



Newsletter September, 2008

Generation Marketing – Boomers and Millennials

Generation marketing is another form of segmentation. It involves taking a deeper demographic view of your clients – and developing needs and wants based on them. Music, visuals, fads, inventions, and other unique elements speak to each generation differently. We can help you identify which generations of customers use your banking services. Build brand loyalty with them now, and you may reap the benefits for the rest of their lives.



We are all a product of our generation! Life events shape each generation's values, preferences and buying behaviors. In marketing, our challenge is to identify where the customers fit in the generation spectrum and how to grab their attention using messages that resonate with them. The four popular categories that marketers focus on are:

- Mature Market** (born 1925-1945) age 63+
- Baby Boomers** (born 1946-1964) age 44-62
- Gen Xers** (born 1965-1980) age 28-43
- Millennials** (born 1981 – present) age 0-27

The financial industry is focusing its attention particularly on Baby Boomers and Millennials. These two generations are the largest groups influencing businesses today. They will make up 75% of the US population over the next 25-30 years. Millennials will inherit up to \$17.8 trillion dollars from their Baby Boomer parents. **Marquis** can help you identify your Baby Boomers and Millennials to better understand what products they have, what banking channels they use, how profitable they are, so you can create a marketing strategy designed to keep them for life.

Generational Characteristics and Life Events

✕ **Boomer Facts – age 44-62**

Baby Boomers were born just after WWII. Their teen and college years were characteristically part of the 1960s counterculture. Later in life, they became more conservative. They are the parents of GenXers and Millennials. They are also known as the "love generation", the "me generation", or "breakthrough generation." Some additional facts are:

- ✕ 77.6 million individuals or 42.8 million Households
- ✕ Median household income is \$43,000
- ✕ Hold 75% of US wealth
- ✕ 83% are employed
- ✕ 85% own homes
- ✕ Less than 5% of advertising dollars are spent on this group

✗ Boomers Life Events

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|--------------------------------|------------------------------|
| ✗ Korean War (1950) | American Express card (1958) |
| ✗ Vietnam (1959) | JFK Elected (1960) |
| ✗ Civil Rights Movement (1960) | Pampers (1961) |
| ✗ JFK Assassination (1963) | Moon Walk (1969) |
| ✗ Woodstock (1969) | |

When marketing to them, focus on self-appreciation and self-gratification. Products of interest are credit cards, home equity loans, interest-only loans, retirement planning, and 50+ activity groups offering travel opportunities.

✗ Millennial Facts– age 0-27

These are usually the children of Baby Boomers. They grew up with the rise of mass communication, the Internet, and 9/11. They are also known as the “google generation”, the “iGeneration”, the “connected generation.” Some additional facts are:

- ✗ 72 million individuals
- ✗ \$185 million in teen spending
- ✗ 28% of children under age 18 live with one parent
- ✗ 73% of 12 to 17 year olds use internet
- ✗ 4 million new people will be driving every year through 2010
- ✗ 18% volunteer more than 2.4 billion hours

✗ Millennials Life Events

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|---------------------------------|----------------------|
| ✗ PCs (1980) | AIDS (1981) |
| ✗ In vitro fertilization (1983) | Internet (1985) |
| ✗ Gulf War (1990) | Oklahoma City (1995) |
| ✗ Columbine (1990) | |

When marketing to them, focus on involvement and giving back. Products of interest are Scholarships for community involvement, credit cards with interest rate tied to level of savings, financial literacy programs that are action oriented.

✗ Consulting Corner

Need help reaching Baby Boomers and Millenials? We can help you identify these groups and provide you with a solid strategy to keep them for life. Our team of experts will customize your segmentation strategy. Please contact us at sales@gomarquis.com.

Do you know what the most effective marketing strategy is to reach young adults? Word-of-mouth campaigns with a freebie! Next months eMarquis will have ideas on how to connect with the “ignored generation” or Generation X.

Our Support Team, GoMarquis Team, and Consulting Team can help you with basic concepts as well as detailed projects. We are here to help you connect with all generations at your organization! Call us at 800-365-4274 for any questions you may have.

Sincerely,

MARQUIS