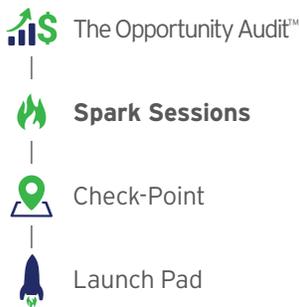




Spark Sessions



Identify potential white spaces and/or improvements in what your brand is already doing.

You know that there are opportunities out there to grow your business by targeting the active aging consumer but are unsure where to focus your efforts. The **AoM Spark Session** will enable you to explore a wide variety of areas and approaches, from down-to-earth ideas to out-of-this-world concepts.

What Question will it answer?

By exploring a wide variety of areas and approaches, the **AoM Spark Session** will help you identify and rank the areas of greatest potential for your business.

What do I receive (the output)?

The **AoM Spark Session** concludes with a comprehensive report that captures all innovation territories explored and provides a prioritized list of actionable ideas, from adjusting existing offerings to creating novel opportunities that could generate significant new business opportunities.

What is included?

The **AoM Spark Session** is a 1-2 day intensive, carefully-curated workshop that accelerates innovation by bringing together relevant, creative and articulate active aging consumers, relevant experts (who offer a unique perspective on the opportunity) and clients to expand on insights and transform opportunities into actionable revenue-generating concepts. Applying our *Dirty Dozen Myths* associated with aging consumers, we will explore the following areas:

Areas of Focus	What will this show?
Products	New white spaces where existing product(s) could fill a gap or need in the market or where there is an opportunity to create new products to do so.
Services	Ways your brand and/or product(s) can make active aging consumers' lives better and easier.
Experiences	Opportunities for active aging consumers to experience your brand in a more relevant and engaging way.
Marketing Channels	New or under-utilized ways (traditional and digital) to effectively reach and influence the target consumer.
Marketing Communications	Messaging and imagery that will move active aging consumers to action.

Get in touch:

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

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