APEX REPUTATION CONSULTANTS

RECOMMENDATIONS & IMPLEMENTATION

BEYOND THE PUNCHLINE

Reaching Active Adults Ages 60-69

Chris

Same Bold Brand. New Adventurous Audience.



NOBRANDLIMITS

Adapt tone, voice, and style to fit your audience.



MEND REPUTATIONS

Reach adventurous people in their 60s with intended messaging



TURN UP THE ROI

Maximize impact with every demographic.

Expand the audience. Keep the personality.

Chris

Meet the Team



Chris



Ashley



Tommy



Sultan



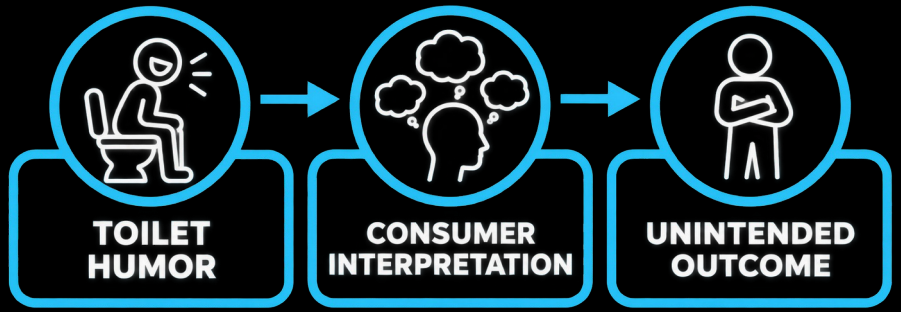
Sean



Vivica

Chris

One Brand. Different Interpretations.

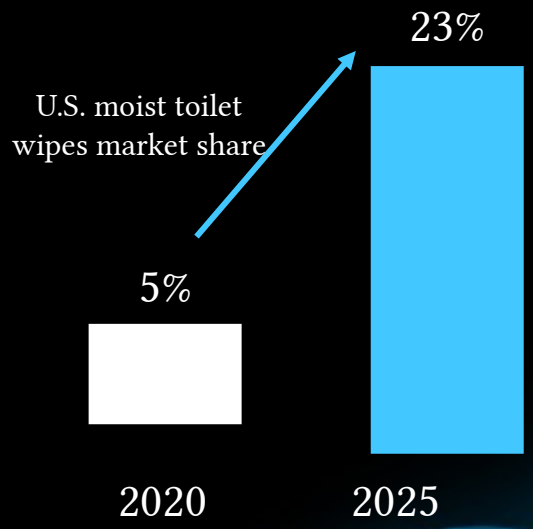


Target (12,886 reviews)-

Walmart (12,080 reviews)-

Amazon (244k reviews)-

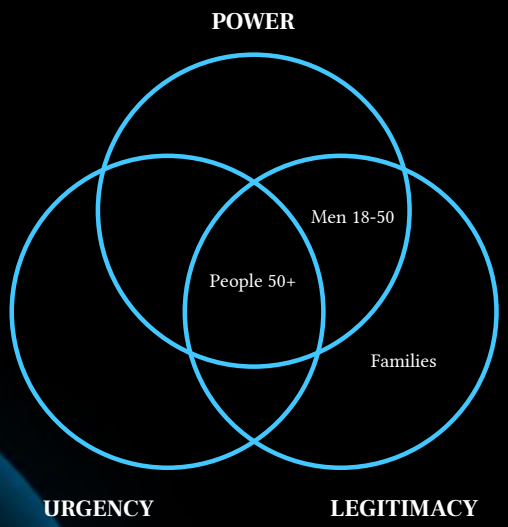




Chris

Why we choose consumers

WHO MATTERS MOST



WHAT HAPPENS WHEN BRANDS...

NARROW

Dr Pepper Ten

32.9 → 18.4

Women's Buzz Scores

BROADEN

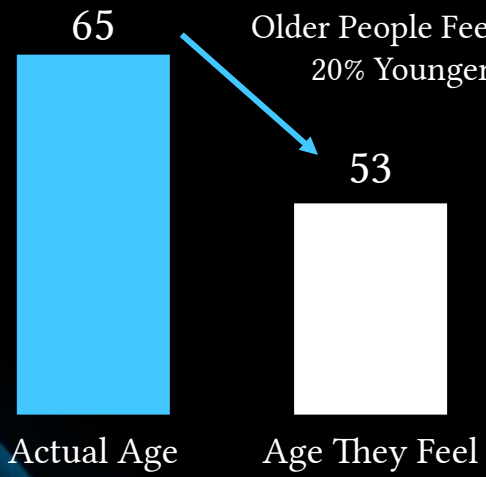
Under Armour

850K✦

Women's Facebook Likes

Chris

Older People Feel Younger



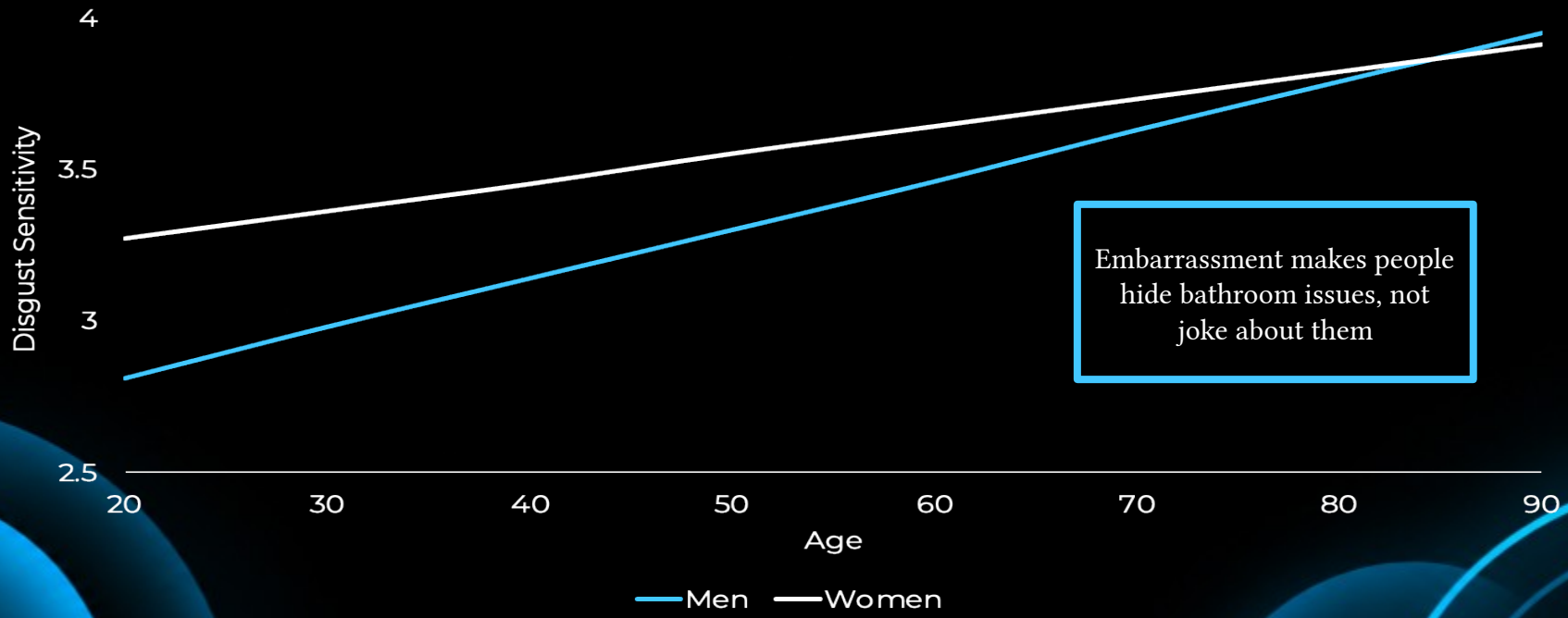
HEALTHY INDULGERS

- Active + Adventurous
- Exercise With Friends
- Positive Humor

Ashley

(Harvard Business School) (BMC Public Health)

Potty Humor Can Backfire With Older Consumers

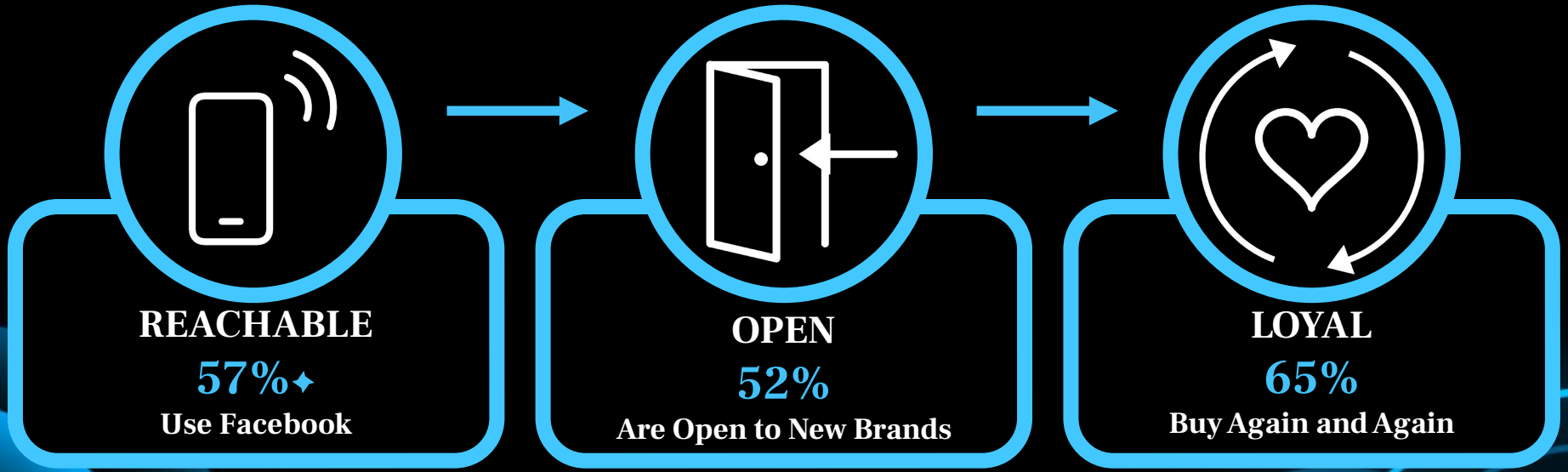


Embarrassment makes people hide bathroom issues, not joke about them

(Physiology & Behavior) (Journal of Advanced Nursing)

Ashley

Win Them Once, And They Stay



(Pew Research Center) (Forbes) (Harvard Business School)

Ashley

Meet Mark and Maggie

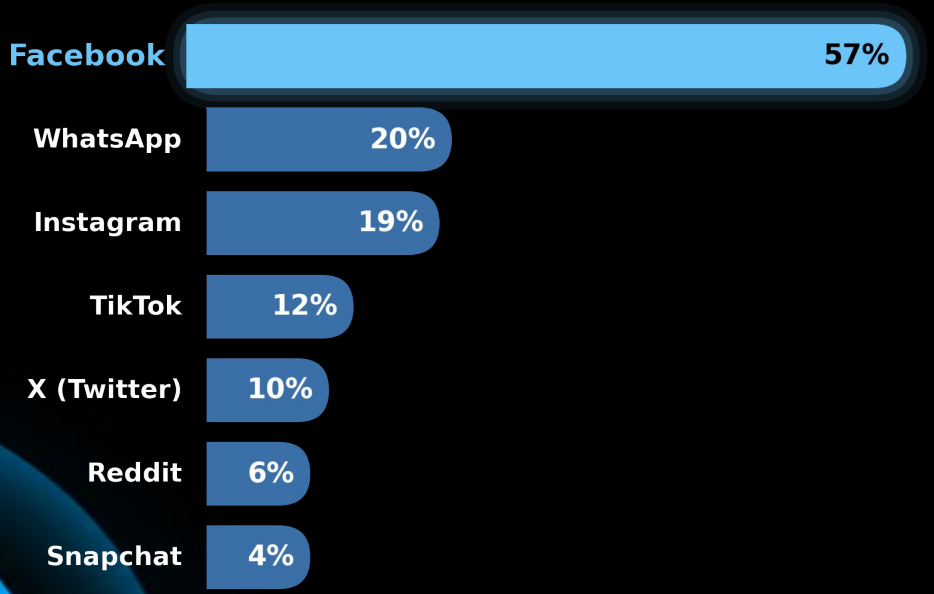


AI-generated image; profile based on our research.

- 64, But Feel 50
- Pickleball and Hiking
- Family + Friends
- Love a Good Laugh
- Check Facebook Daily

Ashley

Reach Mark Through Facebook



MARK'S MOST USED

57%

Targeted ads: you choose who sees them

FACEBOOK REPUTATION

Benefit-Based Messaging

Trusting

Health-Based

(Pew Research Center)

Everyday skin care for sensitive skin

Gentle on skin. Good for comfort.

A soothing touch that helps you feel clean, calm, and confident.



Aloe and vitamin E

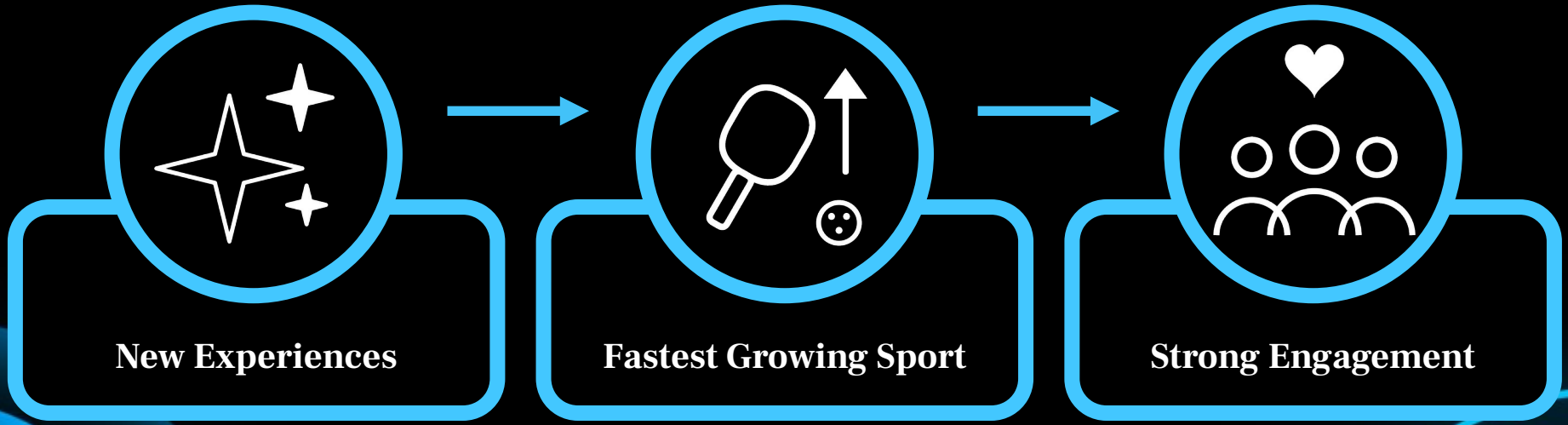
Soothing and soft

Fresh every day

Track the Success of Mark's Journey



Create Community Through Pickleball Events



(JMIR) (SFIA)


DUDE WIPES
Stay Fresh. You're Killing It.™
DUDE WIPES
Stay Fresh. You're Killing It.™
PICKLEBALL BRINGS GOOD PEOPLE TOGETHER.
DUDE WIPES
Stay Fresh. You're Killing It.™
GOOD GAMES CLEAN PEOPLE HAPPIER DAYS.
SCAN FOR A FREE SAMPLE
PICKLEBALL BRINGS GOOD PEOPLE TOGETHER.
DUDE WIPES
Stay Fresh. You're Killing It.™

Sultan

Measure Success Through QR Scans



Track how event sampling turns into real purchases

Each event has its own QR code

- QR leads to a DUDE Wipes landing page
- Each event uses a unique tracked link
- We compare scans, purchases, and top-performing events

Engage New Customers Through Referrals

Offer refer a friend coupons at events and through digital advertising

TRUSTED REFERRALS

Family & friends

are a key information source

DIGITAL COUPON USE

49% → 58%

Among Baby Boomers (ages 60–80)

Sean

(JMIR) (SMN)


DUDE WIPES®
CLEANER DAYS. BIGGER ADVENTURES.™
PRINT OR SHOW AT CHECKOUT
REFER A FRIEND
GIVE 50% OFF THEIR FIRST PURCHASE
AND GET 50% OFF A PACKAGE OF DUDE WIPES
EXTRA LARGE WIPES
FLUSHABLE WIPES FOR REAL LIFE
DUDE WIPES
PLANT-BASED FIBERS
48 FLUSHABLE WIPES
1. REFER A FRIEND
2. THEY GET 50% OFF THEIR FIRST PURCHASE
3. YOU GET 50% OFF A PACKAGE OF DUDE WIPES
DUDE50REF
Valid for a limited time. Offer applies to new customers only. Cannot be combined with other offers.
One use per friend. Discount will be applied at checkout.

Sean

How We Measure Sucess

Referral to Purchase Conversion Rate



Sean

Timeline

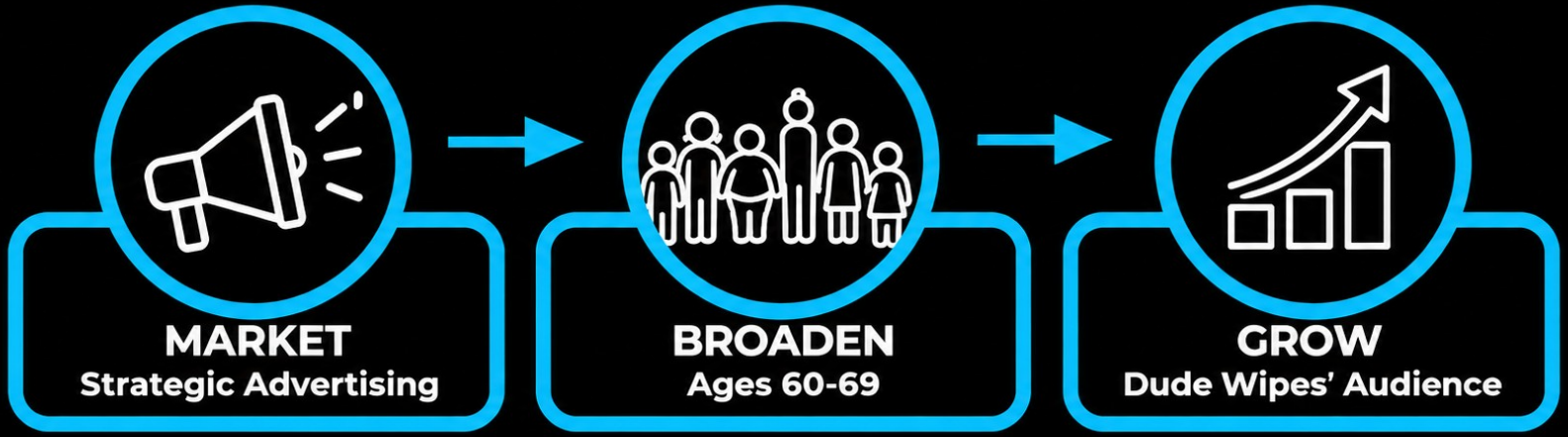

WEEKS 1–4
DEVELOP & PREPARE
WEEKS 5–10
RELEASE ADS & COUPONS
HOST EVENTS
WEEKS 11–24
LET COUPONS CIRCULATE
EVALUATE & REFINE

Budgets

Advertisements		Pickleball		Coupons	
Creative	$10,000	Event Sponsorships	$30,000	Discount Cost	$4.58/per
Ad Spend (Prospecting)	$200,000	Product Samples	$3,600	Email Blast	$150
Ad Spend (Retargeting)	$100,000	Custom Booths	$58,000	Media	$5,600+
Managing	$5,000	Contingency	$3,500	Event Cost	$550+
API Connections	$500				
Total	$315,500	Total	$95,100	Total	$6,300+

$416,900

Three Strategies, One Goal: Expand the Audience



Title
BLOT
Meet the Team
Pres 1
Pres 2
Perceived Age
Potty Humor
Reachability
Mark & Maggie
Facebook
FB Mockup
FB KPIs
Event
Event Mockup
Event KPIs
Coupon
Coupon Mockup
Referral KPIs
Budget
Timeline
Conclusion
FB Budget
Pickleball Budget
Coupon Budget
FB Implementation
Pickleball Implementation
Coupon Implementation
Why 60-69
Repeat customers
Referral Research
Why QR Code?
FB Benchmark
Event Benchmark
Coupon Benchmark

Facebook Budget

Item	Cost
Creative	$10,000
Ad Spend Prospecting Retargeting	$300,000 $200,000 $100,000
Managing	$5,000
API Connections	$500
Total	$315,500

Pickleball Event Budget

Item	Cost
30 event sponsorships	$30,000
Product Samples	$3,600
30 Customized Branded Booth Setups (QR)	$58,000
Contingency	$3,500
Budget	$95,100

Referral Coupon Budget

Item	Cost
Discount Cost	$4.58 Per Coupon
Email Cost	$150
Social Media Cost	$5,600+
Event Cost	$550+
Budget	$6300+

Facebook Implementation

Weeks 1-2: Setup & Learning
Tracking, testing, building audiences

Week 3-4: Scale & Warm Up
Scale winners, grow retargeting pools

Weeks 5-6: Convert
Push warm audiences toward purchase

Weeks 7-8: Final Push & Wrap-Up
Close out, urgency, analysis

Pickleball Event Implementation

Weeks 1–2

Identify 30 pickleball tournaments across target regions

Weeks 3–4

Finalize sponsorships + prepare branded booths, samples, and event-specific QR codes

Weeks 5–10

Launch events + distribute samples + track QR scans and purchases

Weeks 11–12

Compare conversion rates across all 30 events

Expand to more active-adult events if results are strong

Referral Coupon Implementation

Weeks 1-2
Set up a team of software developers to create the digital coupon and test that the referral works.

Week 3
Roll out the promotion of the coupon through social media sites such as Facebook.

Weeks 5-10
Have QR codes at Any Dude Wipe sponsored event within booths or stands.

Weeks 10-24
Let the promotion roll out and figure out the number of new customers and what age groups they are predominantly in.

Why 60-69?

OLDER AUDIENCE EXPANSION

Dude Wipes Strategy

Adapting personal care products for seniors

POPULATION GROWTH BY 2050

>20%

of Total U.S. Population

Adults age 60+ expected to make up over 20% by 2050

(SageJournals)

Repeat Customers

CUSTOMER REPURCHASE RATE

35%

REPURCHASE RATE

measure of continuing customer loyalty

FUTURE PURCHASE LIKELIHOOD

Likely vs. Not Likely

Among general consumer base

(ChiefMarket)

Recommendations Increase Purchase Probability

Recommendations Increase Purchase Probability

1 – 2%

Consumer Base Reach



(Referral)

Why QR Code?

"Adults 60 and older found simple digital access convenient and easy to use, also preferred app-free options, and QR codes fit that really well."

(PLOT Digital Health)

Vodafone



- **Who:** Vodafone, Romania
- **What:** Grannies hosted pop-up lunches, promoted on Facebook
- **Reach:** 380+ million impressions
- **Result:** Senior smartphone sales up 78%

Quaker Oats

Branded pickleball activation

50,000+ samples distributed

16 markets

2% retail lift

$20M+ incremental retail revenue

(Quaker Oats Brand Activation Case Study | Toss and Spin)

Airbnb

THE FRIEND

$25 Coupon

Received a $25 discount coupon toward their first booking.

THE REFERRER

$25 Credit

Received a $25 travel credit after the friend completed their stay.

CAMPAIGN LIFT

+300%

Drove a 300% increase in daily bookings and signups immediately following the relaunch.

(Waitlister)