It is pointless proposing a solution that is suitable for Unilever to a small niche market fmcg company.

If you want, we can go onto the next step of helping implement our marketing advice. All of the 20plus30 associates have run companies or marketing departments. If clients want help to "make it happen" then we can provide that rare blend of management skill plus knowledge and experience of 50-plus marketing.

Who are you?

20plus30 is a marketing consultancy that advises companies about all aspects of marketing to the 50-plus.

The company began life in 2004 and consisted of me plus a couple of fellow, 50-plus marketers. Two years later, 20plus30 has evolved to become a key player in the international 50-plus consultancy scene.

There are several reasons for this transformation. Writing the book, *The 50-Plus Market*, created a world class collection of research, knowledge and techniques about marketing to older consumers. This is the foundation for all of our training and consultancy services.

The partnerships we have forged with industry leaders in 50-plus marketing has expanded the range of services we can provide.

The relationship with OMD (part of Omicron) was the foundation for writing *The 50-Plus Market* and provided access to OMD's understanding of media and market segmentation.

In late 2005 a group of 50-plus marketing experts, based in the US, joined together to form the Veritus Group. 20plus30 is a founder member of this network. Being part of the Veritus Group provides direct access to some of the US's top marketing consultants.

Senior Strategic is Europe's leading 50-plus news network. Since mid-2005 20plus30 has managed the UK operations. This provides access to the world's best database on 50-plus news, plus contact with marketing consultants in France and Spain.

20plus30's expertise has been further extended by forging relationships with Millennium, Steel Magnolia and Words that Work - three of the UK's top 50-plus agencies.

How can I learn more?

Here are three ways you can learn more about what we do.

Our daily Blog about 50-plus marketing

www.20plus30.com/blog is Dick Stroud's blog about 50-plus marketing news, views and opinions.

It was the first blog on this subject. We like to think that it is still the best!

E-mail mail newsletter

Every month we publish an e-mail newsletter providing an update on what has occurred in the world of 50-plus marketing. It is free and you are very welcome to subscribe. Go to www.20plus30.com/newsletter.htm

Web sites

www.20plus30.com tells you more about the company and gives you access to the articles and presentations we have published on 50-plus marketing issues.

www.the50plusmarket.com tells you all about Dick Stroud's book, The 50-Plus Market, published by Kogan Page.

www.thematuremarket.co.uk is a web site managed by Dick Stroud as part of the Senior Strategic Network

Who are the consultants?

Dick Stroud

I am a consultant, lecturer and writer.

Most of my time is spent as the MD of the marketing consultancy, 20plus30. We specialise in advising companies how to capture the buying power of 50-plus consumers.

Before 20plus30 I worked in digital marketing, at the start of the dot com era. Unfortunately, I wasn't one of those who became a millionaire!

Palgrave Macmillan published my first book, Internet Strategies that charted how the Internet would change the fabric of business. Since then I have been a writer about technology and marketing issues. The 50-Plus Market is my latest book.

I am a training course director at the Chartered Institute of Marketing and a visiting lecturer at the London Business School. I have also taught at the American University in London and Southampton Business School.

In July 2003 I started the world's first daily blog, dedicated to 50-plus marketing.

Before running my own companies my career included working for IBM and PA Management Consultants.

At the dawn of time I collected a first-degree in Electronics and an MBA.

Janet Kiddle

Janet was Managing Director of The Research Business International (TRBI), one of the UK's leading full service agencies specialising in understanding brands and communications. When joining TRBI she headed an International research team and worked on a number of strategically important projects for Shell, GTECH, Barclays, PriceWaterhouse Coopers, and Cadbury Schweppes. She left in November 2002 to establish her own company specialising in research about the 50+ market.

Judith Cork

Judith established her own consultancy in 2002 to specialise in the strategic opportunities from the 'baby boomer' market. She was Head of Customer Insights and Segmentation at HBOS and responsible for their marketing programmes focused on customer's key life-events, including retirement. Prior to this, she ran the country's largest deposit based savings business.

Paddy O'Connor

Is one of the UK's top copywriters. She has a broad marketing experience having run her own PR company and before that being PA Management Consultant's head of PR.

Most recently Paddy has been concentrating on copywriting for the web. She is dedicated to writing clear concise English, something that is much appreciated by the 50+

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