

February 2008

**Introductory issue**

Welcome to the first edition of Love & Company's e-newsletter!

Our goal is to deliver timely, digest-style information tailored specifically for people who market to seniors. We hope you'll enjoy our quick tips and speedy surveys, too. And, should you wish to discuss a topic in more depth, we're always open to your calls!



Keeping you ahead of the curve in understanding and reaching the seniors of today and tomorrow



## Effective media strategies for seniors

In today's rapidly growing and diverse mature market, it's becoming increasingly important to target advertising messages to specific market segments. Traditional media usage reports tend to group all seniors into one broad category, looking just at the "55 and over" or "65 and over" market. With many people now living into their eighties or nineties, that's like grouping the preferences of 20-year-olds with 50-year-olds!

Lifestyles and habits—and thus media preferences—vary among the mature market significantly by age, gender and income. If you want to reach affluent 60-year-olds, do you use the same media strategy that you would to reach moderate-income 80-year-olds? The intuitive answer is "no." Unfortunately, until now the information to accurately target media campaigns to specific subsets has not been available.

In the summer of 2007, Love & Company conducted a nationwide Internet survey to a purchased e-mail list of adults 55+, regulating responses by age and state population density. We asked about their media usage patterns including print, television, radio and the Internet, then

Continued on page 2



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SENIOR  
MARKETING  
SPECIALISTS

**MARKETER'S FORUM**  
In each issue we'll ask a marketing-related survey question, and recap the responses to the previous issue's question.

**Has the sluggish real estate market impacted sales in your community**—for existing residences, for start-up or expansion presales, or for conversion of depositors to move-ins?

If so, please tell us how sales have been impacted and include specific statistics demonstrating the impact to sales and move-ins. And if you have success stories with overcoming this challenge, we'd love to hear them, too.

▶ [Submit your survey response here.](#)

### Direct mail savings without sacrifice QUICK TIP

With rising postage and paper costs, how can communities meet seniors' need for information-packed materials while keeping direct mail pieces under one ounce? Try selecting a text-weight paper instead of cover weight. Or step down from an 80-pound to a 70-pound stock. Better yet, simplify the design of your mailing: instead of a booklet in an envelope, consider a poster-sized self-mailer that folds to a postal standard flat size. Any of these choices represent just a slight change in quality, yet can result in significant postage savings.

# Effective media strategies for seniors

(continued from page 1)

analyzed the responses by gender, age, income and region to determine how media usage actually varies by market segment.

What we discovered both surprised us and affirmed our own theories. Highlights include:

Newspaper advertising is still one of the most effective media to reach older, more affluent prospects. They are more likely to actually read the paper each day than younger age groups, and they spend more time reading the paper, too. The sections most read by the age 70+, income \$50,000+ segment are:

– Section A/Front Page	79%	– Obituaries	57%
– Local/Metro News	73%	– Editorials	52%
– International/National	66%		

Prime-time, broadcast TV continues to attract the most viewers, with news programs being the most effective genre to reach all age groups. However, since TV viewing preferences vary the most among different demographic segments, effective TV purchases require the most careful analysis. The top five types of TV programming watched by the age 70+, income \$50,000+ segment are:

– News	67%	– Documentaries/History	26%
– Sports	30%	– Detective/Medical	25%
– Movies	29%		

Older, more affluent seniors spend a surprising amount of time online, with 44% reporting that they spend 25 or more hours a week using the Internet. In fact, many of our respondents spend more time on the Internet than watching television, which means there are significant opportunities to reach all senior age groups using online advertising. The top five types of sites visited by the age 70+, income \$50,000+ segment are:

– Search engines (Yahoo!, Google)	77%	– News (CNN, MSN)	36%
– Weather	45%	– Local newspaper	26%
– Online stores (Amazon, EBay)	36%		

Radio may be the least effective medium to reach large groups of seniors, as 60% of the older, more affluent senior market spends less than two hours a week listening to the radio.

Combined with the many choices in radio formats and stations, this makes it challenging to generate solid reach and frequency figures. The top five station formats for the age 70+, income \$50,000+ segment are:

– Talk	55%	– Country	32%
– Oldies	54%	– Sports	28%
– Classical	44%		

Developing an effective marketing media strategy requires not only creating the appropriate message, but also defining and prioritizing the specific segments to be targeted, then selecting the media that have the greatest reach with those segments. We invite you to contact us if you would like to learn more!

For more information, go to [www.loveandcompany.com](http://www.loveandcompany.com) to download our 2007 Love Report, “How Do Seniors’ Media Preferences Differ by Demographic Segment?”

## Love & Company’s senior marketing team includes:

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