

# Boomers Agency

A wholly owned business of Greypath Pty Ltd



## What we do

### Objective:

We provide an advertising and promotional advisory service for businesses that have the 55+ aged demographic as their target audience.

We focus on improving both your existing advertising, and also the creation of new advertising that leads to improved sales outcomes.

### Vision:

To create compelling ads for the seniors market in all media, and to have our clients seek to extend their demand on our skills base.

### Market Segmentation.

This market can not easily be segmented, and a degree of convergence of needs comes with ageing. However we believe the general segmentation below identifies major components that can be further refined in a psychometric buyers profile matrix, when it comes to selling to them:

1. Masters (50 -59) Indian summer - affluence
2. Liberated (60 -74) Free of demands, seek quality, cynical, savers, tolerant.
3. Peaceful (75- 84) Health pre-occupied - less income
4. Elderly (85+) increased dependency, solitude, increasing health pre occupation,

### Our Unique Selling Proposition to You:

Unmatched understanding of the grey market through the close relationship with [www.greypath.com](http://www.greypath.com), [arguably the world's best seniors and boomers site], and the depth of advertising and business skills of its principals:

- 35 years experience with leading national ad agencies
- 20 years copywriting
- 20 years agency and campaign management

7 years public company chairmanship  
5 years of aged sector opinion polls collection  
7 years aged sector website management  
25 years of small, medium and large business marketing and management experience.  
No distractions, complete focus on the grey market

## **Some Grey Demographic Considerations**

- The grey market is poorly understood by business generally.
- There is limited understanding of how the grey market sees itself. A key factor in their buying responses.
- Few agencies direct advertising to this market, [other than travel and this is primarily focused on bus tours].
- Advertising is limited to obvious and unimaginative channels such as senior magazines, and most is lost in the clutter.
- Seniors feel absolutely neglected by all mainstream media.
- Advertising generally does not understand the response of this demographic to various forms of media style, best channels to market, offers, or negatives such as fast moving images, obscure ideas, poor text size and coloration, lack of repeatability, and more.
- It is market of some 1 billion dollars annually, and the fastest growing segment of the population

## **Contact us for a review of your advertising.**

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