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# *Marketing Strategies for the Senior Market*

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DENTSU

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# An action to a lump of earth / the senior market of Dentsu

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.

1980's: Dentsu middle age project

1990's: A from 50years old project

**2000~ :Dentsu Senior Project**

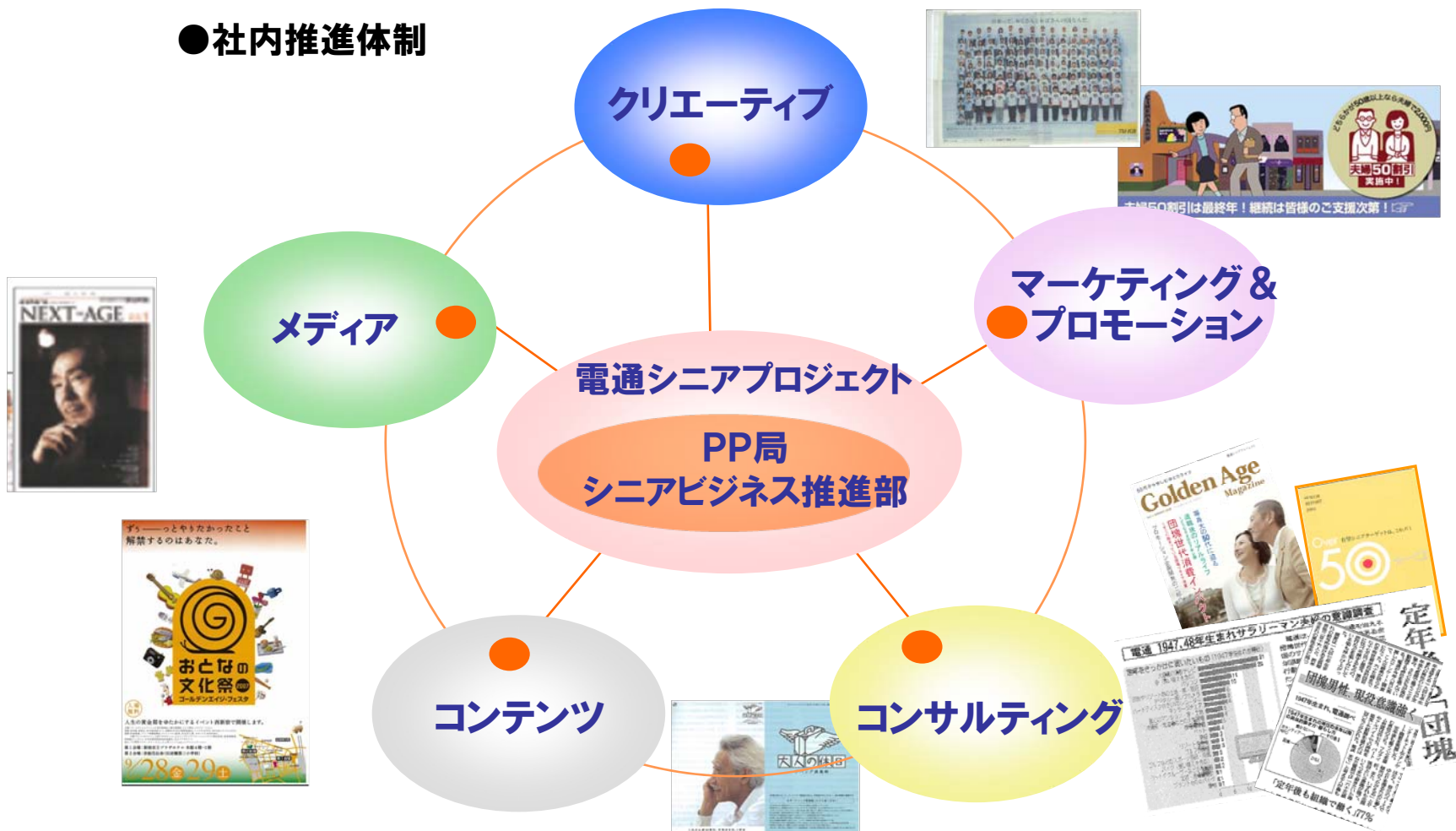
## Main mission:

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、クリエイティブ、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

Period 1	Period 2	Period 3	Period 4	
Before 2000	2000～	2001～	2003～	2007～
Business for the elderly Viewed as weak	Recognized the active senior	An adult demographic An important consumer segment	<i>Attention to the DANKAI generation</i>	Action as the consumption target extends DANKAI
Unknown	Learning	Practice	<i>Expectation to the new market</i>	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