



THE



# GENERATIONAL



# TARGETING



ROUNDUP



How Marketers Can Engage  
With Different Generations



## Introduction

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Age, like so many things, is relative. Bottom line, we can learn a great deal from each other. Specifically, each generation has different priorities, anxieties and problems and taking a few moments to learn about when we can of age can be illuminating. When it comes to how consumers want to hear from marketers, it's not surprising to learn that different generations express different channel preferences. What's surprising, is the extent of common ground.

Across the board, consumers want personalized communications and experiences from brands they have relationships with and are loyal to.

Generational research can be perceived as how people react to the world at different ages. But it's about so much more. Generational targeting is a critical way of understanding the market and showing you care.

## Overview

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- **Generations' unique perspectives yield differentiation.**

Each generation has an expansive personality bringing different criteria, perceptions, talents and styles to the societal conditions common to all cohorts.

- **Generational similarities can still signal differences.**

Sometimes generations show no differences. But they likely arrive at identical behaviors or opinions via different paths. The journey can tell a lot about similarities on paper can manifest in different ways in practice.

- **Generations provide a future view.**

A generational lens can help more accurately anticipate how a given trend—or series of trends—will affect consumers. Because generations are shaped by formative experiences that determine their worldview and marketplace behavior, the opportunities their unique perspectives create for businesses are both actionable and evergreen.

- **Lifestage has its limits.**

Age alone does not provide insight to how consumers choose to fulfill the needs and necessities of their lifestage generation.



**Targeting consumers based on their differing, age-specific preferences and behaviors offers marketers one strategy for giving people precisely what they want, exactly when they need it.**

## The Generations



**Baby Boomers**  
1946–1964



**Generation X**  
1965–1980



**Millennials**  
1981–1996



**Generation Z**  
1997–2015



**Generation Alpha**  
2016–Present

While core values are reflected throughout each generation, they are not monolithic. Enter the importance of human-centric insights for immediate activation on your CRM list.

*We're proud to say, this is a specialty of Media Now and we like to share what we know!*

1946–1964

# Baby Boomers

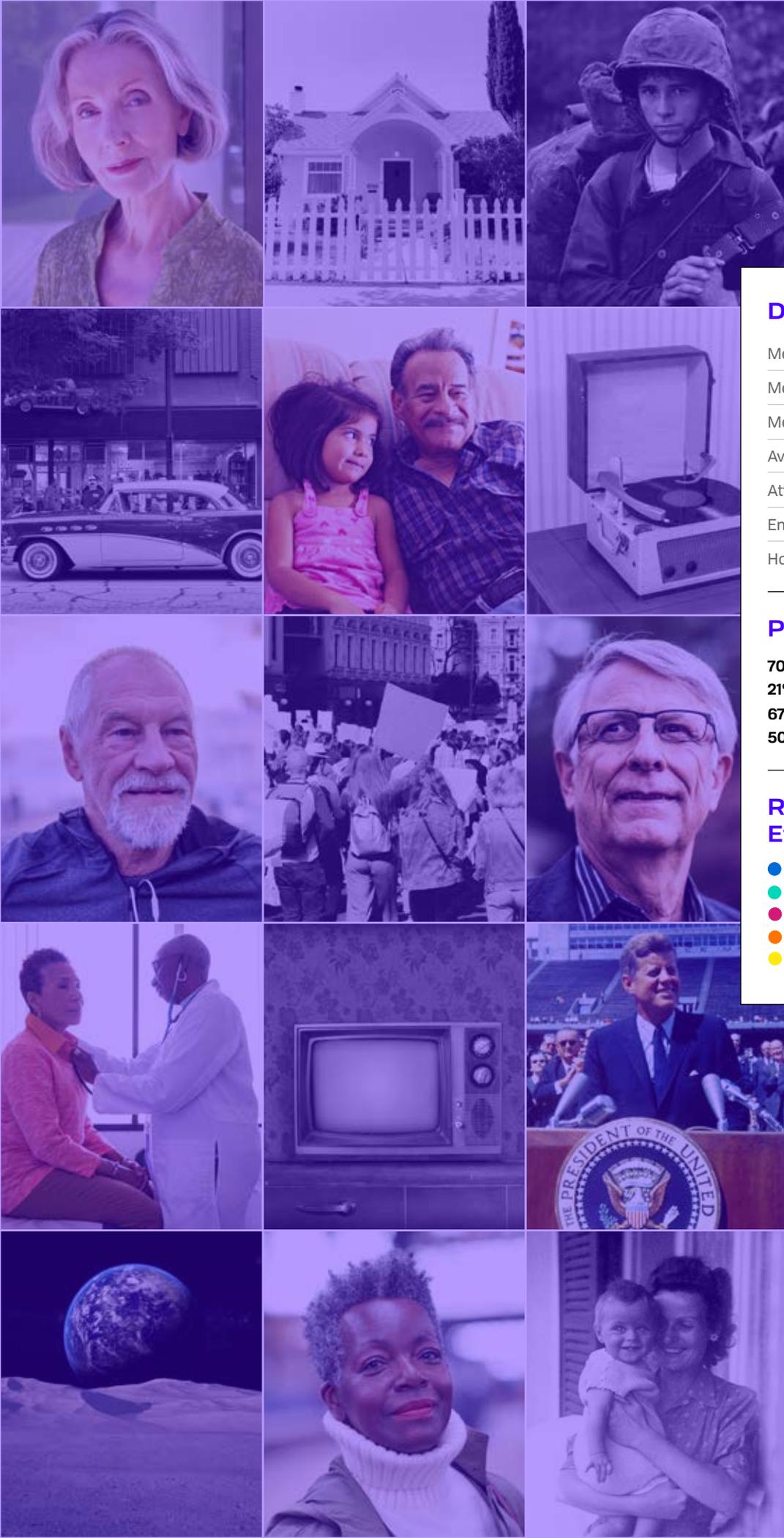
Born between the years of 1946 and 1964, Boomers remain a massive generation with significant economic and cultural clout. They are less diverse than younger generations born amid increasing immigration and interracial marriage. The traditional retirement milestone of 65 does not represent the finish line for most Boomers and slowing down is not a consideration.

This group still listens to voicemail and grew up during the American-dream, white-picket-fence era of post WWII. As younger cohorts, including their grandchildren, have taught Boomers how to use technology they are increasingly doing so (sometimes more successfully than others).

## To know me is to love me...

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- Default to print, television, and radio.
- Boomers trust magazines and often have glossy subscriptions neatly on display.
- They rely on digital to research their options.
- Long-form content is a favorite.
- Email is their go-to digital channel.
- The customer journey begins in-store, but they find items online (>30%) or on their mobile devices (<20%).
- Don't get too personal; you may scare them away.



## Demographics Overview

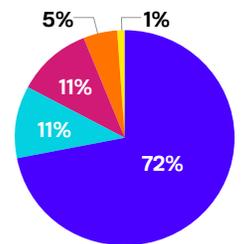
Men/Women	50%/50%
Median Age	64 years
Median HHI	\$67,592
Average Household Size	2
Attended College	64%
Employed	46%
Homeowners	80%

## Population and Workforce

**70.5M** Baby Boomers in the U.S.  
**21%** of the U.S. population  
**67%** expect to work past age 65 or not retire at all  
**50%** plan to work after they retire

## Race and Ethnicity

- Non-Hispanic White
- African American
- Hispanic
- Asian American
- Other



1965–1980

# Generation X

Smaller in size and sandwiched between two generations that get all the headlines—Millennials and Baby Boomers—GenX are the classic middle child of American life. In the middle of the consumption-heavy life

stages of peak career and peak family they command more spending power now than Millennials or Boomers, and Xers remain an opportunity largely ignored by marketers and brands.



**Xers are more likely to be politically loyal throughout their lives than either of the other generations.**

## Shopping Habbits

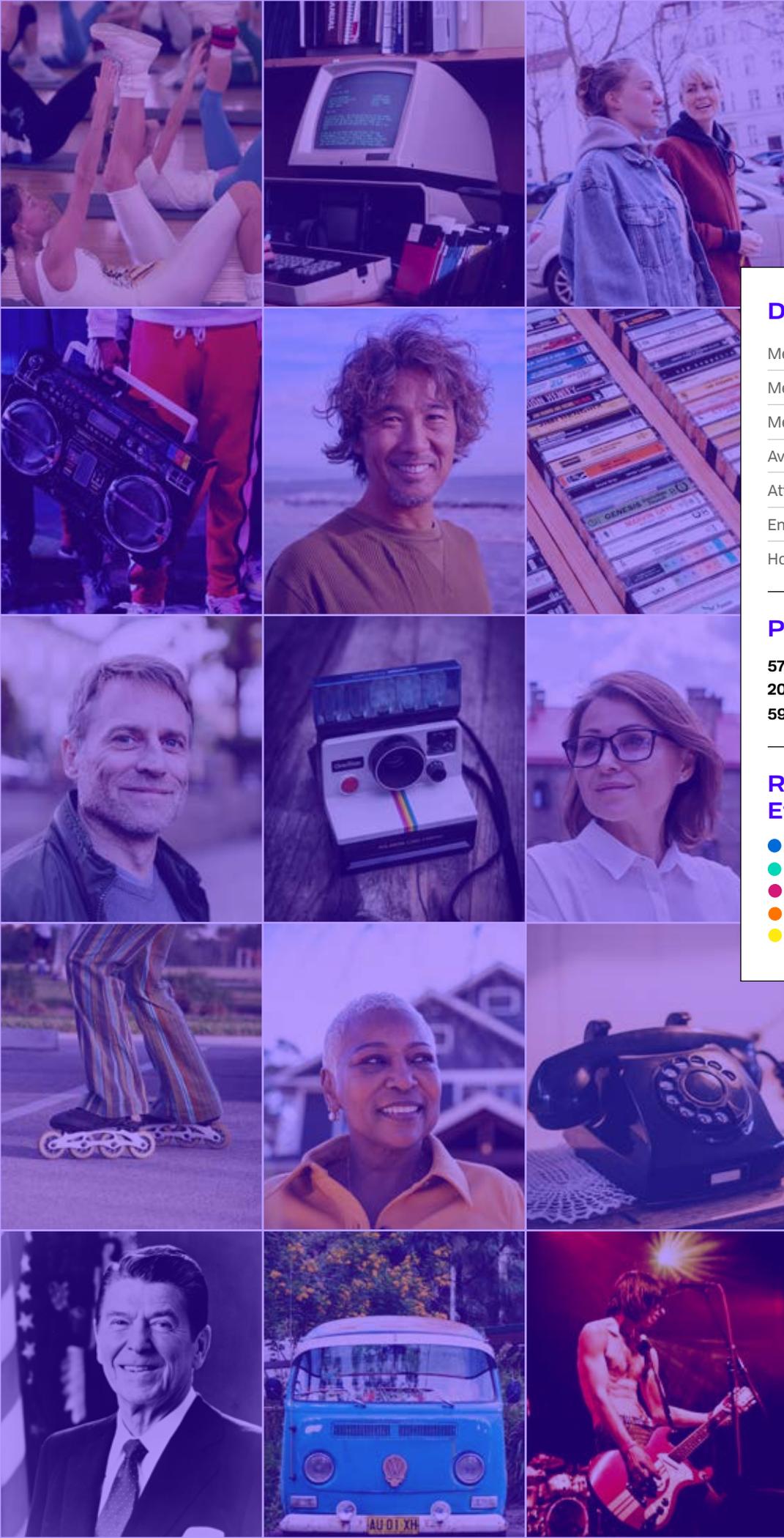
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- **Lists:** Gen Xers claim to be the most dedicated to lists while shopping, but also fessed up to making impulse purchases.
- **Value:** Digital tools appeal to them partly because they help them find good deals. Demand integrity and transparency from brands.
- **Hybrid:** This generations are a true hybrid when it comes to marketing. They grew up without online shopping, so they still enjoy a trip in-store, but have fully embraced online shopping as well.

## Knowns

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- A health-literate generation, they are time pressed, often caring for children and aging parents, at great fiscal and emotional expense.
- Messaging from known sources is preferred.
- They're more digitally savvy than Boomers, yet more loyal to TV than Millennials.
- Digital videos are an indispensable part of their usual media mix.
- Tend to use social media for socializing, not shopping, preferring Facebook and Instagram.
- More connected to email than you would think.
- A good message in a magazine may win their hearts.
- When connecting with Gen X, make messaging relevant and timely (don't randomly drop a message and if you do, be prepared for them to receive it as intrusive).
- Generally, not a mobile-first population; they prefer laptops to access the web.



## Demographics Overview

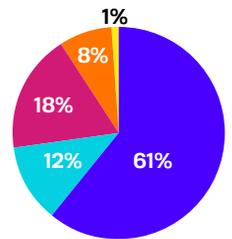
Men/Women	46%/54%
Median Age	50 years
Median HHI	\$95,335
Average Household Size	3
Attended College	66%
Employed	75%
Homeowners	75%

## Population and Workforce

**57.3M** Gen Xers in the U.S.  
**20%** of the U.S. population  
**59%** are working full time

## Race and Ethnicity

- Non-Hispanic White
- African American
- Hispanic
- Asian American
- Other



# Millennials

Millennials have always been the glint of marketers' eyes, a generation of idealists and optimists raised amid prosperity that would usher in a new golden age for brands.

- This generation is perceived as the “immediate gratification” cohort, needing everything at their fingertips **now**.

But as the oldest Millennials enter their 40s, a different story has unfolded, characterized by the collision of great expectations and disrupted realities.

- Millennials take great pride and joy in familial bonds, loyalty, and self resilience and are instilling these values into their children by association.

## Marketing to Millennials

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- Aim for clear, crisp and direct communication that is consistent in the messaging but isn't annoying or constant. Stand out from the clutter.
- For all their optimism, Millennials can be skeptics. Make messaging relateable, show them how your brand supports their lifestyles and what you're doing to make products healthier.
- Transparency and honesty matters. Don't hide your intentions—be direct.
- Personalize, personalize, personalize! They are comfortable with their purchase history and browsing behaviors tracked, hoping for more tailored offers and experiences.
- They respond well to social media messages, and interact with their preferred brands via Facebook, Instagram, Twitter, and any other channel that the brand is present on.
- Though not as 'distracted' as Gen Z, they are distracted, nonetheless. They effortlessly multitask and seamlessly switch platforms.
- Most started off with traditional media, so they aren't averse to magazines, TV and radio. In fact, it helps them with their 'disconnect' from screens and responsibilities that may even focus more on these platforms.
- Speak to Millennials via clean magazine ads, and even catchy audio ads on streaming audio platforms and podcasts.

## Knowns

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- Digital first: They spend most of their media time on screens of all sizes, mostly smartphones.
- Heavily into OTT/CTV.
- Want brands to reward them for their loyalty.
- Amazon is their go-to.
- Break out with new technology and trends and you'll break into the future.
- They conduct device-agnostic research online yet prefer purchasing in-store.
- Personalize—they're comfortable sharing browsing behaviors.



## Demographics Overview

Men/Women	52%/48%
Median Age	34 years
Median HHI	\$83,162
Average Household Size	3
Attended College	66%
Employed	77%
Homeowners	57%



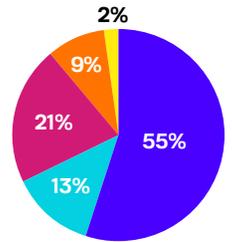
## Population and Spending

72M Millennials in the U.S.  
 22% of the U.S. population  
 \$59,866 average annual expenditure



## Race and Ethnicity

- Non-Hispanic White
- African American
- Hispanic
- Asian American
- Other



## Values and Attitudes

**Authenticity** 74% AGREE

"It's important to me that the companies I buy from are clear about what values they stand for."

**Authorship** 72% AGREE

"Social media is important to me as a way of expressing myself."

**Diversity** 79% AGREE

"I'm always looking for different cultural experiences and influences that will broaden my horizons."

**Exploration** 74% AGREE

"I am more likely to choose a brand if it exposes me to new sensations or experiences."

**Optimism** 61% AGREE

"I believe I'll become rich in my lifetime."

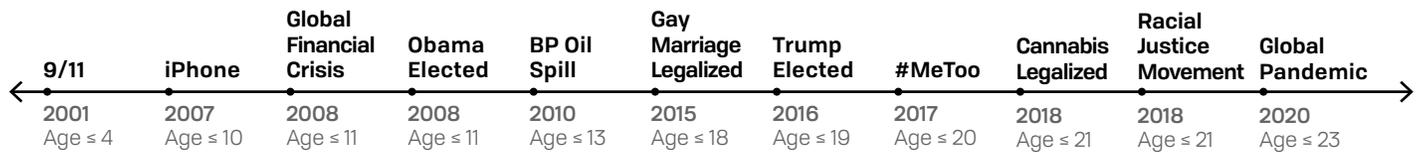


# Generation Z

Take a look at the timeline below and it's easy to see why Gen Z is unique. While big stuff happens to every generation, it's fair to say more happened to this cohort than most others in a short time, especially during

their formative years. Gen Z came of age in a volatile, uncertain, and fractured world. Small wonder they aspire to be change agents as they grapple at an early age with weighty social, cultural, and environmental issues.

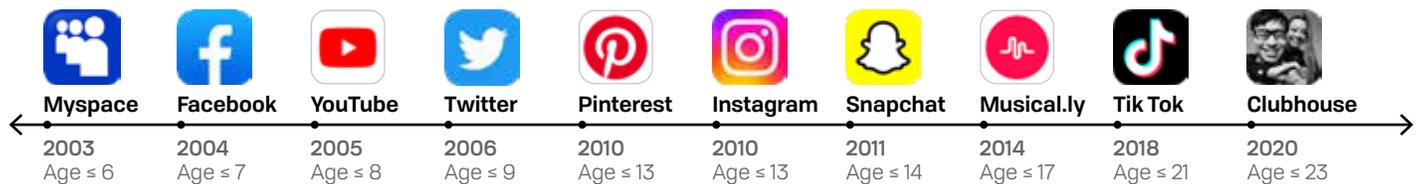
## Disruption is the Norm

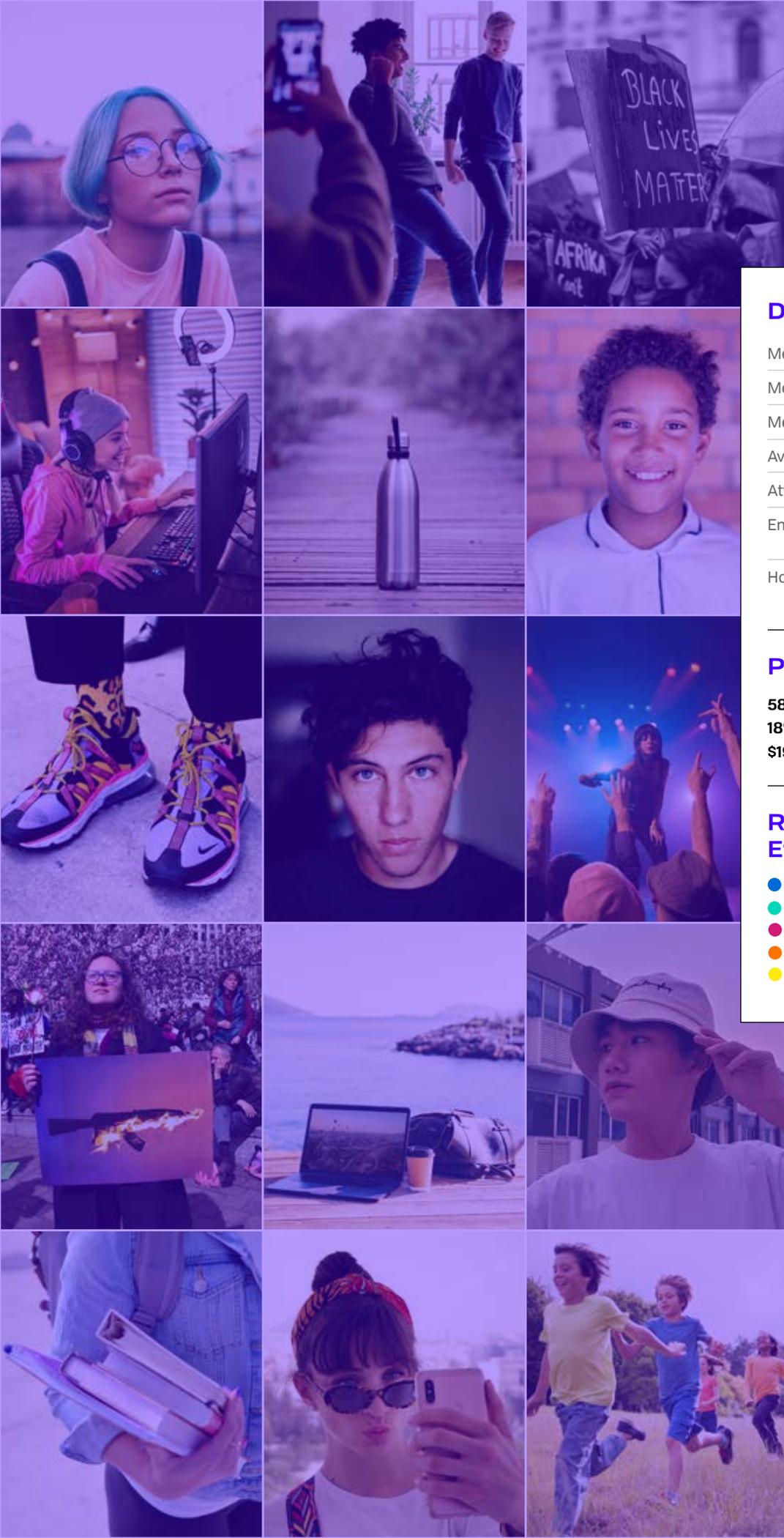


## Knowns

- They're content creators, sharers, and consumers.
- Highly selective, they only give their attention to content they deem deserving of their time.
- They interact via visual platforms (Snapchat, Instagram) and private apps (Whisper, Secret).
- Social impact is a priority for Gen Zers.
- They still like print, in fact, many prefer it for reading and/or studying.
- Their favorite brands have sustainable practices.

## Digital Natives





## Demographics Overview

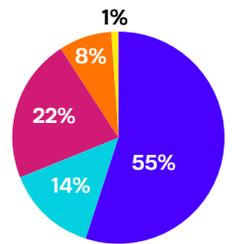
Men/Women	<b>45%/55%</b>
Median Age	<b>21 years</b>
Median HHI	<b>\$61,528</b>
Average Household Size	<b>4</b>
Attended College	<b>36%</b>
Employed	<b>54%</b> <i>*2x more likely to be employed part-time</i>
Homeowners	<b>58%</b> <i>*1.3x more likely to rent</i>

## Population and Spending

**58.9M** Gen Zers in the U.S.  
**18%** of the U.S. population  
**\$198B** consumer spending

## Race and Ethnicity

- Non-Hispanic White
- African American
- Hispanic
- Asian American
- Other



# Generation Alpha

The alphabet ends after z. So then, what comes next? Generation Alpha. By 2025 Generation Alpha, primarily raised by Millennial parents, is expected to be the wealthiest, most educated

and technologically literate generation in history. While still very young—the oldest Alphas currently being only age 6—this generation is already making an impression.

## Knowns

- **They are immersed in technology.**

Yes, Generation Z is tech-savvy, but Alphas will spend the biggest part of their formative years totally immersed in technology.

- **As Millennial children, many Alphas will already have a digital footprint before they even know what that means.**

Think for instance of celebrity children like the British Prince George who already has an Instagram account likely managed by his parents and their social media team

- **They learn differently.**

The emphasis will be on problem-solving skills and peer-to-peer learning experiences and so-called connected classrooms will become the new normal.

Of course, tablets such as iPads will increasingly be used to create projects and share work with both teachers and classmates.

- **They are used to an excellent online user experience.**

Having been exposed to different digital platforms pretty much from the moment they were born, Alphas don't know any better than to expect a seamless, personalized online experience, including cutting-edge ways to interact and communicate.

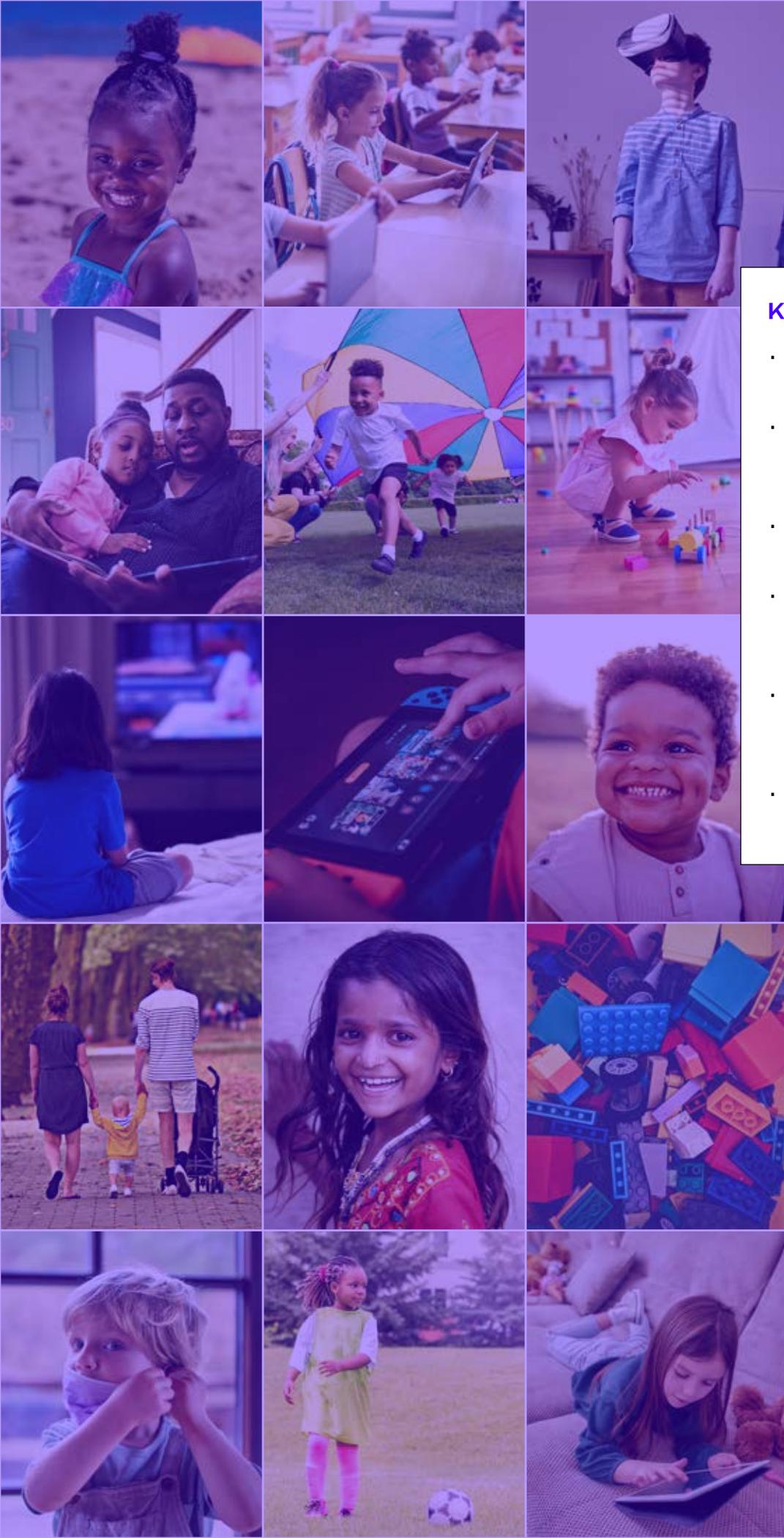
- **They are more inclusive and super aware of (public) image.**

In fairness, these are two things in which Gen Z (and therefore not the Alphas) differs from previous generations. But they are trends, if we can call them that, which we could very well see—perhaps in an even more explicit way—in those who come after Generation Z.



### ***“Keep up with me.”***

By 2025, Gen Alpha will number two billion people globally. It will be the wealthiest, most educated, and technologically literate generation in history.



## Key Insights

- Gen Alpha is technologically savvy across screens.
- The environmental impact of what brands do is important to them.
- They only know seamless, personalized online experiences.
- They have digital footprints (even if they don't know what that means).
- They learn differently. The emphasis on connected classrooms is their normal.
- They are super inclusive and aware of public image.

# How Brands Make Connections That Count



## Baby Boomers | 1946–1964

### Primed for SEO

96% of Boomers use search engines, making them a prime target for SEO efforts.

### Wary of Privacy Concerns

Re-targeting puts Boomers on edge, despite being the most effective strategy. Instead, shopping & Google search ads are most effective.

### Detailed, Informative Content

Prefers in-depth sources without concern for the time it takes to review.

### Preferred Tactics

Cross-Platform, Influencers, Native, OTT/CTV, Magazines, Retargeting, Search, Social Platforms



## Generation X | 1965–1980

### Brand Loyalty and Love

Rewards programs and email marketing that includes personalized offers and coupons are the winning strategies.

### Mobile Experience

Fans of a mobile-friendly site.

### Go Nostalgic

Gen X love nostalgia, incorporate old songs or childhood memories into your content marketing efforts for this generation.

### Preferred Tactics

Cause Marketing, Magazines, Media, Mobile, OTT/CTV, Social Platforms, Television



## Millennials | 1981–1996

### User Generated Content is Key

Customer shared photos and online communities is the most effective approach.

### Mobile-First Mindset

Mobile is preferred method for most searching, and expect a mobile-friendly experience.

### Influencer Marketing

44% more likely to trust an expert influencer than a generic ad.

### Preferred Tactics

Experiential, Magazines, Mobile, OTT/CTV, Podcasts, Social Platforms, Television, YouTube



## Generation Z | 1997–2015

### Personalized Email Marketing

Gen Z enjoy personalized emails, but the preferred cadence varies.

### Algorithm Hacking

Gen Z trains algorithms to see what they want to see, but transparency is key and opt-out options are a must.

### Quick, Captivating Video Content

Gen Z has grown up with short form video, first Vine and now TikTok.

### Preferred Tactics

Experiential, Cause Marketing, Mobile, OTT/CTV, Social Platforms, Video



## Generation Alpha | 2016–Present

### Preferred Tactics

Cause Marketing, Environmentally Conscious, Experiential, OTT/CTV, Social Platforms, Video Games, YouTube

## Common Ground

Listen and learn to what's being said across platforms and respond in kind. Your customers want to hear from you. When reaching out take an omnichannel approach because people are multi-dimensional and go to different outlets for different information, and when doing so take the demographics of your target audience into account. There are huge differences between generations when it comes to channel preference, and you need solid data on your prospects in order to optimize your campaigns. At the end of the day remember you are talking to individuals and that everyone wants to feel seen.

### **About Media Now Interactive**

Media Now thrives on bringing actionable insights to its clients. We combine data insights with the human touch to drive performance. Our goal is to make messaging personal through our Omnipoint system, Motto—our OTT attribution solution, and Optics—which tracks the most up-to-date campaign data in one interactive dashboard across all digital tactics.

