



David Levy: 74% of all adults over 65 are grandparents

Why did you start Grandparent Marketing Group ?

In 1989, I started a company called Levy&Wurz Channel Marketing.

Back then, no one had heard of the term "channel marketing" or had taken a professional approach to promotion within a company's channels of distribution. It was thrilling to be at the forefront of what quickly became a critical part of an advertiser's marketing mix.

By 2005, I was eager to find another untapped market. I had, of course, followed the rise of "senior marketing" and had studied the population's aging demographics. One evening, over cocktails and conversation, it dawned on me that the real potential was not in the numbers, but in the emotional attachment between grandparents and their grandchildren.

The next morning, I hit the ground running, and haven't stopped.

What makes the Grandparent market so special ?

Quite simply, it's the grandest audience of all.

No market segment is larger, or wealthier, or growing faster than grandparents. In the United States, 74% of all adults over 65 are grandparents, and they spend \$50 billion a year on their grandchildren. By 2025, 1-of-every-4 Americans will be a grandparent.

Yet it's not the numbers that make them such an desirable audience, it's the unconditional love grandparents have for their grandchildren. And nothing brings them greater happiness than spending money on their grandkids. According to AARP, grandparents consider their #1 role is "to spoil their grandchildren." In fact, 96% of grand-boomers admit they purchase items just because they "enjoy buying for their grandchildren."

Even better, it's a love that never diminishes. Studies show grandparents spend about the same amount of money on their grandkids regardless of the grandchild's age. They buy baby clothes, then teenage backpacks, then college

educations, then first house down payments. And they live more years being active grandparents, than being parents.

Could you speak about one successful project you've done one company?

Most of our clients have us on non-disclosure, or have not announced this year's campaign yet, or enjoy first-mover advantage over their competition, and would prefer us not to brag about their successes.

(Although, within six months, it will be impossible to keep most of these strategies private.) I will, however, tempt you with a campaign for a major chain of restaurants we're working on.

The key fact is this: eating out is the #1 activity grandparents do with their grandchildren. 78% of grandparents see their grandchildren every month, and the majority visit them every other week. More than 25 million grand-couple meals are served monthly.

To help our client grow their share of this massive market, we've created off-peak dining incentives -- since grand-couples have greater flexibility when they can eat. We've created frequency-visitation promotions with food items as rewards. And we're training the staff in table-side strategies appropriate for grand-couples.

This is in addition to grandparent-directed general-purpose advertising.

Why is it important for companies to target Grandparents?

A grandparent's desire to spoil their grandchildren is timeless. It's as powerful and as unshakable as a mother's desire to coddle her baby. And as universal.

As soon as companies realize that the majority of a country's wealth is held by people who are more motivated to spend money on their family, instead of on themselves, Grandparent Marketing will become a major business priority.

What are the demographics of American grandparents ?

Grandparents, like the rest of the senior market, have a vast repository of wealth. Yet instead of trying to convince them to spend it on themselves, it takes little effort to get them to spend it on their grandchildren.

Grandparents purchase 1-of-every-4 toys, 4-of-every-10 books, and 1-of-every-5 video games.

Last year, one-of-every-3 grandparents bought jewelry or electronics for their grandkids, and over 60% bought clothing. However, grandparents consider education the most important aspect of their grandchildren's lives....second only to their grandkid's health.

A whopping 54% of grandparents contribute to the costs of their grandchildren's education, with 20% paying for at least 75% of college tuition.

Probably the most startling statistic is this one : The average age of first-time grandparenthood is a remarkably young 48.

What kind of services do you provide ?

Everyone who works at Grandparent Marketing Group is over 50 years old.
(Even our electronic production folks!)

Together, we have decades of experience working on major campaigns for Fortune 500 companies.

From TV and radio, promotions and packaging, even parades down New York's 5th Avenue, our team brings a wealth of experience to each assignment.

Whether it's online or out-of-home or off-the-wall, we deliver the right execution to help our clients reach the grandest audience of all.

www.GrandparentMarketing.com

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