



Senior Concessions Going Further
Where the over 50s can save £££s

www.oscaruk.co.uk

June 2008

Oscar

Talking to 21m people over 50



Content



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Oscar – Knowing More Saving More



- Oscar is a real time on line environment where over 50s come for information and savings on a vast range of product and services.
- Its unique combination of up to date information on matters specifically relating to those over 50 and around 4,000 concessions makes Oscar a destination of choice for this vast, growing market.
- Oscar is the place for you to advertise, trade information with and sell directly to 21m people with 80% of the UK's wealth.
- We offer real expertise in marketing to the over 50s – researching, analysing and segmenting the market, building compelling propositions and developing effective campaigns.
- Oscar Retirement Vista is the intelligent way to market to:
 - nearly retireds
 - just retireds
 - and really retireds.
- And we can give you the information you want to talk to over 3 million over 50s on the 0s Vista Database.



Welcome to Oscar

The screenshot shows the Oscar Senior Concessions website. At the top, there is a navigation bar with links for Home, About Us, Marketing Opportunities, Add a Concession, Contact the Editor, and Contact Us. The main header features the Oscar logo (an owl) and the tagline "Where the Over 50s can save £££s". Below the header, there are search and contact forms. The main content area is divided into several sections: a welcome message, latest concessions (listing La Trattoria and Harlow Greyhound Stadium), latest articles (Equity Release, UK Businesses missing, and Over 50s get poor deal), and a registration/login sidebar. A promotional banner for a wine competition is also visible. At the bottom, there is a grid of categories for concessions, including Eating Out, Entertainment, Financial, Opportunities, Competitions, Gardening, Association Membership, Holidays, Hotels and Accommodation, Useful links, Fitness, Sport & Health, Shopping + Gifts, Transport, and Days Out.



Oscar – Going further than Senior Concessions

- Oscar was born as Senior Concessions in 2004 as a new way of reaching the over 55s. The concept to provide information and concessions to this age group was and remains unique in its scope and capabilities.
- Since then the site has been stress tested by over 5000 visitors.
- It is now re-launched as Oscar, providing an exhilarating range of concessions to the over 50s with insightful comment and information.
- It will be positioned as a free member association with plans for 250,000 active visitors by end 2009.



Oscar Management

Senior Concessions Ltd, owners of Oscar, are a group of highly experienced marketers and business owners, with strong track records.

Peter Simpson

One of the founders of First Direct, Peter is an acknowledged leading marketer in the UK. He is known for his strategic thinking, strong brand focus and ability to lead complex multi product, multi channel campaigns.

Denny Collie

An experienced company manager and director, Denny set up DCA Scotland in 1996 and is the owner and sole director of this software and data collection agency and is our technology agency. He looks after the concessions side of Oscar and ensures we have a high quality and expanding database of offers.

David Douce

David has worked in advertising and marketing since 1970, the last 25 years as an independent qualitative researcher and marketing consultant, specialising in the over 50s. As Oscar's editor, David has a delightfully in tune approach to communications.



Oscar Management

Chris Henry

Founder and Managing Director of Liaison Print Solutions since 1987, a leading print broker and services organisation. Chris's skill is in developing solutions to complex logistical problems.

Glenn Patterson

Glenn specialises in direct response and corporate communications. He led the management buyout of the Intermarketing Group and currently is Managing Director. He starts from a consumer position and uses real clarity of thought to define new, exciting propositions.

Liz Simpson

Liz has been the much awarded head of direct marketing of First Direct. She is one of the few direct marketers who combine rigorous data analysis with strongly branded creativity across direct and on line communications.

Andy Watson

Andy is Group Finance Director and Oscar's finance man, keeping processes on track and to budget.



Oscar Market



- There are 21m people over 50 in the UK, 34% of the total population. The segment is fast growing, over 500k people become 50 each year. That's one every 40 seconds.
- The over 50s own 80% of UK private wealth and represent a significant percentage of the purchase of all goods and services. They spend £15bn each year.
- Contrary to received wisdom, this group are extremely on line savvy:
 - 40% have access to a computer - nearly 60% are broadband users
 - 60% research on line and have bought on line
 - They account for over 20% of the internet population
 - Their share grew by over 20% in 2007
 - They are the fastest growing social media user group
 - Accounting for 15% of on line social activity

Oscar – Reaching the Over 50s

- Oscar started modestly with over 1,000 visitors a month in 2007. These are 60% male and 70% ABC1.
- Member numbers are proposed to grow rapidly from our Summer 2008 launch, as a result of significant investment in marketing, aligned with a PR programme hitting key issues for the over 50s. Our aim is to have over 100,000 members within 12 months.
- As a result of continually improving site content and richness, we expect individual member visits to increase from 4 pa to 8 pa by end 2008 and to achieve one per month by mid 2009.
- This expansion of membership, content and visits creates vast opportunities for you to talk to this lucrative market.



Oscar – Member Buying Power



- The over 50s could save £25 billion every year
- With Oscar, members can achieve the equivalent of more than £1,200 pa extra income
- Visitors have already demonstrated a real appetite for on line buying, with each visitor clicking through to an average of 3 businesses per visit

- Over 50s buying power:
 - 45% of cars
 - 80% of luxury cars
 - 35% of travel
 - 80% of cruises
 - Over 50s are 48% more likely to spend in shops
 - 14% more likely to eat out
 - 80% more likely to buy a new car
 - 35% more likely to go on a Foreign holiday, where they spend 66% more than average

Oscar – Business Lines

- Oscar is organised by business lines representing key interest areas for its client base realised live over 4 years. These are
 - Association Membership
 - Days Out
 - Eating Out
 - Entertainment
 - Financial
 - Golf, Fitness, Sports & Health
 - Gardening
 - Holidays
 - Hotels & Accommodation
 - Opportunities
 - Shopping
 - Motoring & Transport
- Visitor analysis shows an attraction both to national and locally based concessions.



Oscar – Business Opportunities



- Oscar is a unique place to build your business. We offer the following opportunities:
 - Business Partnerships – presenting your propositions direct to members
 - Consumer Knowledge – questionnaire and category sponsorship opportunities
 - Lead Generation – for Direct Marketing, e Marketing and Direct Telephone sales
 - Advertising and e Marketing – use Oscar to drive your sales and brand via advertising on the site or joining our e marketing programme
 - Competition
 - Sponsorship – Oscar runs regular competitions you can sponsor
- As experienced Marketers, Senior Concessions can work with you to develop packages that are right for your business.
- Our Preferred Partner programme is designed to give our early partners extra benefits.

Oscar – Business Partnerships

- Oscar offers partnerships/affinity schemes across its product categories.
- Typically a partner will offer Oscar members strong, long term deals/discounts, recognising their buying power and propensity to buy.
- These partner offers receive preferred status and are promoted to Oscar members both on site and through our e-newsletter programme.



For more information please contact
Graeme Hutchison on 0113 275 3912, or
enquiries@oscaruk.co.uk

Oscar - Customer Knowledge



- Oscar members are keen to interact. That's why our questionnaires are so popular and responsive which is great news for your business.
- You can sponsor one of our monthly questionnaires or specific questions in each category.
- As a lead sponsor you get regular updates on buying behaviours and preferences and true insight into their thinking and attributes.



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Oscar – Lead Generation

- Oscar members are loyal supporters. They are happy to trade information about themselves for deals. We can provide this data to you for:
 - email campaigns
 - direct marketing campaigns
 - direct telephone transfer campaigns
- Oscar can manage these campaigns on your behalf. We have 100 years combined experience in managing quality, complex campaigns
- Our telephone partner, Senior Response, is the recognised leader in over 50s call centres, where representatives are all over 50 and talk to your customers on their terms. We can handle your inbound and outbound traffic



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Advertising and e-Marketing



- The Oscar site is the new way to advertise your brand and products to the over 50s. We can provide highly flexible advertising packages, using innovative techniques in on line marketing.
- You can join in our e marketing programme to Oscar members, sponsoring (solus or jointly) one of our monthly emails or our quarterly newsletter.
- Oscar can create advertising for you and even advise on the use of compatible media.



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Oscar - Competitions



- Oscar members respond positively to our competitions which we run regularly. They cover aspects of over 50s lifestyles and interests, and can relate to your business environment. These are excellent data and product placement opportunities.
- Cost - £3,500 per month – including design, build and data capture (minimum £1,000 prize value).



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Oscar - Retirement Vista

- The Oscar team are acknowledged leaders in marketing and are the agency of choice for organisations who want to talk to this 21m strong sector.
- Oscar Retirement Vista is our proprietary approach to the market, which incorporates our unique approach to insight and segmentation:
 - Nearly Retired
 - Just Retired
 - Really Retired
- Oscar covers the full spectrum of the marketing process
- Oscar can help you across this spectrum or find solutions for specific requirements.



Oscar - Marketing Process



1. Market Research and Analysis
2. Consumer Insight
3. Marketing Strategy Definition
4. Target Market Segmentation
5. Brand Development
6. Proposition Development
7. Creative Communications
8. Media Optimisation
9. Campaign Management
10. Data Management
11. Results Analysis

Oscar - Over 50s Vista Database

- Oscar Over 50s Vista Database is a rich database of up to 3000,000 over 50s people. Data collection and management is high quality, with strong recovery credentials. Its richness enables you to select data to meet your precise needs.
- You can manage the campaigns in house or we can look after your direct marketing and e marketing on your behalf. In conjunction with our partners, Senior Response, we offer direct telephone transfer and inbound and outbound call facilities, using UK based over 50s representatives.
- Visit www.oscaruk.co.uk for more information about how Oscar Marketing can help your business.
- You can download a pdf about our full capabilities



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Going Further

Talk to Oscar

