

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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[ABOUT DICK STROUD](#)

Contact

DICK@20PLUS30.COM

Skype Name: dickstroud

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Grand\$\$\$\$



Grandparent Marketing Group

claims to be the world's first communications company to specialize in the grandparent market. Well certainly there are no companies in the UK making that claim.

The company helps clients understand the market, identify business opportunities, test creative approaches, and launch

fully-integrated campaigns to increase sales and grow market share.

The stats used to justify why companies should be taking account of grandparents are startling:

America's grandparents spend \$50.3 billion annually on gifts for their grandkids, averaging \$500 each.

One-third of grandparents spend \$2,500.

52% fund their grandchildren's education.

Grandparents purchase one of every four toys, four of every ten children's books and one of every five video games.

It would (will) be interesting to investigate the linkage between 50-plus, grandparent and gender marketing. That's something to do in 2007. Dick Stroud

posted by Dick @ 7:46 AM

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