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Generational Marketing

Presented by Jennifer Larsen Morrow



Effective marketing requires first understanding the audiences you're trying to reach.

For the first time in history there are four different generations in the workplace, each with different values, perspectives and expectations. Each has preferred communication media.



- Consider motivations, lifestyles, attitudes and expectations
- Different for each generation
- Select the right method of communication for each generation



You must be clear about the services or products you're offering, what are the benefits?

How can you frame the benefits to connect with the expectations of each generation?

What are the key messages?

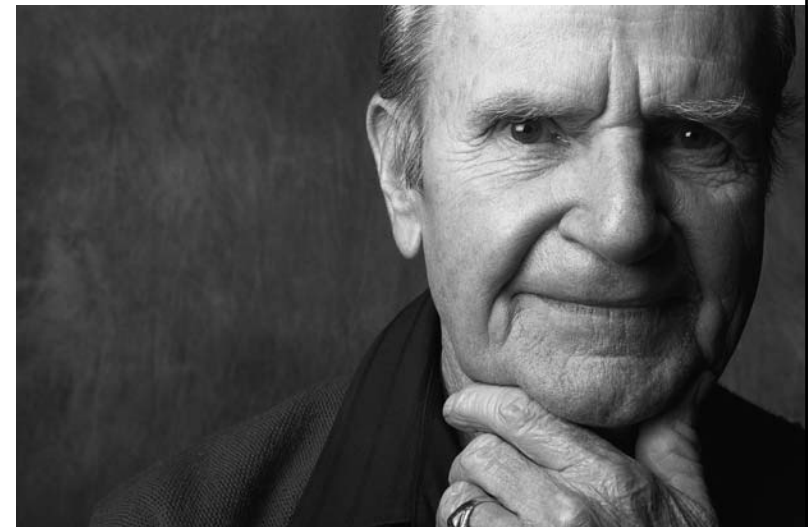


Defining the Generations



The Silent Generation – Born 1925 to 1945

- 2005 Census – 63 million
- Now aged 65 to 85
- Have always done “the right thing”
- Reliable and show up for work on time
- Didn't have their own war so looking for a “great adventure”
- Second middle age ...
“now or never”





The Silent Generation – Born 1925 to 1945

- Many founded and created the businesses that exist today
- Coming back to work after retiring
- Mentoring and volunteering
- Source of valuable knowledge and experience
- Most are tech-averse or fearful
- Financially stable and upwardly mobile



The Boomers – Born 1946 to 1964

- 2005 Census – 78 million
- Now aged 46 to 64
- The “Me Generation”
- Boomers are driving the marketplace
- Control 70% of the nations wealth
- Not a homogenous group
- Address lifestyle preferences and life stages



The Boomers – Born 1946 to 1964

- Living through Vietnam War affected view of authority
- Time-starved lifestyles
- Want to stay healthy, keep youthful appearance
- In the midst of intense transitions





Gen X – Born 1965 to 1977

- 2005 census – 48 million
- Now aged 33 to 45
- First generation of latch-key children, learned to rely on themselves
- More results-oriented, less process-oriented
- Will change jobs more frequently



Gen X – Born 1965 to 1977

- Savvy and cynical consumers
- No brand loyalty, earn confidence every time
- Want direct communication
“here’s what needs to be done”
- Want sense of home,
belonging, connection





Gen Y – Born 1978 to 2000

- 2005 Census – 76 million
- Now aged 10 to 32
- Also called Millennials, Reagan Babies, Generation Next, Echo Boomers
- Have honed a “sixth sense” in seeking what’s authentic, not wanting to be “sold”
- Always looking for the next “cool” thing



Gen Y – Born 1978 to 2000

- “One of smartest, tech savvy and idealistic generations of our time”
- Girls grew up participating in sports, more self-assurance, equality
- Multi-tasking is natural
- Always looking for the next big tech item, clothes, shoes to call their own





Generation “Now” ages 12 to 31

- Because they want everything quick, fast and NOW, and they want it their way
- Live in an instant-access electronic world
- Media multi-task – surfing the net, IM, social networking and cell phone all at once
- Short attention span, take in information quickly in small nuggets
- Brains are wired differently



**Generational Attitudes
and Perspectives ...
How to Communicate**



Silent Generation attitudes

- Some tech averse, yet many Email
- More formal – manners, correct grammar
- Traditional, generally more conservative
- Loyalty to people
- Willing and able to spend time with information/people, not in a hurry



Silent Generation communication tools

- Personal calls, stop to “visit”
- Newspapers are well read
- News and information channels
- Direct mail that’s personalized and not flashy
- Simple web sites





Boomers' Lifestyle Changes

- Caring for aging parents (the “sandwich” generation)
- Second marriages and second families
- “What is retirement?”
- “Helicopter” parents to high-school and college age children
- Too busy, want solutions to simplify their lives and save time



Boomers' Perceptions and Attitudes

- Don't think of selves as "old", understand limitations of aging (reading glasses)
- Stay on top of trends, excitement, new ideas
- People over 50 see selves as "early middle age" and don't see "old" for 20 years
- First generation of women who have made their own money, ready to spend it



Boomers' communication tools

- Most general media: Television, radio, newspaper, outdoor, direct mail, Email
- Boomer women influence 80% of consumer goods purchases made by Boomers each year
- 8 of 10 boomers are online daily – the largest online consumer
- Facebook – 279% growth of 35-54 year old users in 2009, 55% female





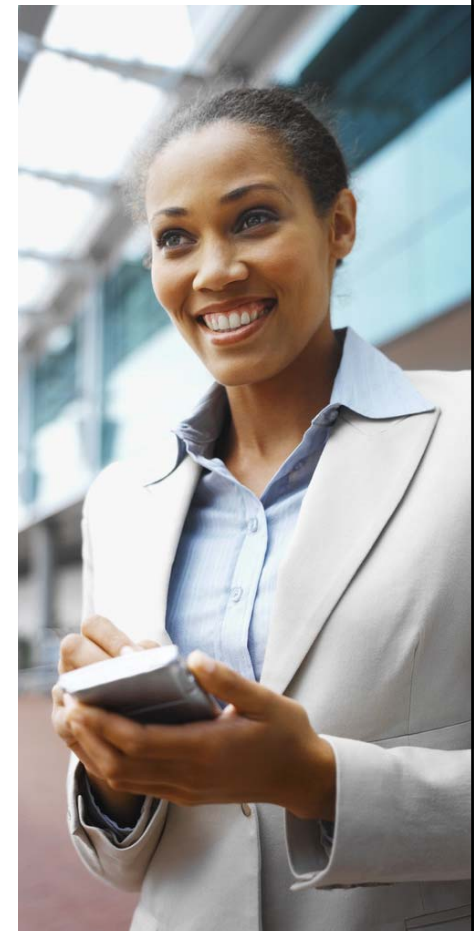
Gen-X Attitudes

- Want a big, shared experience, surrogate family
- Look to friends for support system
- Want honest and straightforward communication
- Internet is not for work, it's for fun
- Independent, not as brand loyal as Gen-Y



Gen X communication tools

- Targeted television / cable TV, radio
- Web sites, internet
- Email me the information
- Outdoor
- Direct mail that's bright, engaging, drives to the net for more information





Gen-Y/Millennials Attitudes

- All technology is entertainment, high-speed access is expected
- Brand identification at an early age
- Brand loyal, style and image are everything
- In front of their computer, at the mall and in the movies
- Interested in good causes
- Higher expectations in the workplace



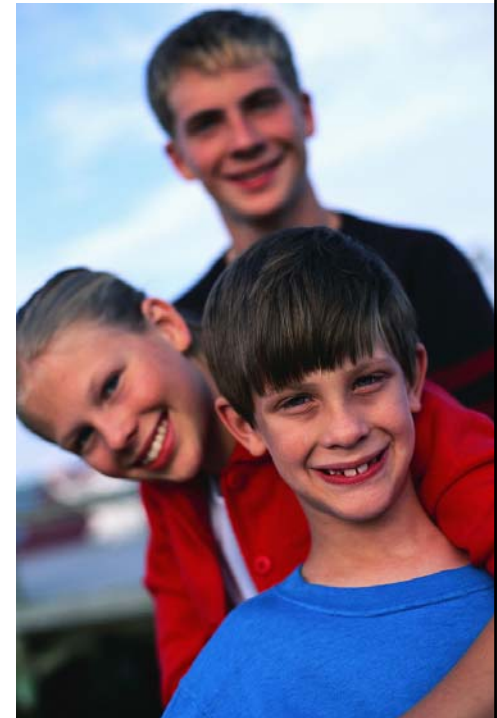
Gen-Y/Millennial

- Ambitious and future-oriented, globally connected
- Want to be involved in a product, asked for opinions
- Care about family, friends and community
- College planning is collaborative with parents
- More conservative than Gen-X, marrying younger, more religious affiliation



Gen Y communication tools

- Internet – MySpace, Facebook, YouTube
- Viral electronic marketing, mobile marketing (phones), text
- Network/community events/participation
- Direct mail that's personalized, plenty of photos, drive to personalized web



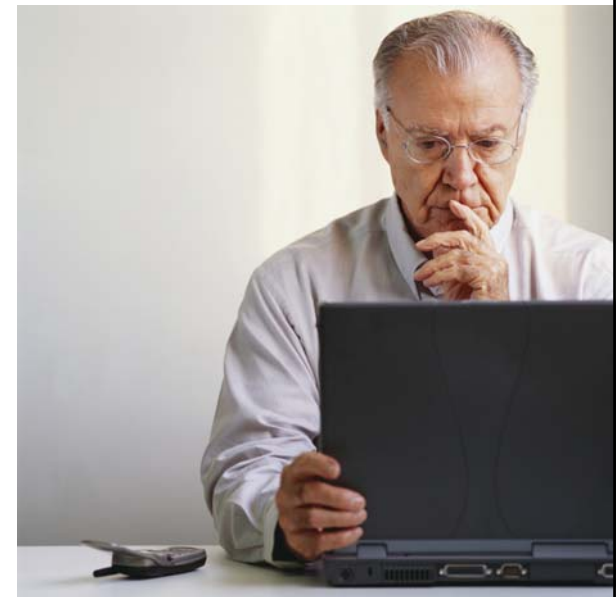


Targeted Messages



Silent Generation messages

- Be courteous and respectful
- Make technology easy, no jargon
- Willing to mentor, volunteer, be involved
- Appeal to family values, patriotism
- Address issues of legibility:
type size and colors
- Long text okay





Boomers' key messages

- We'll save you time (more important than money)
- We'll simplify what's complicated
- We'll help you choose
- You're active and youthful, life is to be lived well
- You're ready to give back





Gen-Xs' key messages

- Our product is real and authentic, here's why and how, here's where to find out more
- You can count on us
- Join the group, join the team
- Here for a common purpose
- Enjoy your life and your work





Gen-Ys' key messages

- Here's the latest and coolest
- Get involved, contribute to the community, make a difference
- Plan now for your future, it's about family
- You're smart, here are your choices and the background to help you choose





Questions?
Thank you!