

# 50-PLUS MARKETING

News, views and opinions about the most powerful group of consumers - the 50-plus market.



Dick Stroud is the founder of 20plus30, a marketing strategy consultancy specialising in the 50 plus market. He is the UK's leading expert on using interactive channels to communicate with the over-50s market.

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## 'Ageless Award'

You have to give it to Nintendo, they really have 'got it' - the 'it' being the opportunities of the 50-plus market. Most companies have the occasional project to try and hone their marketing materials to attract older customers but few take it really seriously. Nintendo is one such company.

[This press release](#) explains how the company has made awards to the 100 individuals, whose ages range from 54 to 104 who personify the term "ageless."

How do you go about finding such people? Nintendo worked with the [Grandparent Marketing Group](#) who conducted a nationwide search. The press release lists the winners.

There is a fine line to walk when coming up with such an award since it could be perceived as patronizing and demeaning. I exaggerate but - "Hey look the guy is 75 years old and he can still use a knife and fork".

It looks to me that Nintendo has got it about right in using the award to illustrate the uselessness of age as a proxy for behaviour.

If Nintendo is looking to do the same thing in Europe I can nominate the first winner.

[Ian Woodall](#) has led four expeditions to Mt Everest and reached the summit on two occasions. In April 2007 he is returning to Everest to firstly bury three bodies lying just below the summit and then, at **fifty years and nine months of age**, to attempt to become the oldest person in the world to climb Everest without using supplementary oxygen. Now that does deserve a prize. Dick Stroud

# posted by Dick @ 6:59 AM

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