**Marketing 3.0**

Reach older and younger members of society-handlers of baby boom and Y-is also a good opportunity for companies to cause impact. The fact was revealed through research performed by Hidden Brain Drain Task Force, as well as discussions of groups of focus and supplementary interviews by Hewlett, Sherbin and Sumberg. Both groups adore to contribute to society (86% of handling Y and 85% of baby boomers), more than parts between them.

According to a research performed by Youthography, young people are more informed on social issues. 90% of young Americans approximately consider social responsibility as very important in their shopping decisions. Apart from this, young people are considered as consumers of future. For this reason, generally, they are main parts of subjects related to nutrition and education. In countries, with more old people of population, like Japan and most European countries, old people are considered an important market for products and services related to health. In many cases, they could become mean of respect of social justice and prevention of illnesses.