

CommScan

Determine the optimal approach for reaching, engaging and influencing Active Aging consumers for your business.

You are targeting older consumers but you are not sure if you have the right positioning, the proper messaging, the best visuals and imagery, or the most effective use of channels within the marketing mix. **CommScan** will provide a snapshot of how your brand is performing against Active Ager behavior and preferences.

What Question will it answer?

Based on our experience and insights into marketing to all age groups, **CommScan** will answer a key question: are you reaching your Active Aging audience with the right messages and imagery at the right time through the most effective channels?

What do I receive (the output)?

You will receive a scorecard that includes an in-depth assessment and (high level) recommendations for how best to proceed against each of the areas explored.



What is included?

CommScan will review and analyze your current core marketing materials (including messaging and visuals) against the behavior and preferences of Active Aging consumers, according to how they receive, engage with and act on brand communications.

Areas of Focus	What will this show?
Positioning & Key Messages	<ul style="list-style-type: none"> If your brand is uniquely positioned against key competitors in a relevant way with your Active Aging target audience. If your messaging supports your key point(s) of difference in a meaningful and impactful way that will drive the desired consumer behaviors and actions.
Visuals & Imagery	<ul style="list-style-type: none"> If Active Aging consumers are being represented accurately in your communications. If your brand is best representing what it has to offer the Active Aging market in an engaging way.
Design Elements	How your design elements --- online and offline --- stack up against best practices in engaging older consumers (including design approach, format, navigation, etc.).
Marketing Channels	If you are using the appropriate marketing channels and tactics based on your overall goals against Active Agers' behavior and preferences in your category.

Get in touch:

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

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