

3.5 Million Incontinent Americans



3.5 Million Incontinent Americans Are Waiting To Hear From You... With Exclusive Access Only From SeniorTalk™

One-third of men and women will experience incontinence during their lives. For many, bladder or bowel leakage will become a chronic condition, compelling them to search for means to cope and put quality back into their lives. Despite overwhelming needs, a substantial number will neither consult a doctor nor tell close friends. As a marketer, how do you find and address such a reticent group?

SeniorTalk is the premier marketing agency targeting and selling to incontinent Americans. We are your guide and gateway to this expanding, yet hidden, market.

In the consumer products industry, they are ahead of the curve in developing one-to-one relationships with their customers and, through their agency SeniorTalk™, in providing information and guidance on the senior market.

At SCA, we were able to leverage these points of difference, utilizing the depth and breadth of their consumer insight to grow our business. More importantly, SeniorTalk™ acted as a consultant in tandem with our marketing and marketing research personnel to help us develop, test, and understand consumer behavior behind new product concepts and develop promotion strategies and tactics.

*-- Marc Jacobs,
former Vice President of Sales,
SCA North America Retail*

SENIORTalk™
MARKETING

Guide... With more than 20 years of experience, **SeniorTalk** is a full-service marketing agency focused on reaching consumers, many of them seniors, suffering from incontinence and related conditions. We provide clients with comprehensive solutions involving consumer intelligence, strategic research and consulting, and marketing services.

Our work has benefited a diverse client group. They include makers of bladder control products, skin and personal care items, and medical devices, as well as pharmaceutical firms and members of academia, to name a few. From pre-launch planning to multi-channel deployment and post-execution analysis, **SeniorTalk** enables its clients to make profitable and effective decisions.

And Gateway... Central to our capabilities is the provision of consumer intelligence, derived from a live database of 3.5 million individuals with incontinence (the largest in the US). It is a compilation of actual purchase behaviors found nowhere else and for which **SeniorTalk** has an exclusive license.

This database was amassed, and is continually updated, by the leading direct-to-consumer distributor for incontinence and related specialty medical products.

This DTC leader practices a standard of service that has created an affinity with seniors. In fact, research has shown that its product counselors rank as high as the family pharmacist in terms of trust and sound advice. In the course of more than 6,000 inbound and outbound sales calls weekly, they have become skillful in eliciting consumer needs, concerns, and product likes and dislikes, which are captured and logged. Leveraging its customer relationships enables this distributor to market an ever-widening variety of products to the mature consumer, including liquid nutritionals, nutraceuticals, compression hosiery, and aids to daily living.

On a foundation of resources such as this, **SeniorTalk** has become an authoritative source of information and counsel, helping clients achieve dominant positions in the incontinence market. When you partner with **SeniorTalk**, we assure you a depth of talent and experience at your side, and most important, a great commitment to your aims.

www.seniortalkmarketing.com

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