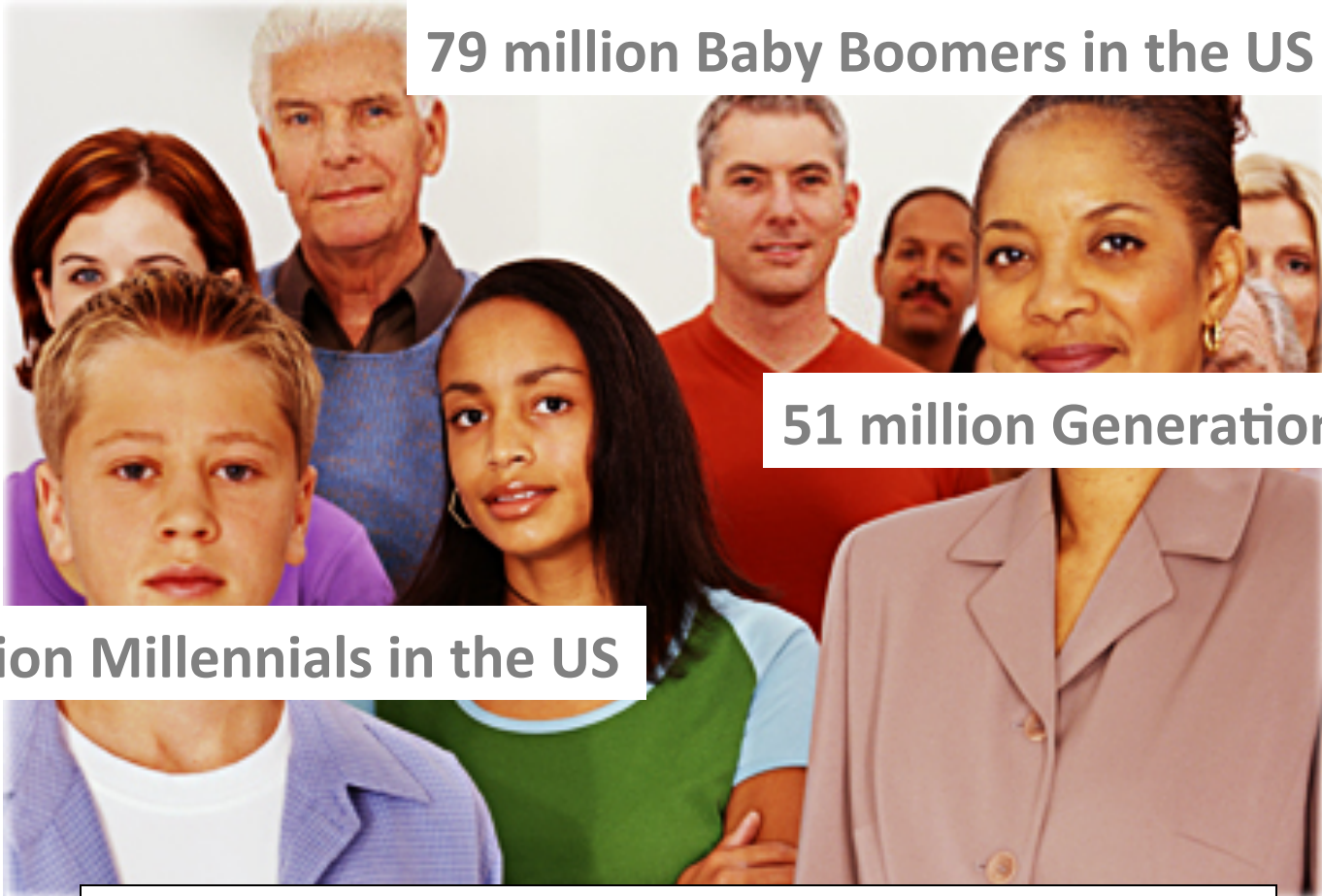


# Innovation/Generational Marketing

FMA- October 2014

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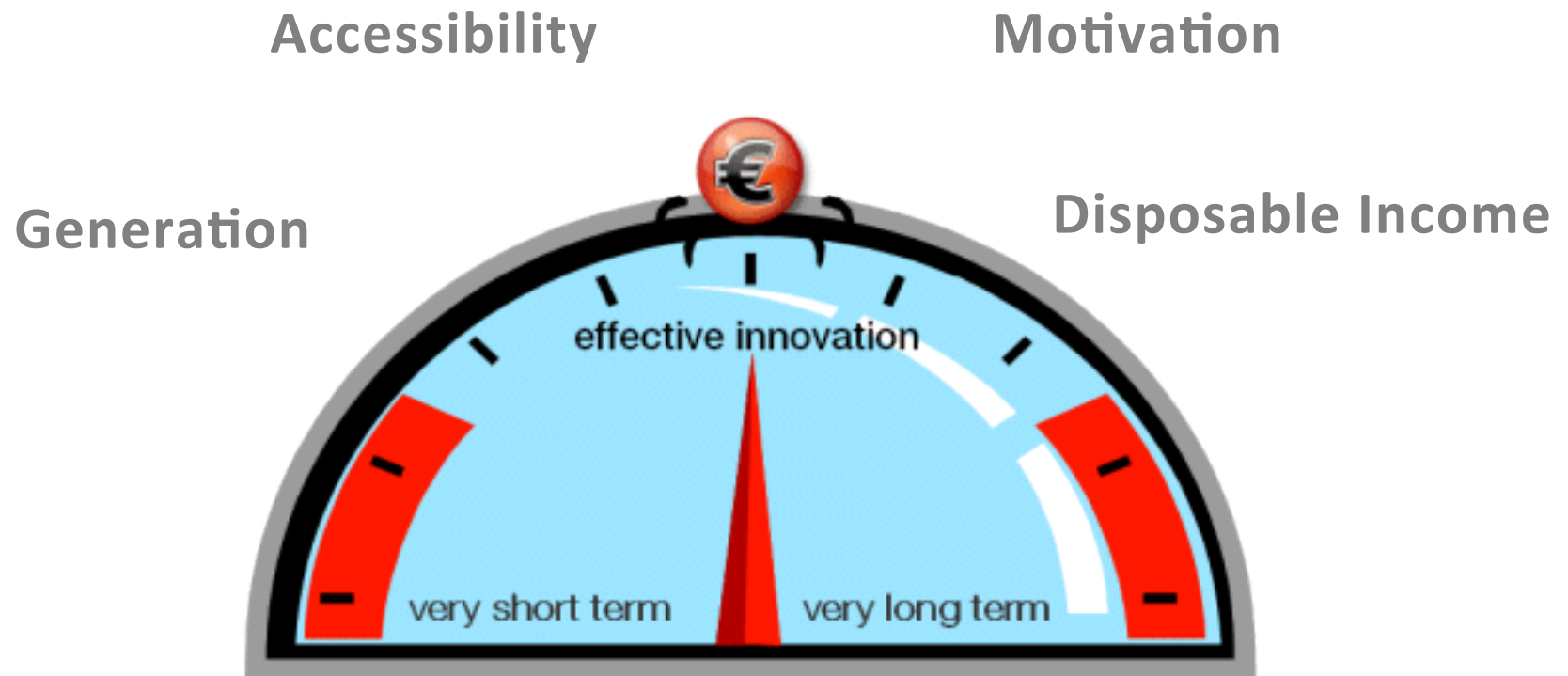
**79 million Baby Boomers in the US**

**51 million Generation X in the US**

**75 million Millennials in the US**

**7 Billion people in the world**

# Connecting Successfully with them Requires a Unique Approach



# Over the next 35 minutes

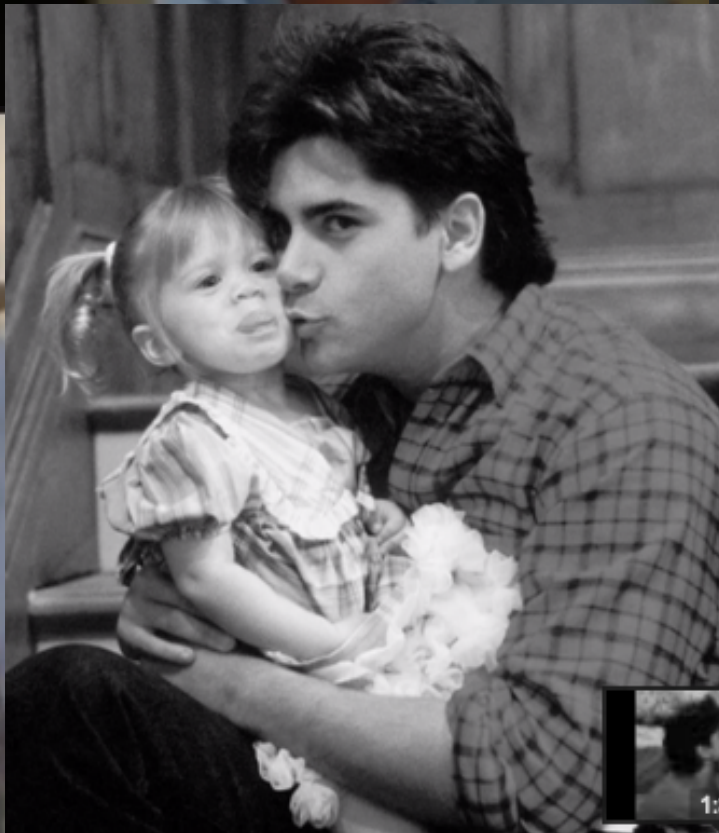
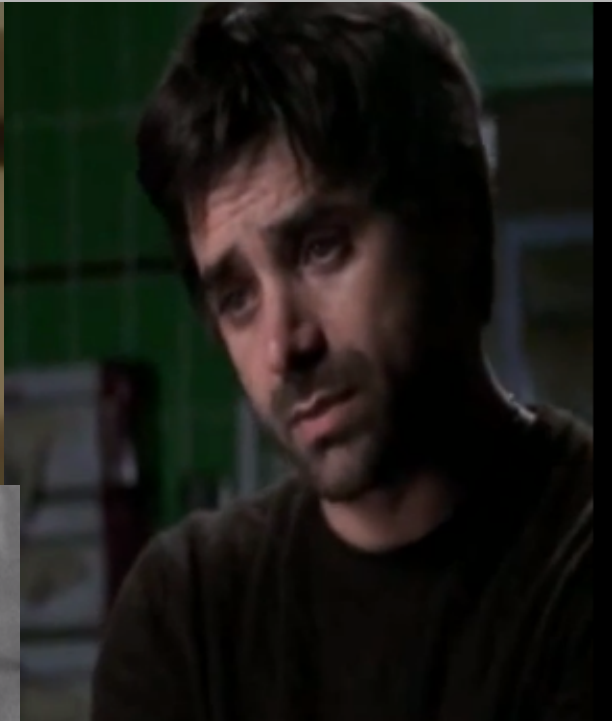
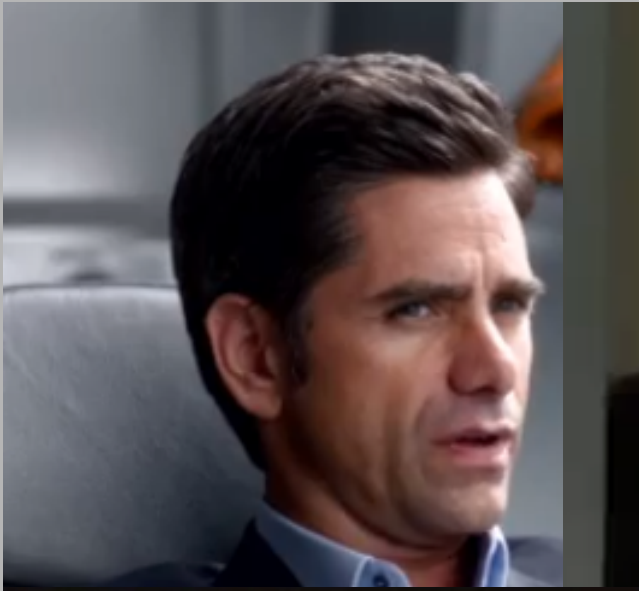
You will be:

- Enlightened
- Entertained
- Exposed to new thinking
- Engaged
- Enticed to share with your social network

...Lets get started



# **Take the Generational Mindset Test**





**How Did You Do?**

# Ready for the Results?

- There are 6 generations living in America today.
  - The GI Generation (1901-1926)
  - The Silent Generation (1927-1945)
  - Baby Boomers (1946-1964)
  - Generation X (1965-1980)
  - Generation Y/Millennials (1981-2000)
  - Generation Z/Generation Swipe (2000-today)
- Each generation has been exposed to different ways of life.
- Our memories, and much of our decision making rational is formed based on the the environment we grew up in.
- Your “Generational Age” can predict how you will adopt technology and respond to marketing
- Most marketers only get ½ of the equation right when creating campaigns.





**Gen X**



**Swipe**



**Millenial**



**Boomer/  
GenX**

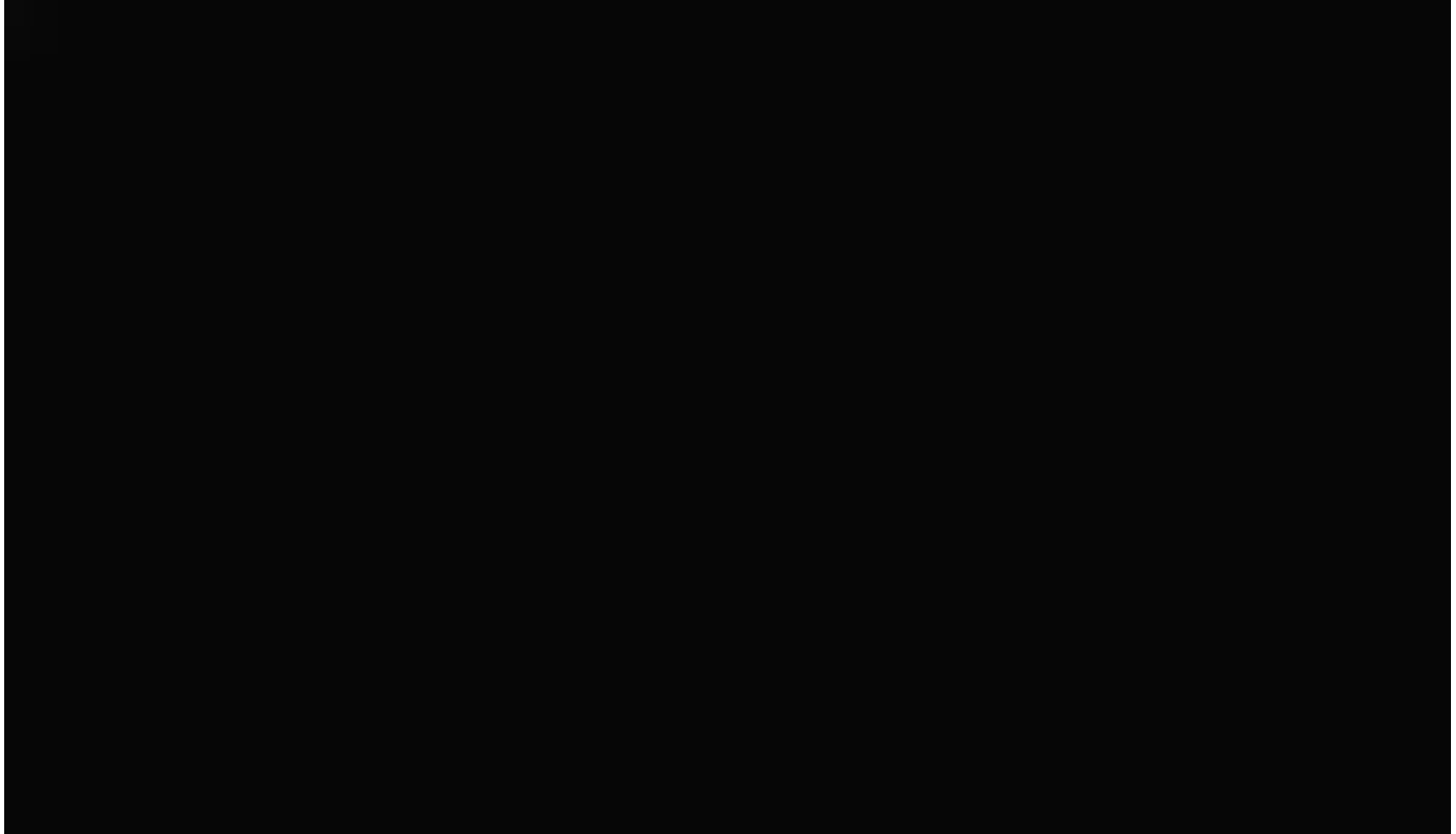


**Gen X/  
Millenial**



**Silent/  
Boomer**

**We are What We Know**



# What We Need to Do

1. Create a Discovery Path – to solving a problem
2. Define the Experience – that enhances every day life
3. Ensure Personal Value – that provides a reason to come back every day

How Do You Reach the Right Audience with the Right Message?

# **A DEEP DIVE INTO EACH GENERATION**

# The GI Generation

Born 1901-1926

1. Teamwork is the one thing that this generation relied on to prosper and grow.
2. Retirement didn't exist. You worked until you died.
3. They remember life without airplanes, radio, television
4. They are not online much. But they like to comment on the world.



## S U C C E S S

- Messages about teamwork
- Phone, TV and postal mail
- More of this generation getting iPads for easy use

After the death of Japanese man Jiroemon Kimura at 116 years old last month, the hunt began for the world's new oldest man. Guinness World Records announced today the search is over. Salustiano Sanchez-Blazquez of Grand Island, New York, is the new bearer of the title, at 112 years old.

Born in the Salamanca region in Spain in 1901, Sanchez-Blazquez immigrated to the U.S. in 1920 via Ellis Island.

He's lived in Grand Island, near Niagara Falls, ever since, with the exception of a stint as a coal miner in Kentucky in the 1920s.

Sanchez-Blazquez, who reportedly goes by Shorty, chalks up his longevity to a banana and six Anacin tablets a day



# The SILENT Generation

Born: 1927-1945

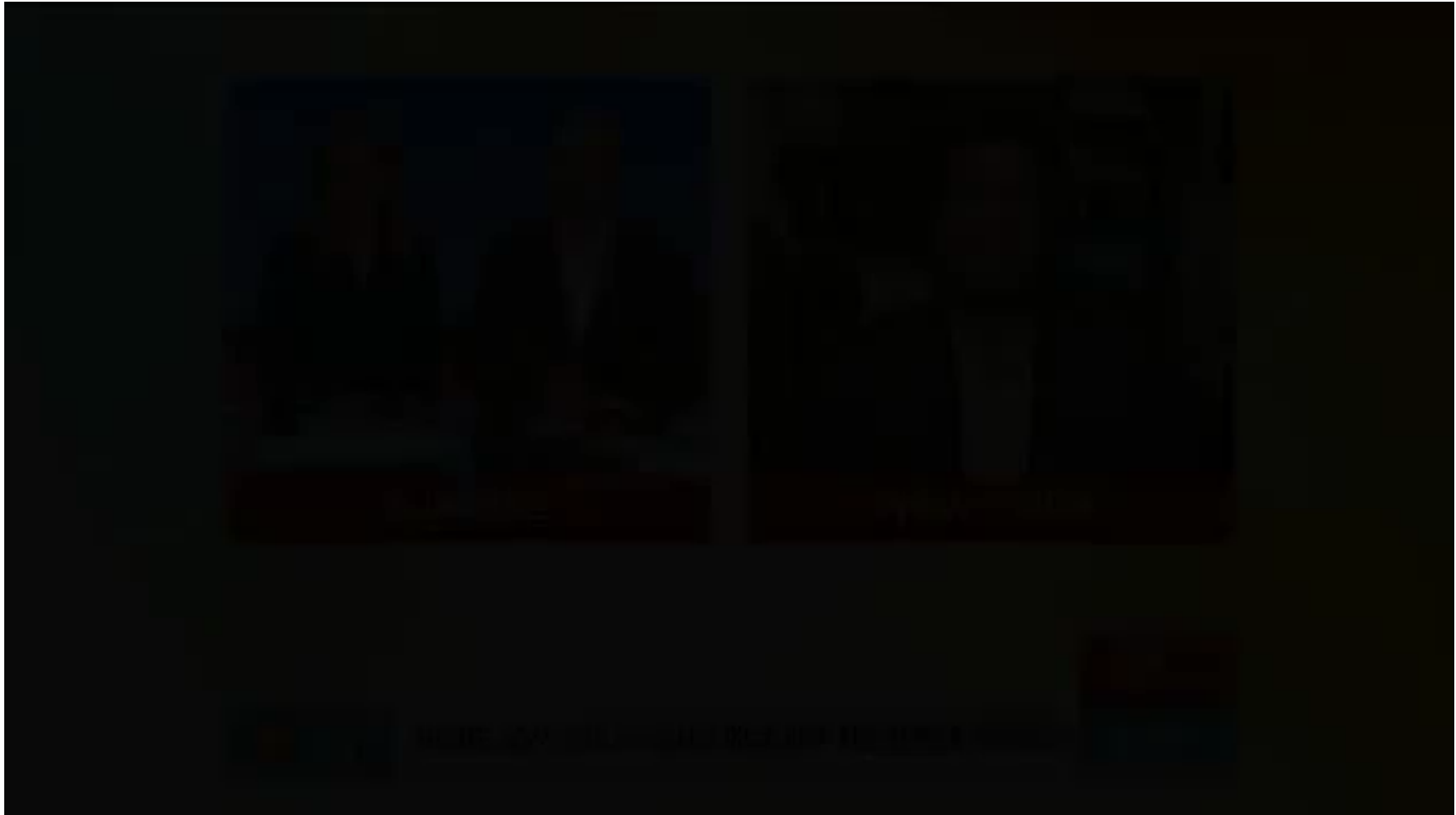
1. 4 out of 10 own a smartphone
2. 57% have used social media in the past year
3. Their lifestyle is focused on achieving /maintaining physical/metal wellness (82% print directions)
4. 35% use or have used a Wii
5. 67% seek health info online for self or family member
6. New technology is primarily driven by a gift
7. Downtime is uptime – 98% watch TV every day
8. Friends keep them young – 54% share using email



S U C C E S S

- Service oriented elements (include steps and directions)
- Simple sharing
- Target the PC
- Loyalty is BIG

Oh Silent Gen. We <3 U!





# The BABY BOOMERS

Born 1946-1964

1. One of the largest generations: 77 million people
2. Target audience for wealth and income. They spend \$2.3 trillion a year and own \$28 trillion in assets
3. Two sub groups: save the world and yuppies
4. 60% will spend \$\$ if they feel you understand them
5. 86% own a smartphone (photos/texting are popular)
6. 96% seek fitness, financial mgmt information
7. 82% use their calendar, 64% use email to manage
8. 30% use social comments for buying decisions



S U C C E S S

- Use Lifestyle imagery
- Ratings and reviews are key
- Smartphone centric
- Impulse buys bring big bucks (customer experience is key)

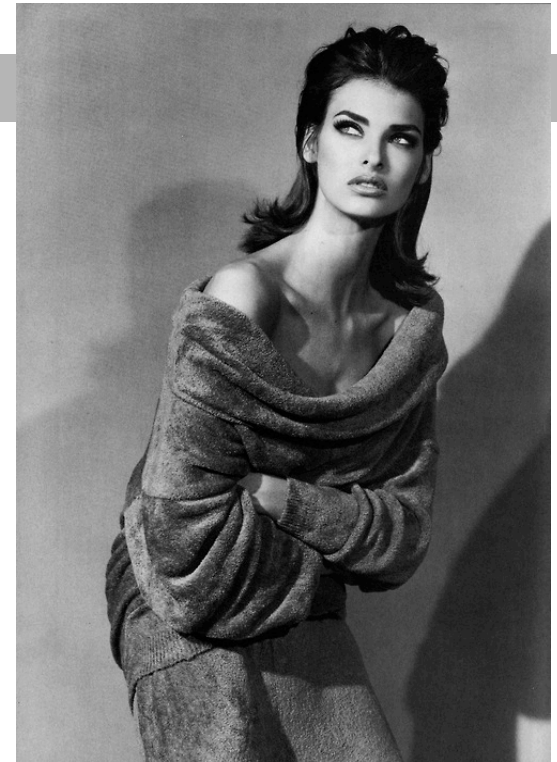
# An Example of Baby Boomer Humor



# GENERATION X

Born 1965-1980

1. Many latch-key kids (became entrepreneurs)
2. Feel misunderstood by other generations
3. Devices are a natural part of life – 92% own a smartphone or tablet
4. Email is their backbone *-it connects-* 30% on Pinterest, twitter, facebook, instagram & LinkedIn
5. They can't live without email– 75% have logged into online sites with their email
6. They respond to you when you connect with their culture (the love retro)



S U C C E S S

- Email should be secondary (but is the primary of spend)
- Videos entice/engage-top of funnel
- Mobile is first

# GEN Y (Millenials)

Born 1981-2000

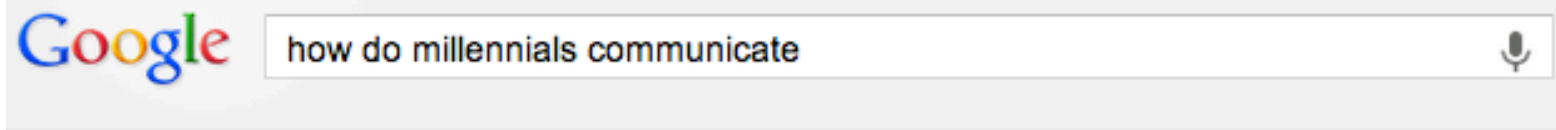
1. The new “boomer’ generation
2. They schedule EVERYTHING
3. Mobile and gaming are native to them
4. While photo-centric, they are anti-public facebook posting (but messaging is different)
5. They don’t like to be alone
6. They don’t like stress, or pressure. They tend to be challenged at work (with fitting into a culture)
7. They are 19% of the workforce and growing



S U C C E S S

- Tough to get into consideration set
- Videos convert
- Mobile is first- messaging is key
- Group think decisions

# Over 5MM entries on how to communicate with a Millennial



Web Images Maps Shopping More ▾ Search tools

About 5,040,000 results (0.59 seconds)

[5 Secrets to Communicating Effectively With Millennials ...](#)

[www.entrepreneur.com/article/227022](http://www.entrepreneur.com/article/227022) ▾

Jun 13, 2013 - 5 Secrets to **Communicating** Effectively With **Millennials** ... he says, "**Millennials** start saving for retirement four years before Gen X did, and 10 ...

[How Millennials Work Differently From Everyone Else - Forbes](#)

[www.forbes.com/.../how-millennials-work-differently-from-everyone-els...](http://www.forbes.com/.../how-millennials-work-differently-from-everyone-els...) ▾

Sep 13, 2012 - According to a new CareerBuilder survey, **millennials** work differently from everyone else. ... **How do** you most like to **communicate** at work?

[How to Communicate with Millennial Employees | CEE](#) Reload this page

[www.executiveboard.com/blogs/how-to-communicate-with-millennials/](http://www.executiveboard.com/blogs/how-to-communicate-with-millennials/) ▾

Jul 10, 2013 - A recent study showed that **Millennials** (born between 1976 and ... this is probably not a surprise, but rather than telling **Millennials** what to do, ...

[Generational Communication – How do you lead Millennials ...](#)

# Seriously.... It's a big deal



# GEN Z (Swipes)

Born 2001-today

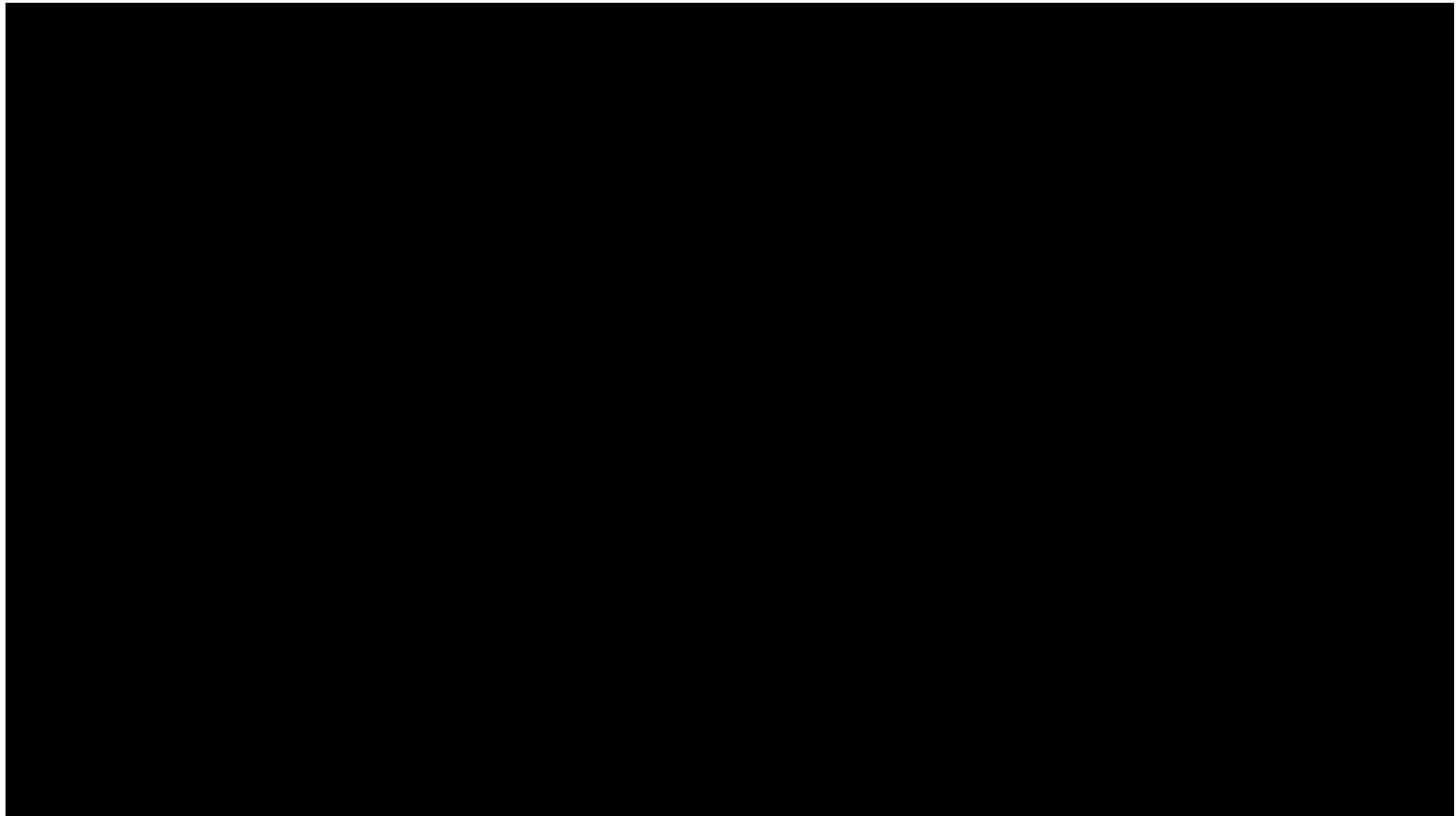
1. 49% of babies born in 2006 in the US (boom) were Hispanic. Swipes will be the largest generation
2. 61% have a TV in their room
3. 4 million already have cell phones
4. Two sub groups:
  1. Tweens (8-12)
    - Spend \$51billion each year with \$170 billion spent by parents/family on them
  2. Toddlers
    - Leaving real toys earlier due to devices



S U C C E S S

- TV and Video ads work
- YouTube teaches
- Photos are key
- They love benefits

# The Expected Home of the Swipe





# THE ELLEN SHOW:

## Effectively Managing All Generations



The Ellen DeGeneres Show



Audience

2,915,910  
subscribers

1,770,596,376  
video views

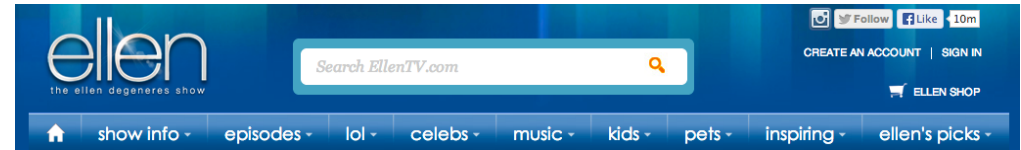
Top demographics

Female, 13-17 years  
Female, 18-24 years  
Female, 45-54 years

# THE ELLEN ENGAGEMENT FLOW: IT STARTS WITH A PHOTO



Susan G. from Lompoc, California sent in this photo. Dogs are said to be man's best friend, but they're everybody's best friend when they pull off a photobomb like this. See more amazing animal photobombs [here!](#)



## photo gallery: sneaky pets



## THE PRESIDENT: THIS IS “ELLEN” TO A 60 YEAR OLD



### Pres. Obama's Birthday Message to Ellen

TheEllenShow 255,539 views 2 days ago

The President had a busy week, but he still made time to extend a very special birthday wish for Ellen. Incredible.

## KRISTEN BELL: THIS IS “ELLEN” TO A 32 YEAR OLD



"I got nothing to prove. I feel like when I arrive at the hospital, I want a glass of whiskey, I want the epidural in my back, and I want to be hit in the face with a baseball bat, and just wake me up when it's over."

—Kristen Bell on childbirth



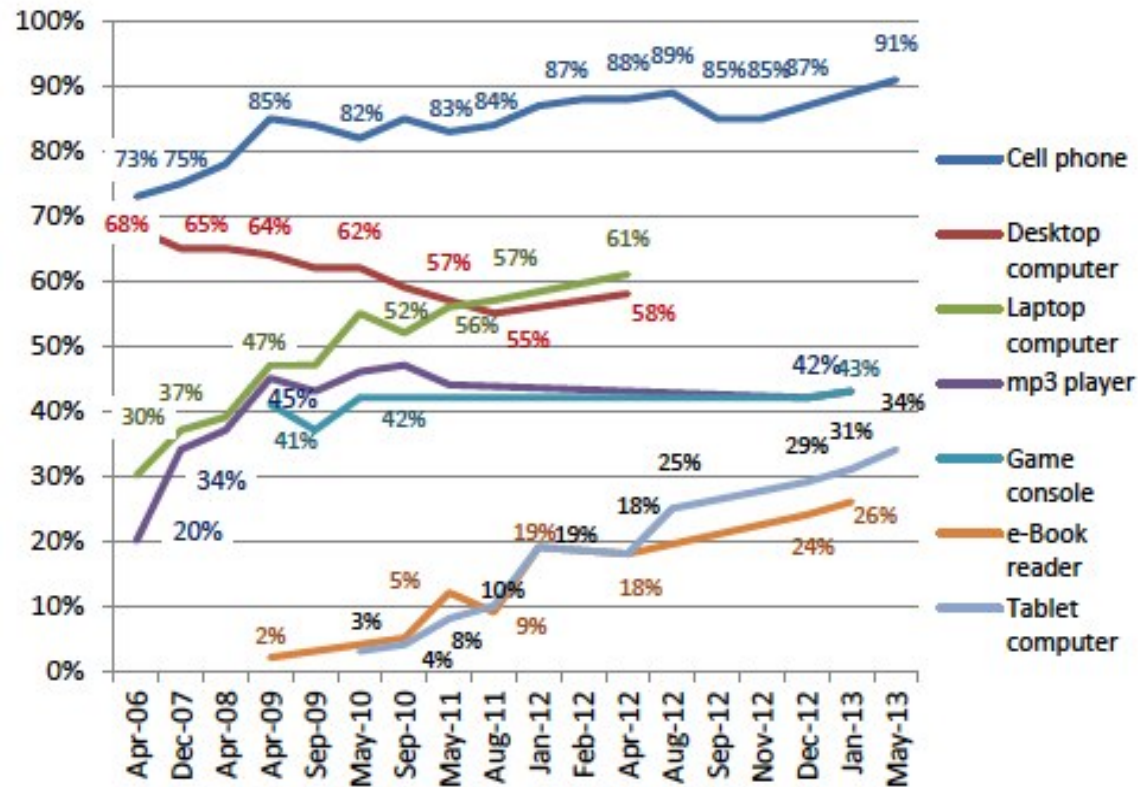
Ellen honors Military Monday by sharing a beautiful picture and thanking those who serve.

# The Internet Is Everywhere

Over 56% of the Silent Generation (65+) are online....  
98% of Generation Swipe (17-) are too.

## Adult gadget ownership over time

% of American adults ages 18+ who own each device



Source: Pew Internet surveys 2006-2013

**FREE TIME + DEVICE ACCESS / (DISCOVERY +  
EXPERIENCE)**

**=**

**BRAND ENGAGEMENT/SUCCESS**

# In the past 35 minutes

I hope you have been:

- Enlightened
- Entertained
- Exposed to new thinking
- Engaged
- Enticed to share with your social network

...Lets get started

# Innovation and Generational Marketing

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