Marketing Strategies for the Senior Market

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Dentsu recognized the impending top-heaviness of the population in the **1980's** and set up a project team targeting this group. It has evolved into the “Dentsu Senior Project” aimed at the DANKAI class from 2000.

**Main mission:**
Develop the market for the Dankai generation, as they age ahead of the rest of the world, such that they can remain active in business, government, and academics.
電通の団塊・シニア市場への取り組み

マーケティング、クリエーティブ、メディア、プロモーションなど、様々な専門知識を有するメンバー約50名で構成。従来の宣伝・広告マーケティング活動のみならず、団塊・シニアの特性を考慮した商品開発、事業開発など、さまざまな課題解決や官公庁・NPOとの協働にも多く関わっています。

● 社内推進体制
DANKAI
/a senior market on an active state

The change of the action to the senior market of the company

<table>
<thead>
<tr>
<th>Period 1</th>
<th>Period 2</th>
<th>Period 3</th>
<th>Period 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Before 2000</td>
<td>2000~</td>
<td>2001~</td>
<td>2003~</td>
</tr>
<tr>
<td>Business for the elderly</td>
<td>Recognized the active senior</td>
<td>An adult demographic</td>
<td>Attention to the DANKAI generation</td>
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<tr>
<td>Viewed as weak</td>
<td></td>
<td>An important consumer segment</td>
<td>Action as the consumption target extends DANKAI</td>
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</tbody>
</table>

Unknown
Learning
Practice

Expectation to the new market
To Expansion, Universality
4 Key points of DANKAI capture in the future

1. Aging “Not only long life, also Beautiful old age
2. Becoming a source of support for dream-realization
3. Support the making of new friends
4. Support for a couple-related re-design

単に、モノやサービスを売るのではなく、自己実現を支援していく