



Every seven seconds, someone turns 50.

Mature adults are the fastest growing portion of our population – and the most complex. Witnesses to change upon change, they redefine their values and adjust priorities to meet the realities of the day. Attracting these consumers requires careful chemistry.

SeniorTalk is your guide and gateway to this expanding and evolving market.

Guide... With more than 20 years of experience, **SeniorTalk** is a full-service marketing agency focused on reaching the mature consumer. We provide clients with comprehensive solutions involving consumer intelligence, strategic research and consulting, and marketing services.

*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

Our work has benefited a diverse client group, including pharmaceutical firms, makers of personal care products and medical devices, and members of academia, to name a few. From pre-launch planning to multi-channel deployment and post-execution analysis, **SeniorTalk** has the right chemistry, enabling 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, 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 of specialty medical products addressing incontinence and related health issues experienced by seniors.

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 mature 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

SENIOR *Talk*[™]
M A R K E T I N G