

The 50-Plus Market



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Baby boomers are the wealthiest, fastest-growing consumer group in the world, yet the market remains largely untapped by marketers. In fact, only five percent of worldwide ad budgets are geared toward older customers while 80 percent goes to reaching 18- to 34-year-olds. Acknowledging that the 50-plus consumer market is foreign territory to many marketers, author Dick Stroud provides a how-to guide for key elements of a marketing strategy targeting boomers. His new approach to how companies can interact with older customers advocates age-neutral marketing strategies, ensuring the growing numbers of affluent consumers over the age of 50 aren't overlooked. Using research from OMD, the world's second-largest media communications firm in the world, "The 50-Plus Market" shows why the obsession with youth-centric marketing must end.

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