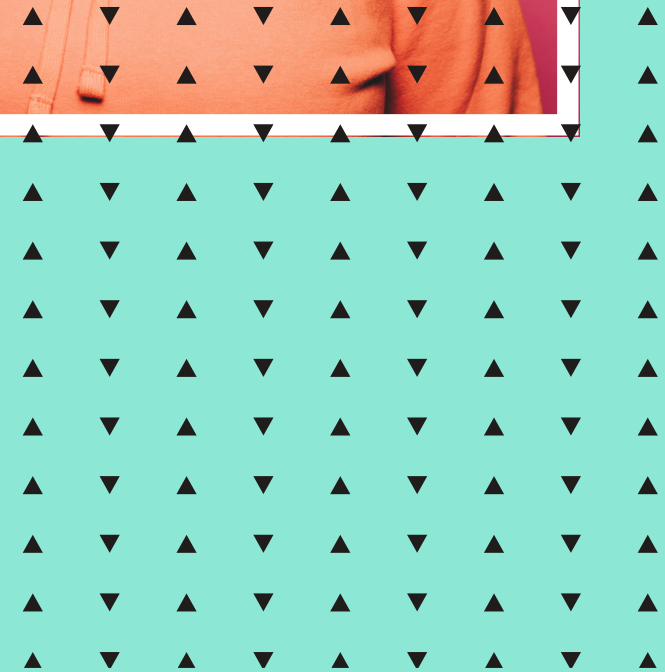




How to _____

**UNLOCK THE 55+
MARKET IN
FOOD & HOSPITALITY**





Unlocking the potential: **of the 55+ market in Food & Hospitality**

In an industry that is so focused on chasing the latest trends and appealing to a younger audience, the 55+ age group is often overlooked. But as new research shows this demographic remains actively engaged in dining out (even while other age groups have significantly cut back), can you afford to ignore this financially powerful audience?

With 60% of the nation's wealth and a significant share of household spending in their hands, the 55+ market represents a golden opportunity for brands willing to tailor their approach.

Read on for practical tips on how to effectively engage them in your food and hospitality marketing approach. By understanding their unique preferences, debunking common myths, and leveraging the right channels, you can create campaigns that resonate, driving both loyalty and revenue.

The older generation is often misrepresented in marketing

Leading to ineffective campaigns. Over 88% of people aged 50+ feel unhappy with the way they are portrayed in advertisements.

This audience aren't set in their ways

Contrary to some beliefs, they are open to trying new brands and experiences, particularly those that resonate with their values and offer genuine benefits.

Older consumers value personal connections

And emotional engagement in their interactions with brands. They are more likely to remain loyal to brands that make them feel understood and valued.

They're diving into digital platforms like never before

With a surge in social media use. TikTok is one of the fastest growing channels for older people.

They appreciate convenience

Whether it's in the form of easy-to-navigate online platforms, home delivery options, or flexible dining times that fit their schedules.

They're not just focused on personal enjoyment

But also cares about social issues, such as sustainability, community, and intergenerational connections. They appreciate brands that demonstrate social responsibility.

Checklist for success

REACHING THIS POWERFUL DEMOGRAPHIC



Bust the Myths and Stereotypes

Avoid lazy stereotypes. Instead, focus on dynamic, positive portrayals that resonate with this audience's actual lifestyles. Campaigns should reflect their diversity in interests, lifestyles, and attitudes, rather than pigeonholing them as tech-averse or set in their ways.



Tech Tok: Embrace Tech Savviness

Include digital and social media in your marketing mix. Tailor content that is easily shareable, relatable, and encourages interaction. Utilise targeted social media campaigns to reach them where they spend their online time.



Create Inclusive Campaigns

Develop campaigns that not only promote your products but also connect with broader societal issues that matter to this audience. For example, initiatives around reducing food waste or supporting local communities



Leverage Loyalty and Openness

Engage this audience with loyalty programs, exclusive events, and experiences that reward their exploration of new offerings. Emphasise authenticity and value in your marketing messages to appeal to their discerning nature.



Make it Personal and Emotional

Focus on storytelling that taps into life experiences, memories, and aspirations. Personalise marketing through targeted messages that reflect their life stage and interests. Empathy, rather than education, should be the cornerstone.



Cater to Preferences for Flexibility

Offer flexible options, such as early-bird specials or customised menus. Enhance your online presence to ensure ease of access and ordering, and consider partnerships with delivery services or meal kit providers to reach them at home.

Ready to approach this valuable target audience?

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exposure:

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