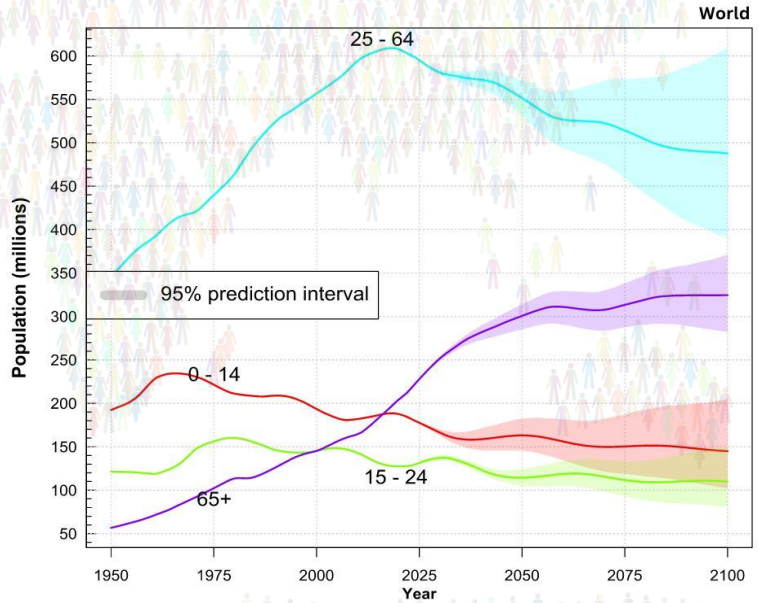
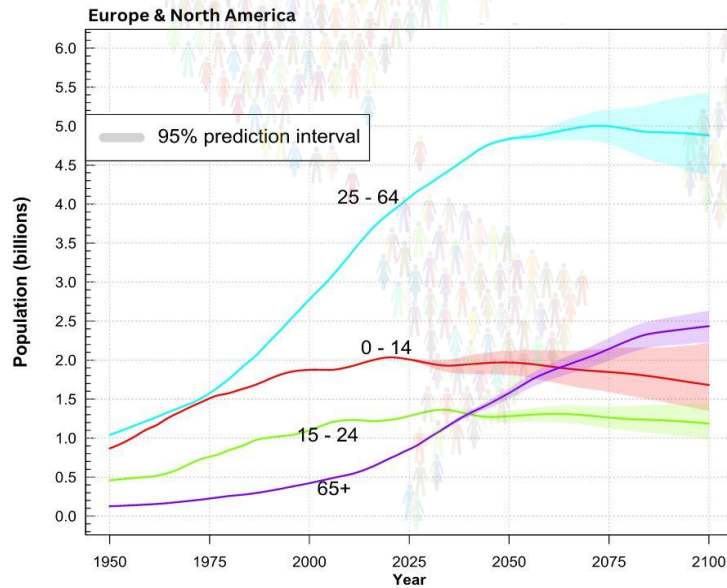






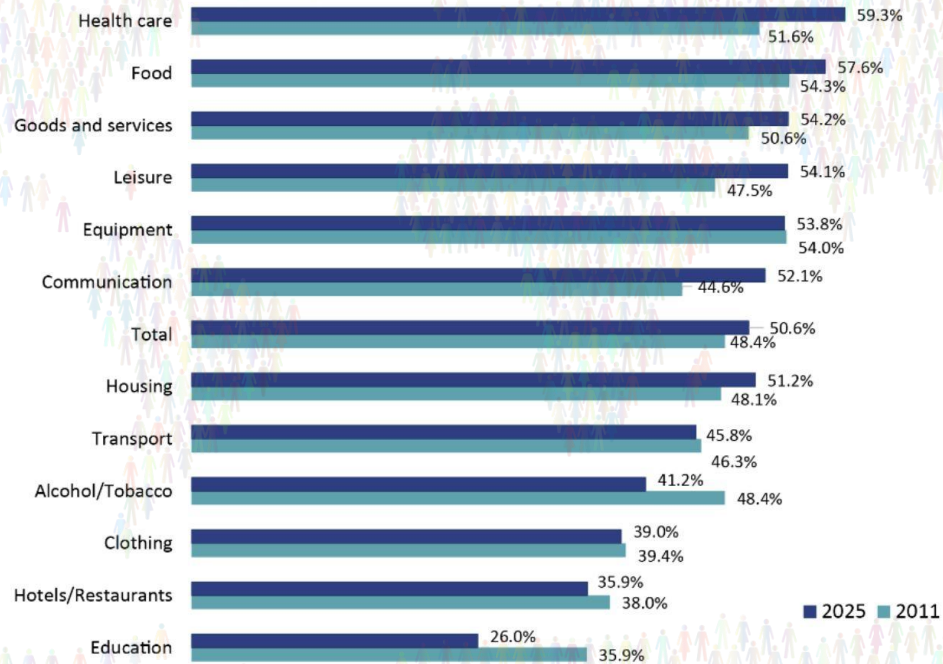
Population by broad age groups



Resources: United Nations Department of Economic and Social Affairs: World Population Prospects 2024



Spending weights for over 50s by consumption sector





Grey Ocean Strategy

How to exploit the biggest market ever with agewise marketing

Seven Strategies

Seven Soft Spots

The Bright Side
of Life
Authenticity
Connectivity
Generativity
The Moment
is Now
Making Sense
of Life
Simplicity

Ameliorate
Authenticate
Humanize
Propagate
Actualize
Realize
Simplify
to create
your own
Grey Ocean
Strategy

Edgar Keehnen

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**#1
BRIGHT SIDE
OF LIFE**

**#2
AUTHENTICITY**

**#3
CONNECTIVITY**

**#4
GENERATIVITY**

**7 SOFT SPOTS
OF AGING**

**#5
THE MOMENT
IS NOW**

**#6
MAKING SENSE
OF LIFE**

**#7
SIMPLICITY**

**The
Fresh
Pool**

