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# Generational Marketing

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**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?



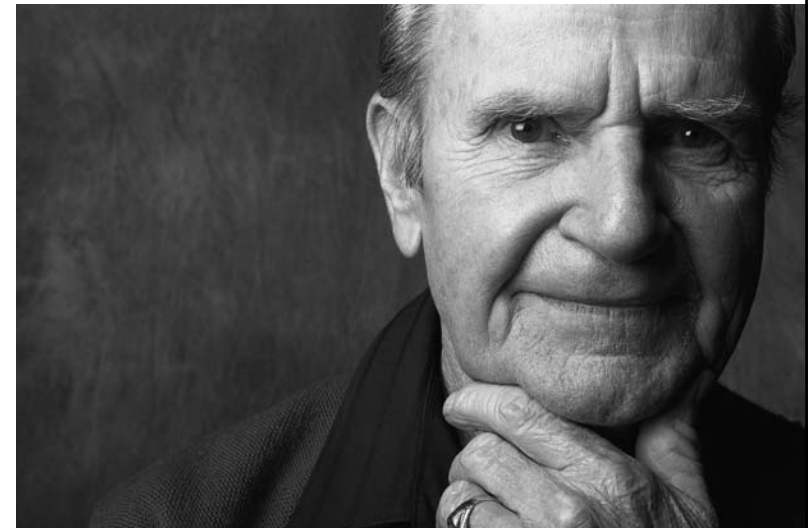
## Defining the Generations





## 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



A close-up photograph of tree bark, showing a rough, textured surface with various shades of brown and tan. A white arrow points to a vertical crevice in the bark.

## 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







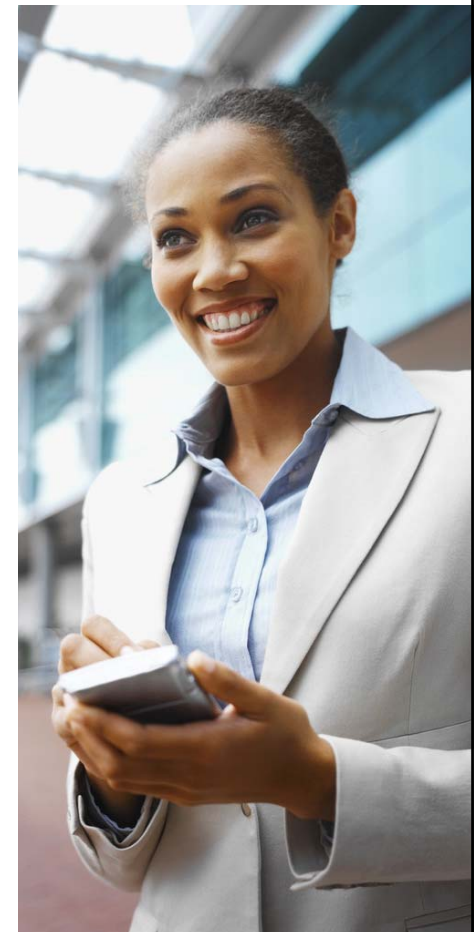
## Gen-X Attitudes

- 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



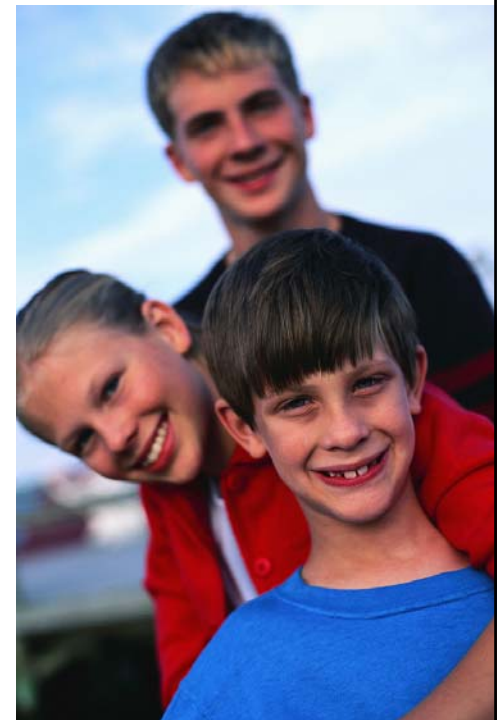
## Gen-Y/Millennial

- 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



A close-up photograph of a yellow flower, likely a chrysanthemum, with many layers of petals. The petals are a vibrant yellow-orange color. The text "Targeted Messages" is overlaid on the lower right portion of the flower.

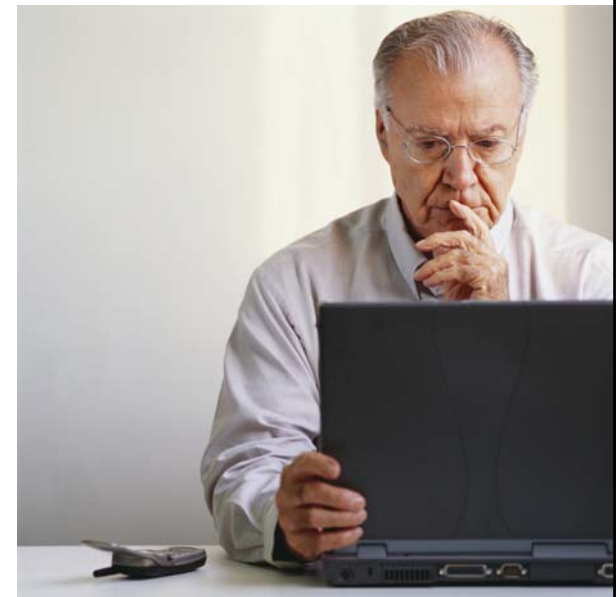
**Targeted Messages**





## 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!*