

The Opportunity Audit™



The Opportunity Audit™



Spark Sessions



Check-Point



Launch Pad

Find out if you are *really* missing an opportunity with the active aging consumer.

You believe that over-55 consumers are a growth priority for your business and want to target them more effectively, but you're not sure where to start. **The Opportunity Audit™** is a great first step.

What Question will it answer?

Before you invest further resources, you need to understand if there is a real, significant opportunity in marketing to the active aging consumer. **The Opportunity Audit™** will help you answer this question by confirming either:

- An opportunity exists and you should move on to the next stage; or
- There is no deemed opportunity and your focus should be elsewhere.

What do I receive (the output)?

The Opportunity Audit™ concludes with a comprehensive report for clients that summarizes the findings and provides a recommendation for how to proceed. It will include a high-level sizing of the opportunity based on the gaps and/or opportunities that exist in the market.

What is included?

The Opportunity Audit™ will review and analyze key internal and external elements related to your business, including your brand, your category, the competitive framework and the consumer. The following areas will be explored in greater detail:

Areas of Focus	What will this show?
Category Review	If there is room to grow in categories in which you currently compete or if there is potential in other categories.
Internal Review (brand and organizational capabilities)	How well it is currently positioned to better address the needs of the active aging consumer, including the effectiveness of existing marketing efforts.
Consumer Profile	How active agers – in general and by sub-segment – currently view and engage with your category and brand.
Environmental Analysis	The Political, Economic, Social and Technological trends that may inhibit your efforts or provide areas of opportunity.
Competitive Review	If and/or how other brands are positioned and actively targeting the active aging consumer.

Get in touch:

Contact us to learn how we can help you unlock your potential with consumers 55+

Jeff Weiss
President and CEO
jeff@ageofmajority.com

1.888.544.4561
www.ageofmajority.com