Coming of Age

THE BABY BOOMER & SENIOR MARKETING AGENCY

Corporate Capabilities
About Us

- *The* experts at connecting with baby boomers & seniors
- Last 5 years primarily focused on online/digital
- Full-service interactive agency
- Multiple industry experience
- Startups to Fortune 500
- Mix of branding & performance-based marketing channels
What We’ve Learned
We’ve Learned Why Communications, Marketing & Sales Have Gotten Tougher

Changes Brought About by Aging Markets

**Physiological**
- Hearing
- Taste
- Touch
- Smell
- Manual dexterity
- General mobility
- Vision

**Behavioral**
- Thinking style
- Values
- Cognitive processing
- Communication
- Root Motivators

Impacts
- Culture
- Marketing
- Sales
- PR/Media
- Operations/Service
- Customer Satisfaction
- Product/Service Development
We’ve Learned Boomers & Older Customers Are Not All the Same!

- No such thing as a pure “boomer” & “senior" customer market
  - 115 million consumers are not a single segment. Very diverse:
    - Socio-economic
    - Income
    - Education
    - Religion
    - Politics
    - Geography
    - Life style

- But, life stage does have an impact on how common values & motivators are manifested
We’ve Learned Age Shouldn’t be a Communications Driver

- Age is a consideration in that it informs marketers about physical, cognitive & life stages
  - More important to focus upon how people think & behave in their stage of life

- Underlying purchase motivations are a result of the older customer's place in time (Life stage)
  - Their minds tell them they aren’t old
    - Older customer’s often feel 10-14 years younger than they are
We’ve Learned Motivations Do Not Originate in the Conscious Mind

Marketing Implications:

- Product/service messages need to connect with hidden drivers” of consumers’ behavior
- Older people’s motivations tend to be qualitatively more experiential & less materialistic than younger people’s motivations
We’ve Learned How To Connect With 2\textsuperscript{nd} Half Purchase Motivators

Root Motivators

- Identity
- Relationships
- Purpose
- Adaptation
- Energy

Manifestation of Root Motivators

<table>
<thead>
<tr>
<th>1\textsuperscript{st} Half of Life – Rules Based</th>
<th>2\textsuperscript{nd} Half of Life – Emotion Based</th>
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<tbody>
<tr>
<td>dependence vs. Autonomy</td>
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We’ve Learned Making Connections is Different

Behavior Is More:

- **Realistic, more practical**
  - *with age comes wisdom*

- **Dependent on context**
  - *behavior is harder to predict*

- **Detached, more individuated**
  - *less subject to peer & other social influences, yet more caring of relationships*

- **Resistant to persuasion**
  - *less influenced by hyperbole in advertising*
We’ve Learned Making Connections is Different

Behavior Is More:

- Emotional, intuitive
  - “gut feelings” often trumps reasoning

- Focused on peak experiences
  - desires are less materialistic, more experiential; pleasure sought in little things

- Introspective
  - more self-informed

- Authentic
  - less disposed to trying to impress others; fewer “airs”
In Summary, We’ve Learned . . .

- The Holy Grail for customers is fulfilling experiences
  - Brands must be positioned according to the experiences they lead to

- Successful companies position themselves as “Gateways to Meaningful Experiences”

- To position brands by experiential possibilities companies must adopt a customer-centric consciousness
  - Entice their imaginations
  - Let them self-select
Our Differentiators & Approach
Differentiators

- Ageless marketing & consumer behavior marketing insights, experience

- More than 20 years expertise & experience in boomer/senior b2c marketing
  - Target market inclusive - not exclusive - strategies, methods & tactics approach

- Proven track record of scaling campaigns efficiently
Differentiators

- Expertise in designing campaigns connecting products/services with consumers’ stage of life values, motivators, needs & desires
- Integrated Approach
- Conversion-Focused
- Advanced Analytics
- Transparent Account Management
Differentiators

- Knowledge of how generational values, behavior, buying motivators & satisfaction needs change
- Helps us to create & execute:
  - Effective marketing strategies
  - Motivating interactive communications
  - Engaging PR
- That effectively communicates & evokes measurable responses
- Generating more sales leads & increasing sales closings potential
We Titillate Purchase Motivators

**Identity Needs**
Motivate self-preservation behavior (physiological, psychological & social)

**Purpose Needs**
Motivate behavior that validates & gives meaning to life

**Energy Needs**
Motivate behavior that promotes health, well-being & functionality

**Relationships Needs**
Motivate behavior that seeks social, organizational & spiritual connections

**Adaptation Needs**
Motivate behavior that promotes progress in knowledge & skill development

*Source: Ageless Marketing, David B. Wolfe*
And We Focus On 2nd Half Purchase Motivators

MUV’s*

• Identity
• Relationships
• Purpose
• Adaptation
• Energy

1\textsuperscript{st} Half of Life

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2\textsuperscript{nd} Half of Life

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*Motivating Underlying Values
(Source: Ageless Marketing, David B. Wolfe)

Image: Huffington Post
We Promote Connecting With Season Of Life Values & Motivators

**Fall:** *Shift to inner development*  
- Survival focus: Work-play (search for meaning)  
- Tragic mode: “I can’t do as much as I once thought; who am I really?”

**Winter:** *Integration of life experiences*  
- Survival Focus: Reconciliation (making sense of life)  
- Ironic mode: “There’s good in most every bad, bad in most every good - c’est la vie!”

*Source: Ageless Marketing, David B. Wolfe*
What We Do:
Interactive Marketing
What We Do

▶ Search Engine Marketing
  – COA provides advanced paid search marketing management

▶ Search Engine Optimization
  – COA works with a wide spectrum of sites, helping to develop, implement & measure SEO efforts

▶ Conversion Optimization
  – COA has the experience & expertise to optimize websites for conversion
What We Do

- Website Development, Design, Creative & Messaging
  - COA combines the latest design techniques, coupled with the most effective usability approaches to create compelling websites for baby boomers & older customers

- Email Marketing
  - COA provides a full service email solution – including design, contact strategy, list segmentations, delivery, deliverability, reporting & analysis

- Web Analytics
  - COA provides the insights & actionable recommendations to help you set up, monitor & leverage your web analytics data

- Affiliate Marketing
  - COA provides full affiliate marketing management & optimization
What We Do

Social Media

- COA provides a comprehensive approach to Social Media:
  - Develop strategies for creating a social media presence & implement the best outlets (blog, social network accounts, etc.)
- Campaign Design/Development
  - Develop social network accounts & initial recommendations on conversation topics & strategy for marketing
- Campaign Implementation & Execution
  - Manage & maintain social network accounts (i.e. Facebook & Twitter)
  - Blogger outreach –enhance brand/program awareness & inbound links (SEO)
- Monitoring & Reporting
  - Monitor online conversations to determine reach, voice
  - Tie social media back to traffic, conversions
What We Do:

Traditional Marketing
What We Do

Traditional Marketing
– More than twenty years of traditional marketing experience connecting with Baby Boomer & senior customers

Our Traditional Services Include:
– Print
– Direct Mail
– Radio
– Television
– Outdoor
– Telemarketing
– Face to Face Advertising
– Direct Marketing
– Word of Mouth
– Events
– Public Relations
What We Do:
Consulting & Educational Programs
What We Do

- **Marketing Consulting**
  - COA provides results-focused solutions for your traditional & online marketing needs
- **Our differentiation is taking an Ageless Marketing approach**
  - The way people process information—including sales pitches—is fairly universal...as long as you take age into consideration
  - The way the Baby Boomer & senior populations relate to media is different from younger generations
- **We understand the nature of Baby Boomer & senior customers’ purchase motivators & values**
  - We design marketing communications that arouse their deepest & most compelling motivators
  - We help you create messages that have the best chance of generating customer interest & converting that interest into a purchase or other desired action
What We Do

- Keynote & Workshop Educational Programs
  - Practical, Applicable & Effective Marketing/Sales Tools & Tactics
    - Coming of Age is one of the few marketing companies to provide customized work-site or conference/event keynotes, presentations or half-day workshops to improve marketing & sales to Baby Boomer & senior customers.
  - The Most Qualified Speakers Available on Connecting with Baby Boomers & Seniors
    - Behavioral & perception changes experienced demands significantly different marketing & sales messaging, content, approaches, techniques & tactics
      - Improving traditional & online marketing
      - Increasing sales & improving service
How We Do It
Client Interaction Summary – A Collaborative Process

- Understand - key insights/current situation
- Develop Interactive Plan:
  - Goals – broad statement of intent
  - Objectives – what you do to achieve goals
  - Strategies – how you do it
    - Promise/reasons why
    - Key targets
    - Focus
    - Tone/Tactics
    - Application of appropriate eMarketing technology
- Execute & monitor plan
Creative Summary

- Interactive Design
- Content Development
- Usability Improvements
- Rooted in Conversion
Analytics Summary

- Campaign Performance
- Attribution Modeling
- Clickstream Analysis
Selected Creative
Your new neighbor would like to get to know you better.

We believe the best way to serve our members and their community is to connect with them in their neighborhood. The Humana Guidance Center is a place to make friends, to learn and to enjoy yourself. We're here to give you our best thinking on Medicare and related issues and offer you activities, educational programs and events that will help you to gain more control over your life and improve your health, wellbeing and security—and to have some fun too. Please stop by; we believe you'll find the experience very rewarding.

Humana Guidance Center
215 NE Englewood Road, Suite A, Kansas City, MO 64118
Call us today at: 816-459-7776 or TTY 1-877-939-4486
www.humana-medicare.com
meet someone. create something. get fit. stay relaxed. learn how. wonder why. have an adventure. make a difference. this is what defines be.group and our communities: simply being yourself. starting now.

be yourself.
Enjoy our view of the Pacific. And that secret your new friend couldn’t keep.

Smile. At White Sands La Jolla, making new friends and sharing in new experiences are all part of the package in our senior living community. We’re here to connect you to what you want most in life—to be yourself.

SOPHISTICATED • VIBRANT • SOCIAL • COMPASSIONATE • ENGAGED

available now.
Oceanfront view apartment! 1,300 s.f., 2 bed, 2 bath
Call today for more details:
(888) 484-0481

Oceanfront view apartment! 1,300 s.f., 2 bed, 2 bath
Call today for more details:
(888) 484-0481

Get warmed up. At Redwood Town Court, making new friends and sharing new experiences are all part of the package in our senior living community. We’re here to connect you to what you want most in life—to be yourself.

WELLNESS • SOCIAL ACTIVITIES • HOUSEKEEPING

Enjoy your night out in our neighborhood.

Surprise her tonight. At Redwood Terrace, making new friends and sharing new experiences are all part of the package in our senior living community. We’re here to connect you to what you want most in life—to be yourself.

FAMILY • COMMUNITY • SHARING • WELCOMING

be.spontaneous
Remember When...
Grandpa gave us the biggest fish?

Grandpa was my hero. He always let us take credit for the big fish and had a way of making each moment special. When Grandpa passed away, we wanted a funeral as unique as he was. Woodridge Memorial Park & Funeral Home made that happen.

When you need us, we’re here for you with:
• Personalized full service or cremation options
• Services that honor Veterans
• Preplanning without the stress

WHY CHOOSE WOODRIDGE MEMORIAL PARK & FUNERAL HOME?

Honoring Life
Our caring associates are dedicated to celebrating the unique life you lost and the special bond you shared.

Grief Support
We treat you like family... so you’re never alone during this difficult time. Our grief and healing support counseling will help you through your time of need.

Personalized Service
A wide range of personalized service options — from traditional full service or cremation — create a funeral as unique as your loved one.

Planning Ahead
Pre-planning outlines your wishes... giving you peace of mind and providing less stress for your loved ones.
Remember When...
Grandpa burnt the chicken?
The day Grandpa burnt the chicken is a story that’s part of our family history. When he passed away, we wanted a funeral as unique as he was...one where we could share family stories and celebrate his life. Bring Funeral Homes makes that happen.

When you need us, we’re here for you with:
- Personalized full service or cremation options
- Honoring a loved one’s wishes
- Planning without the stress

Why Choose Bring Funeral Homes?

Honing Life
Our caring associates are dedicated to celebrating the unique life you and the special bond you shared.

Grief Support
We treat you like family, as if you’ve never been through this difficult time. Our goal and mission is to support you through your time of need.

Personalized Service
A wide range of personalized services options—from traditional full service or ceremonies—make it a funeral as unique as your loved one.

Planning Ahead
Pre-planning ensures your wishes...giving you peace of mind and providing peace of mind for your loved ones.

Thank you so much for your professional care of our dear one and our family. Your attention to every detail and your guidance and care of our family was appreciated so much. Everything was perfect and we have beautiful memories of our final days with him on this earth.

— Ron

Our Directors

Paul Neville
General Manager, Funeral Director

Allan L. Nibert
Senior Funeral Director

Joseph T. Stone
Funeral Director, Funeral Consultant

Bring’s Broadway Chapel

Bring’s Memorial Chapel

8810 S. Broadway Blvd
Tucson, AZ 85710

208 S. Scott Ave
Tucson, AZ 85701

800-000-0000
Visit Website

Call 800-000-0000

Learn More
Create a unique funeral for your loved one or plan for the future

Enter Your Name:

Enter Your Email:

Enter Your Phone Number:

Contact Us

He was a character!

Grandpa’s grilling style is a story that’s been in our family history for years. When he passed away, it was one of the special memories we all came together to share. He made the most of each moment and always looked at the bright side of life.

His funeral mirrored his life, celebrating the one-of-a-kind man he was.

When it’s time...
Contact us to help you celebrate your loved one.

Kingsport 523 Wethersfield Ave
1115 Hwy 176
Church Hill 2080 US Highway 23N
Weber City (423) 245-4101 (423) 357-0808 (276) 386-7021
24880 US Highway 23N
www.CarterTrent.com

Coming of Age
Today is the day I take out a reverse mortgage.

Today, I: take control of my future.

I will make sure: my home equity will be used wisely.

I will have: peace-of-mind.

Life Reimagined
With a Reverse Mortgage
"I loved that we always had something to do."

"Every day that I can remember, I played outside with my friends, even huddling under porches and trees in the rain. Many nights our parents sat outside, too, watching us, but primarily visiting with each other. I never felt anything but safe. I never lacked for friends either. I could always knock on doors in the neighborhood and round up someone to accompany me on a bike ride or an exploration of the nearest creek or wooded area. Living at Wyndemere gives me that same sense of stability, confidence and independence within a community. And everyone has much to do."

"We’re making new memories with good family traditions."

One of my favorite memories when growing up is learning how to bake with my mom and grandma. I had so much fun learning how to follow a recipe and measure correctly. The best part was waiting for our treats to bake while talking with my grandma. She always told the best stories. I am continuing this tradition with my granddaughter at Wyndemere. I hope she cherishes the memories, just like I do."
Kriebel Wells has a proven history of above-average returns on your investments.

Let us help you to create your financial legacy, reduce your taxes and increase your income.

While we cannot fully control our legacy and how we are remembered, these meaningful memories are more likely to occur when we plan for them.

Continuing your partnership with Kriebel Wells will help you to build your financial legacy. For more than 30 years, Kriebel Wells has partnered with individual investors like you to drill and top natural gas wells. Kriebel Wells investments have consistently outperformed the major stock indices for the last decade.* Each well has a planned lifespan of 20 to 30 years and should provide you monthly cash distributions during that time.

We can help move you closer to achieving your financial legacy. With the correct mix of gift and estate planning you can continue to contribute to your family and community and this income stream can be transferred virtually tax free.

To request more information about continuing your partnership for KW2010 please click on the Get Started Today link below.

KW2010 is Projected to Perform Better than the Alternatives –
While other current investment opportunities are returning less than 3% on your investment, our latest partnership, KW2010, is expected to offer an 11%-15% return on your investment.

- About Kriebel Wells
- The Kriebel Difference
- Benefits of Investing
- Frequently Asked Questions
- Calendar of Events

*Major indices include the Dow Jones Industrial Average, Russell 2000, and the S&P 500. Comparison periods: 1990-2010. Shaded index performance includes all dividends distributed plus the current value of the index less initial investment. The total is then divided by the initial investment. Data provided by Yahoo Finance, Investopedia.com and Bloomberg.
The Kriebel Group is a collection of companies focused on acquiring natural gas reserves, operating natural gas wells and providing services and income to our partners and customers.

We are an independently owned family business that not only cares about making money for our landowners and partners, but doing so in an ethical and environmentally friendly manner.

We encourage you to browse this site to learn more about the individuals who help make the Kriebel Group a success and the companies they are responsible for running. We'll tell you how we protect our landowner’s property and why our partners see better-than-average returns on their investments.

Please feel free to call or email us with any questions you may have about the Kriebel Group. Click here for our contact information.
The graph to the left is based on the following:

- $1 Million of IRA/401k money to be converted to a Roth IRA.
- Average Growth Rate during the next 20 years is 5%.
- Tax Rate for the next 20 years of at least 39.6%.
- Retirement will occur after five years.

Based on the above items and by utilizing a KW2010 investment to reduce the taxes incurred on the IRA conversion, the value of the Kriebel Retirement Portfolio would increase by over $1 million at the end of 20 years.
Throughout life we collect memories. Each and every one of these memories combine to make us the person we are today. We are our memories.

Jack and I spent our honeymoon in Paris fifty five years ago. One fine afternoon, he picked out a rose for me from a vendors cart. “I promise our life will bring you a million roses just like this one.”

Our life has been blessed. And blessed again with our new home at The Colonnade.

For more than a dozen years, Roskamp/Sun Health has been developing independent and assisted living communities in the Phoenix area. Our latest community, The Colonnade is ready to welcome you. Find your next rose at The Colonnade – the best place you’ll love to call home.

Visit The Colonnade this weekend and receive a $25.00 dining certificate.

Located at the intersection of
W. Mountain View Blvd. and W. Goldwater Ridge Dr.
Sun City Grand, Surprise, Arizona
623-975-8721
www.thecolonnadeaz.com

Independent Living | Assisted Living | Skilled Nursing | Memory Support
Dear Gertrude,

Throughout life we collect memories. Each and every one of these memories combine to make us the person we are today. We are our memories.

I recently heard a story about a couple that was married for fifty-five years — Jack and Marge. The couple had spent their honeymoon in Paris in the spring of 1963. One afternoon while walking in the Quai de la Concorde Marquet, Jack picked a rose from a vendor’s cart, handed it to Marge and said, “I promise our life together will bring you a million roses just like this one.” They just celebrated fifty-five splendid years together. Life stories and memories like those that help all of us celebrate life and make us appreciate the loved ones around us.

For more than a twenty-five years, Rekamp/Sun Health has been developing innovative retirement communities in the West Valley. We’ve helped thousands of people like Jack and Marge transition from their homes to our communities ... where they’ve continued to celebrate life together, make new friends and create great new memories.

Our latest community, The Colonade at Sun City Grand is now just a few months away from welcoming residents to their new homes. We want to share with you some exciting plans and promotions currently available in our community. The Colonade residents can choose a plan tailored specifically to meet their personal and financial needs. In addition, The Colonade is offering a special spring pricing promotion.

share with you the many features and options available as well as the upcoming progress at our community. I’ll take the liberty of calling you next week to answer any questions that you may have about The Colonade. And, encourage you to visit the Colonade and tour the models, we’ll give you $250.00 Dinner Certificate to Dillon’s at Grand. Of course, if you have any additional questions, please don’t hesitate to call me at 623-975-8706.

I look forward to our conversation and helping you to create your memories of your own.

Sincerely,

Bob Garwood

Vice President

Visit the Colonade at Sun City Grand and Dinner is on us! Just call 623-975-8706 and make your appointment to tour the latest Rekamp/Sun Health Community.

Fill out this form and bring it to your appointment.

Name: __________________________
Address: _________________________
City: __________________ Zip: ______
State: ________ Phone: (_____) ______
eMail Address: ____________________

The Colonade
...at Sun City Grand

14917 W. Florentino St. • Sun City Grand, Surprise, Arizona 85374

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Bringing Care Home Since 1958

There are many people in our community.
Some of them are sick.
Some of them are dying.
Some are about to have a life-changing accident or diagnosis.

Some have a lot of support from friends and family.
Some have very little.
Some have a lot of resources.
Some have very few.

Some have Medicare or insurance.
Some don’t.
Some have insurance that is very limited.

We find a way to help everyone who needs our services.

CNS Home Health & Hospice

690 E. North Avenue
Carol Stream, IL 60188
(630) 665-7000
www.cnshomehealth.org

CNS Home Health & Hospice
Our passion is serving your needs.
Our satisfaction is knowing that we’ve done it with excellence.
Live well.

Eat great.

The finest steakhouse in town, delivered right to your door. The same top quality Certified Angus Beef® we provide to the finest restaurants is now made available to you. Perfectly aged, cut to exacting standards, immediately frozen and delivered directly to you. That is the Heartland guarantee… plain and simple. Visit us online at HeartlandSteaks.com.

Heartland Steaks
HeartlandSteaks.com • 800-365-5502 • Chicago, Illinois
Thank You!

Contact:
Jim Gilmartin or
Tim Wagner
630-462-7100
jim@comingofage.com
tim@comingofage.com
www.comingofage.com