



MARKETING TO THE BABY BOOMER AUDIENCE

Session I: Why Target This Group?

Welcome to the baby boomer online seminar! If your client/company/ product/service targets the baby boomer market, pay attention. If you think you can reach this group the same way you've marketed to those now aged 50 and over, think again. The boomers are a group like none before them. And they present unique and exciting creative challenges to marketers trying to reach them.

Who are they? And why are they such an attractive target?

1996 is the year that the oldest of the baby boomers--almost 78 million people born between 1946 and 1964--turn 50 years old. In fact, as of January 1, a baby boomer is hitting the half-century mark every 7.5 seconds. This group has been, and will continue to be, one of the most powerful forces in social and financial history.

According to USA TODAY, ad spending by companies targeting the 50+ consumer is projected to increase by 25% in the next five years. And firms are spending millions on research into the habits of the new 50+ shopper.

Why? Here are a few statistics:

*In a study sponsored by CBS and Time, Inc. findings indicated that by 2000 the spending power of the 45-54 demographic will have doubled--and this income growth will account for 70% of the total of all growth nationally.

*As one-third of the population, this group will make almost 58% of consumer purchases (Dychtwald, 1988)

*Consumers in their mid-40s tend to spend over 30% more than people of other ages. (Evening Star Productions)

*The baby boomers that will be coming into their 50s are the best educated, wealthiest group of consumers and, for the first time, include large numbers of working women. (Evening Star)

*This age group spends double of that for any other group on food, clothing, retirement, automobiles, personal care items and personal insurance. (Consumer Expenditure Survey)

*The 65 and older population will grow from one in eight Americans today to one in six by 2020 and to reach them.

Start looking around and noting all the boomer-directed advertising and marketing--see any recurring themes? How about the style and tone of the ads? Got a boomer-related question? Feel free to post your thoughts and any questions about Session I in this message section.

Session II: Cohort Marketing--Boomers: the early years.