



The world's LGBT marketing agency.

LGBT2020

Next Level Thinking.

Ian Johnson

Darren Cooper

Susann Jerry

Lotte Jeffs



London, UK. 21 January 2011.

Welcome+introductions



Darren**Cooper**



Thomas**Lynch**



Kim**Watson**



Lotte**Jeffs**



Dick**Stroud**



Ian**Johnson**



Susann**Jerry**



Paul**Bradley**

Video link.



<http://www.youtube.com/watch?v=OsbilXu8sL4>



www.NextLevelThinking.com

www.LGBT2020.com

www.OutNowConsulting.com

Roadmap

- Welcome + introductions
- Study overview
- Home Office
- Diversity Sells
- Working voices
- Media matters
- **Grey and gay**
- The L in LGBT
- Case study 1
- TUI Freedom
- Case study 2
- Lloyds TSB
- Panel discussion
+ Questions
- Close

Gay, Grey and Growing

Dick Stroud

www.20plus30.com/ggg



10 mins

It is all about numbers

Ageing

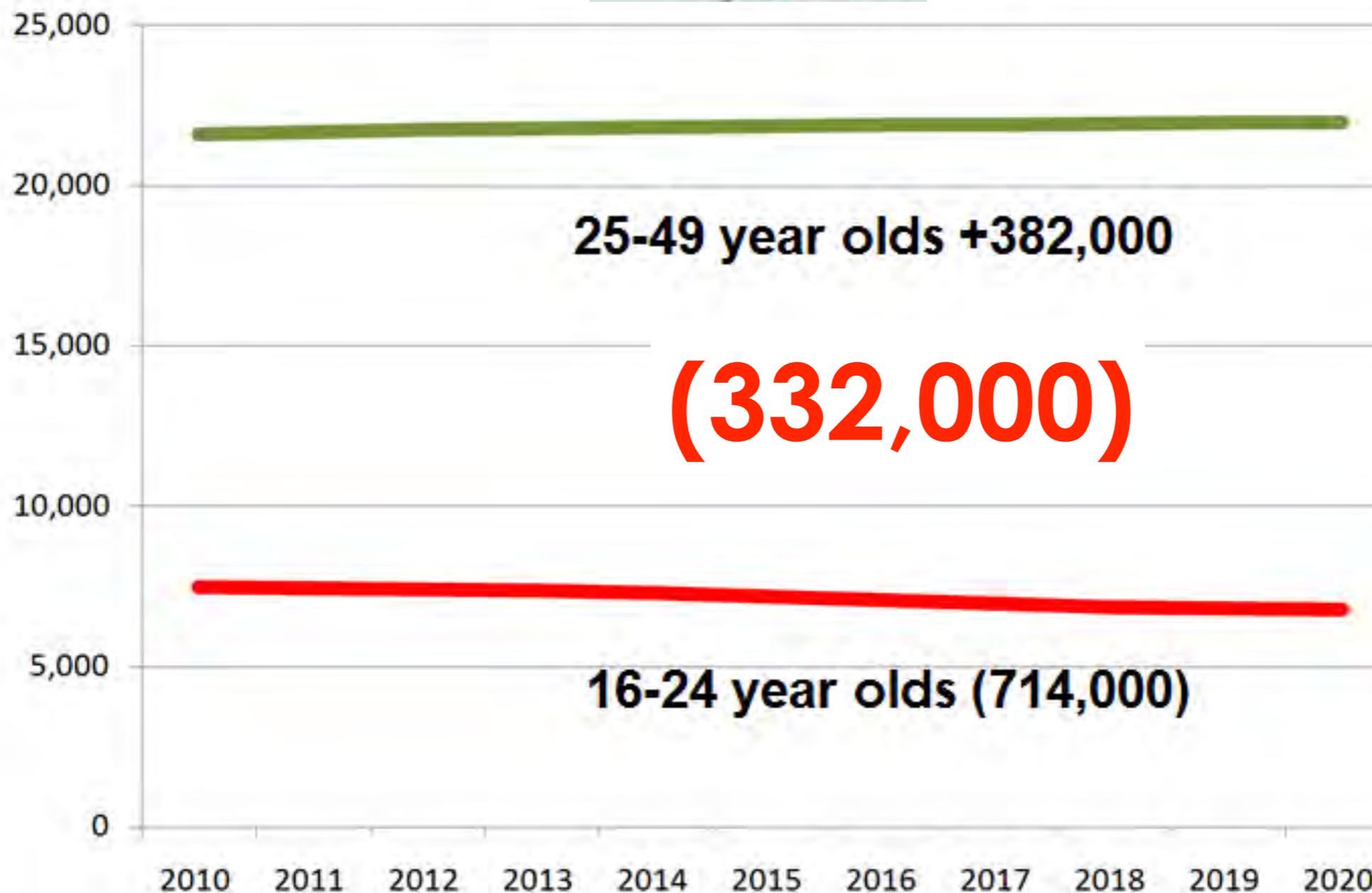
purchase behaviour

media channels

Care services

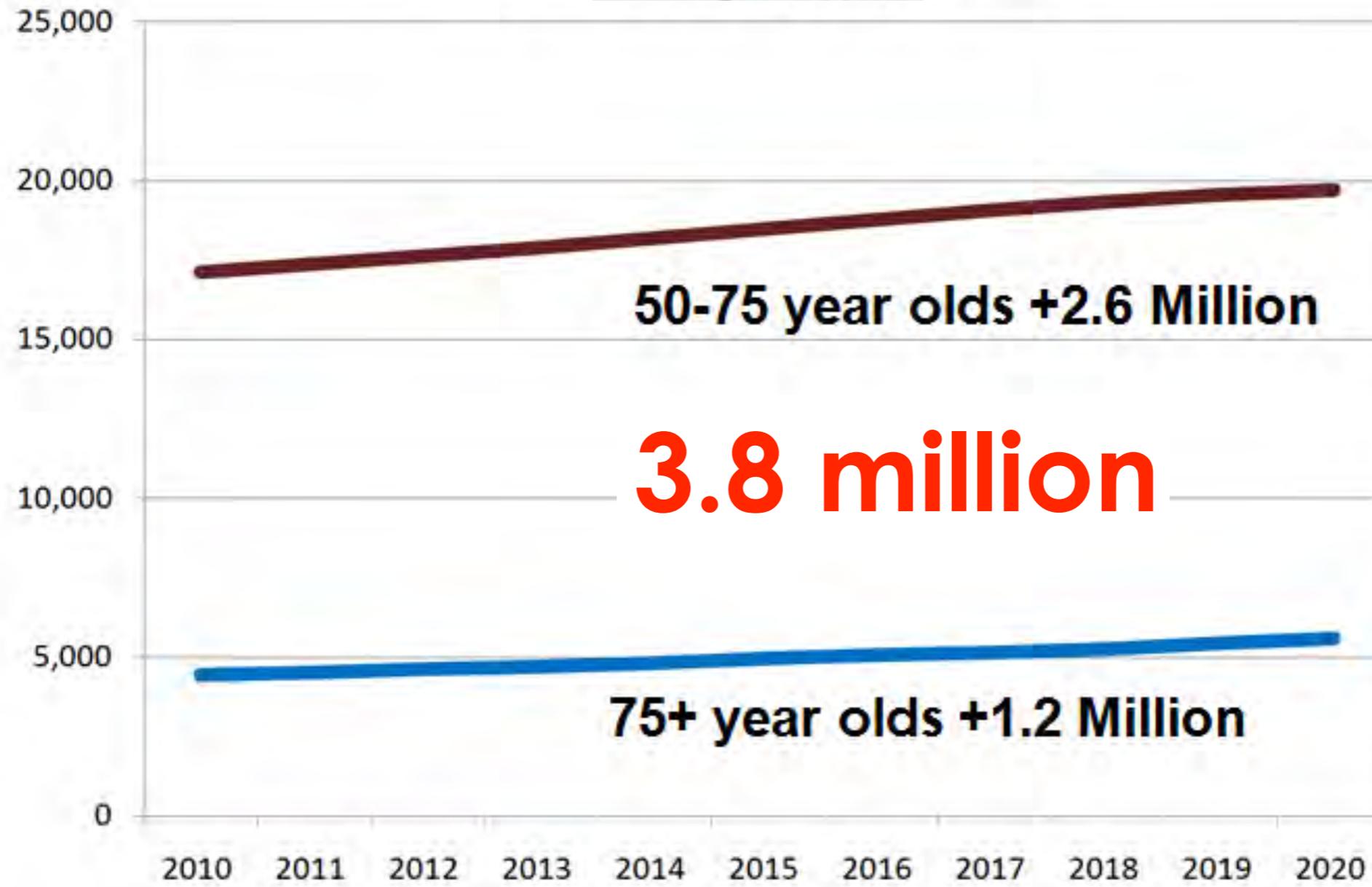


Millions





Millions



US

2020

60+



22 million



15-24



Static

2010

Asia

2020

60+



2010

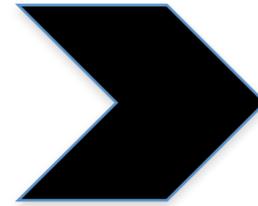
15-24



39 million

Within 20 years, China will have an older population than the United States.

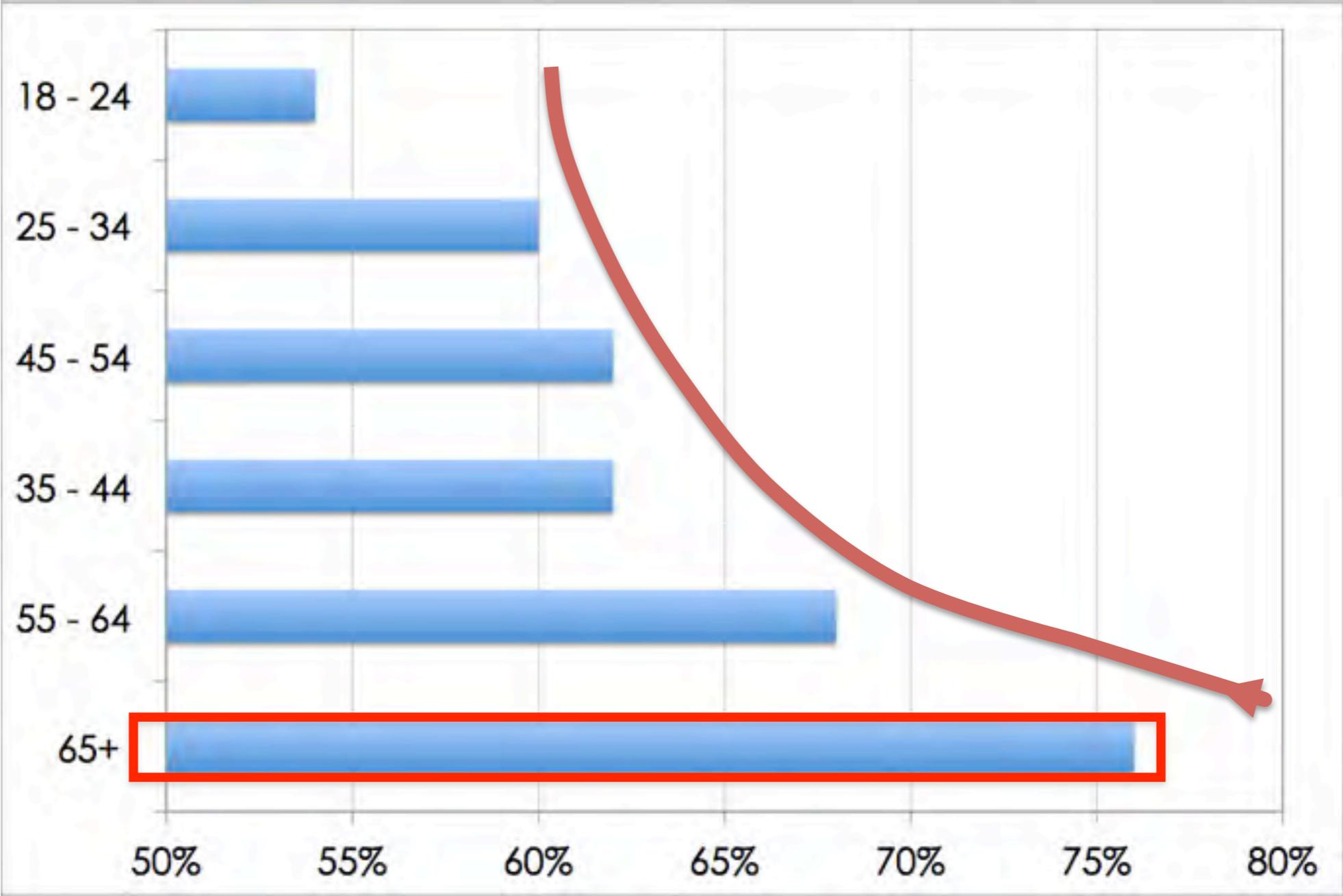
Consumer age



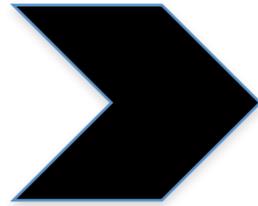
Purchase decision

....knowledge that a company's staff are trained to understand the needs of gay and lesbian customers.....

Would **Definitely** or **Probably** change purchase decision



Consumer age

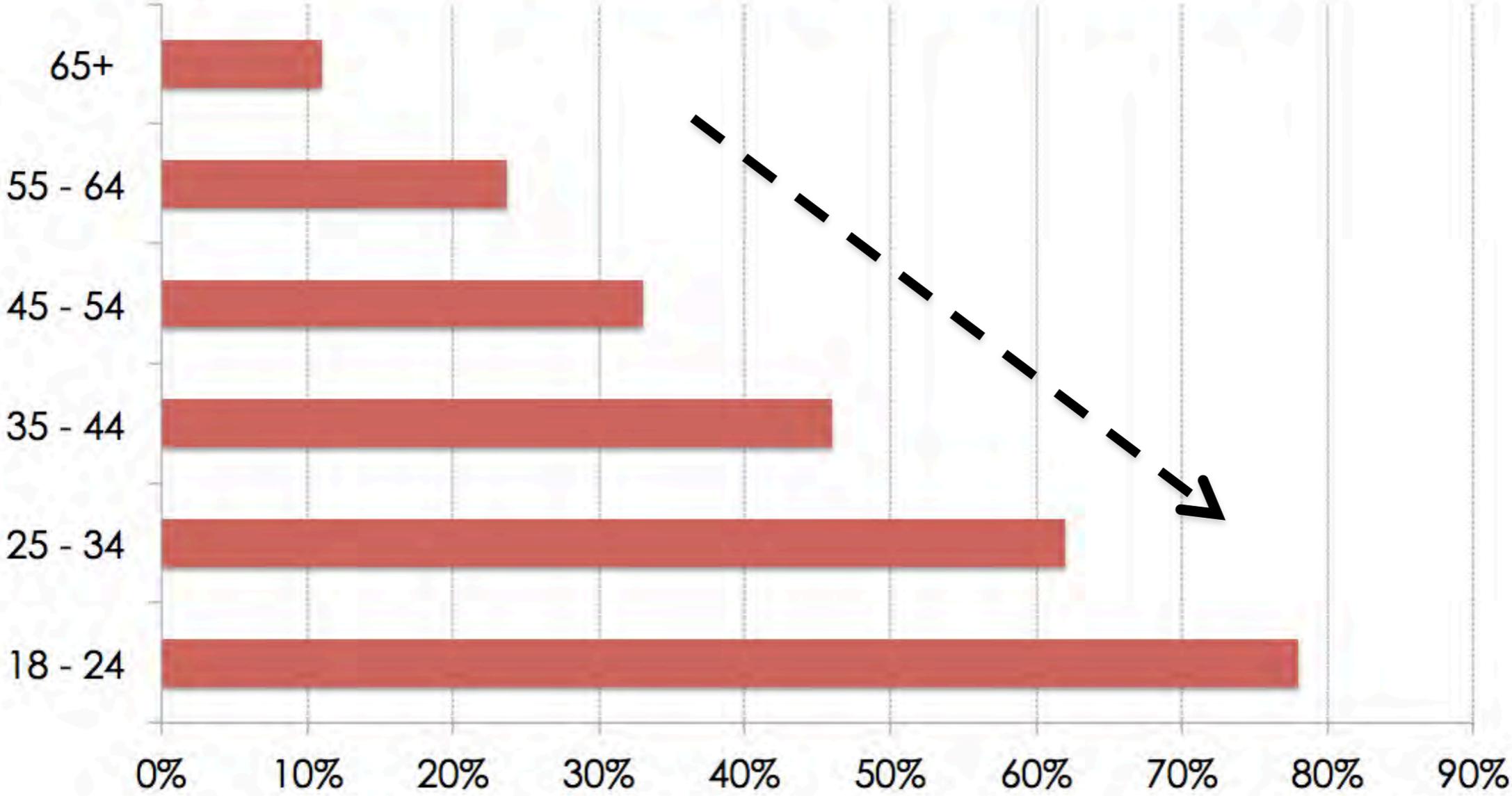


Media channels





Use many or a few times a day



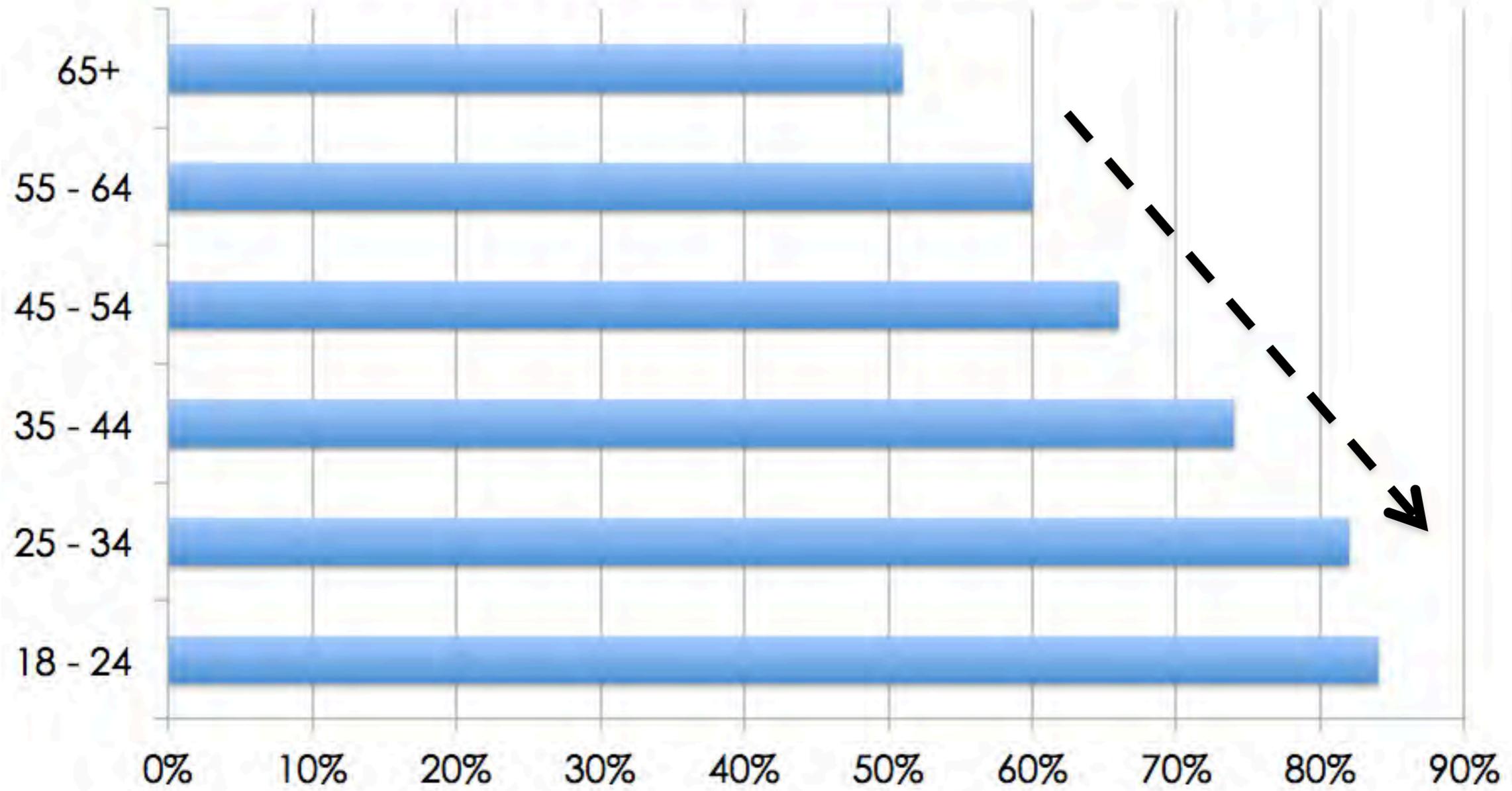
Never Use



	LGBT2020	Ofcom
55 - 64	49%	80%
65+	73%	95%



Use many or a few times a day



Never Use



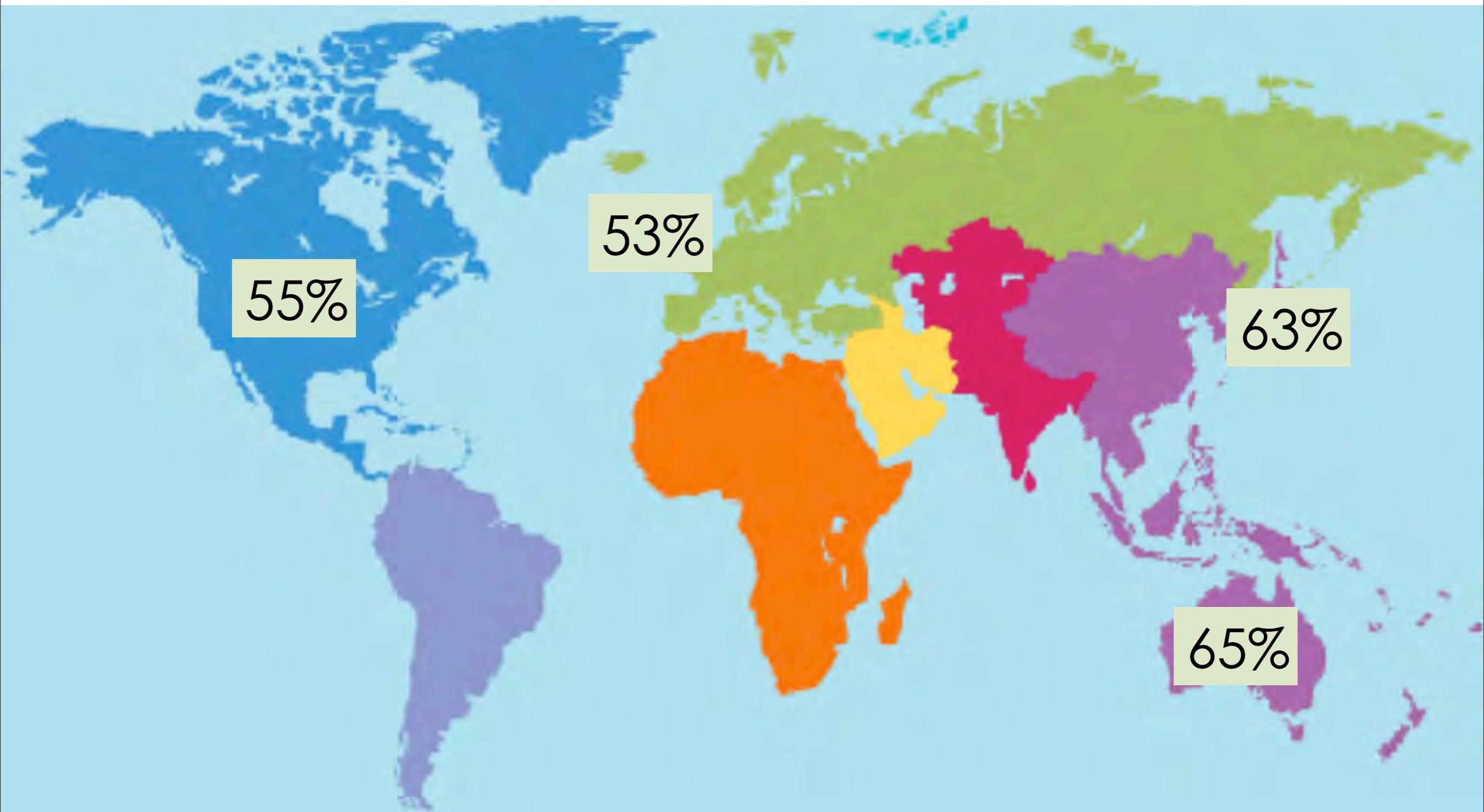
	LGBT2020	Ofcom
55 - 64	10%	31%
65+	21%	65%

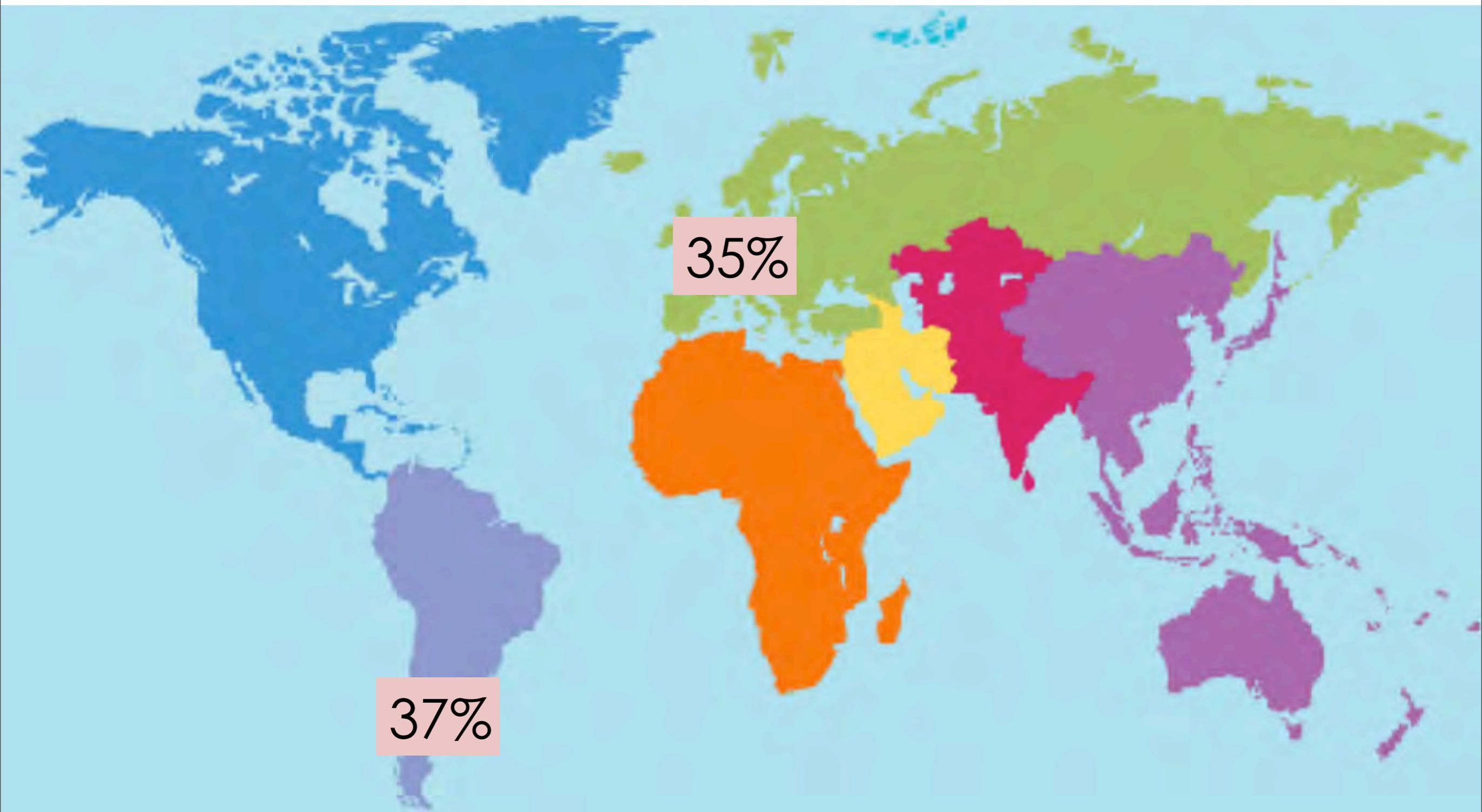


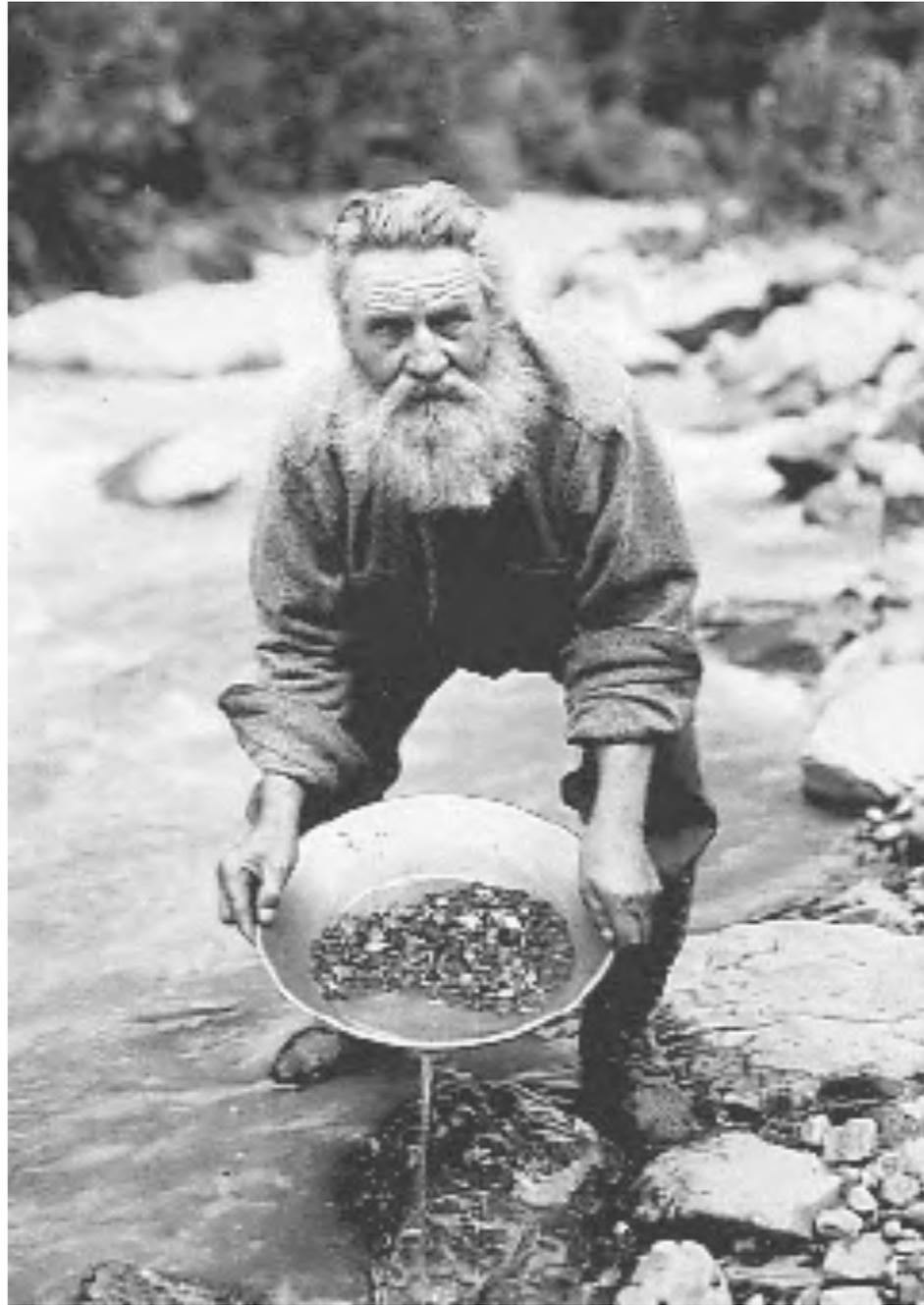
The Care Home



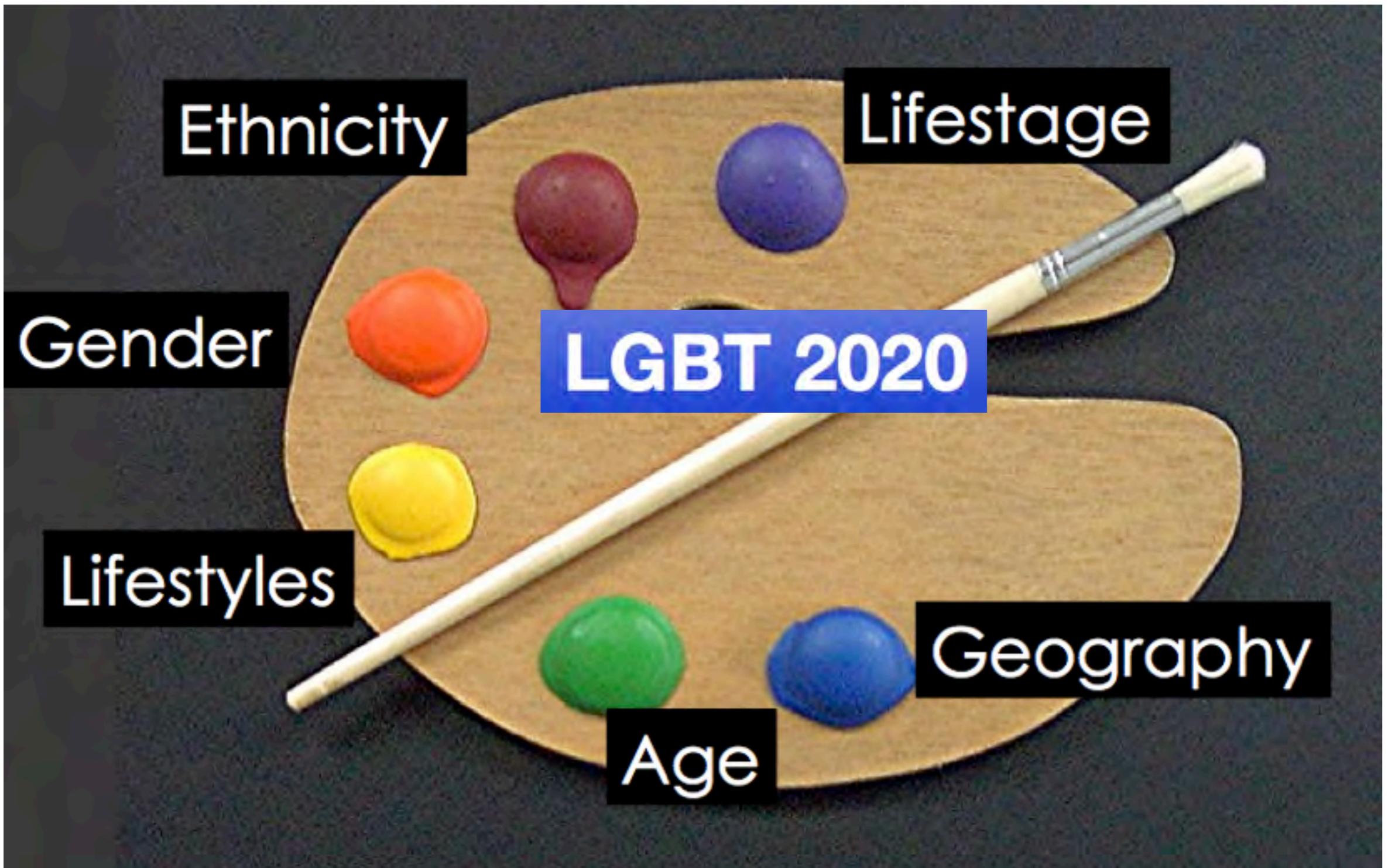
Question? If an aged care community were developed to cater for **LGBT people specifically** how interested would be in living there if you needed care ?







Marketing in a Recession



Ethnicity

Lifestage

Gender

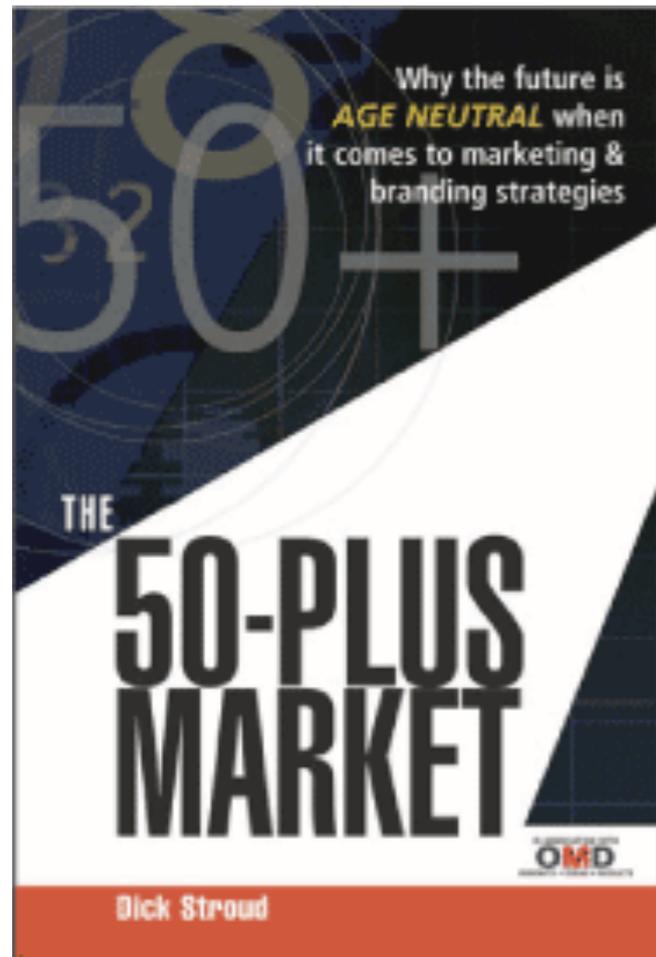
LGBT 2020

Lifestyles

Geography

Age

Thanks for listening



www.20plus30.com/ggg

Further questions

dick@20plus30.com



GenerationStonewall

- The grey gays are growing
- Fewer children
- Specific needs
- New product focus by Out Now
- Better understanding
- Better meet older LGBT needs
- More profitable consumer response + revenues
- **GenerationStonewall.com**

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+ Questions
- **Thanks!**

LGBT2020.

- OutNowGlobal.com
- NextLevelThinking.com
- LGBT2020.com
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Out Now.

The world's leading provider of insight through marketing solutions focused on delivering improved understanding and enhancement to LGBT people's lives - wherever they may live.

Welcome+introductions





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