AARP Media Sales Launches Week-Long Takeover Advertising Campaign as 50+ Becomes Dominant Consumer Demo

Campaign targets millennial media planners and buyers as 50+ demo climbs to 51 percent of all consumer expenditures

NEW YORK, NY – AARP Media Sales today announced the launch of its first week-long takeover marketing campaign aimed at the millennial media planning and buying audience using slang intended to grab their attention. This breakthrough campaign is designed to mark a milestone moment for people over age 50 now representing 51% of all consumer expenditures, according to the Bureau of Labor Statistics' US 2014 Consumer Expenditure Survey released September 2015.

"Our takeover campaign celebrates that we have reached a tipping point – adults 50+ now dominate all consumer spending," said Shelagh Daly Miller, VP, Group Publisher, AARP Media Sales. "Marketers see the value in targeting 50+ adults and understand these consumers can't be ignored as they represent 75 percent more spending power than adults 18-49."

The campaign also reinforces AARP is everywhere with the 50+ demo – with a literal takeover of ads across print, digital, social media, and out of home coupled with creative native content launching on Medium. Ads will appear in print editions of The New York Times and Wall Street Journal, on marketing sites including AdAge, Adweek, Digiday, MediaPost, and eMarketer, on BuzzFeed and across social media, in transit hubs and media agency offices around New York City and in major markets across the country including Boston, Chicago, Dallas, Los Angeles and San Francisco.

The ads, color-blocked red with minimal text, feature short and bold slang reading: "DUH," "OBVI," "OMG," and "LEGIT" in response to questions about AARP Media Sales' knowledge of the 50-plus audience, including: "Does AARP Media Sales reach 50+ better than anyone?" and "Are AARP Media Sales the experts on the powerful 50+ audience?"

"We designed this campaign to capture media planners' and buyers' attentions with a striking message communicated in their 'language' to be seen where they are physically and digitally," said Patricia Lippe Davis, VP, Marketing, AARP Media Sales. "With our multiplatform 'takeover' ad campaign appearing everywhere – expected and unexpected – we aim to bring to life the concept that '50+ is everywhere' and that AARP's media properties are the best destinations to reach this group."

For more information, please visit http://advertise.aarp.org/.

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About AARP Media Sales

With a unique knowledge of 50+ consumers and unparalleled access through multiple media channels, AARP Media Sales connects marketers to the ever-growing and influential 50+ population. Reach this audience through AARP's trusted media properties, including AARP's digital assets, anchored by AARP.org; AARP The Magazine, AARP's lifestyle publication; and AARP Bulletin, the go-to news source for Americans 50+. To learn more or reach a rep, visit advertise.aarp.org.

About AARP Services, Inc.

AARP Services, Inc., founded in 1999, is a wholly-owned taxable subsidiary of AARP. AARP Services manages the provider relationships for and performs quality control oversight of the wide range of products and services that carry the AARP name and are made available by independent providers as benefits to AARP's millions of members. The provider offers currently span health products, financial products, travel and leisure products, and life event services. Specific products include Medicare supplemental insurance; credit cards; auto and home, mobile home and motorcycle insurance, life insurance and annuities; member discounts on rental cars, cruises, vacation packages and lodging; special offers on technology and gifts; pharmacy services; and legal services. AARP Services also engages in new product development activities for AARP and provides certain consulting services to outside companies.

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