

Generational Marketing Case Three

**MKTG 1110
Marketing Principles**

CHARACTERISTIC

Generation Baby Boomers

Generation X

Generation Y/ Millennials

Date of Birth

Born 1946-1964

Born 1965-1976

Born 1977 – 1998

Market Size

Size of US Population

Income

Relationship to Technology

Relationship to Family &
Friends

Relationship to Work &
Workplace

Media Preferences (Be
specific)

Add'l Characteristic

Add'l Characteristic

**Fill in the form...each
"Characteristic" for "Generation"
using SECONDARY REFERENCE Data.
This Data must be reliable.**

NEXT DO THESE THINGS...

- Compare – Similarities between Generations
- Contrast – Points-of-Difference
 - Things that make the group a group
- MEDIA USE
 - Group Interest in...
 - Group Use of...
- USE EXTERNAL SOURCES
 - **Reliable References must be used. No Opinions.**

FOR DEMONSTRATION PURPOSES ONLY

Social Networking Sites Used by US Social Network Users, by Generation, May 2009 (% of respondents in each group)

	Facebook	MySpace	Twitter	LinkedIn
Generation Z	61%	65%	9%	0%
Generation Y	65%	75%	14%	9%
Generation X	76%	57%	18%	13%
Baby boomers	73%	40%	13%	13%
WWII generation	90%	23%	17%	4%

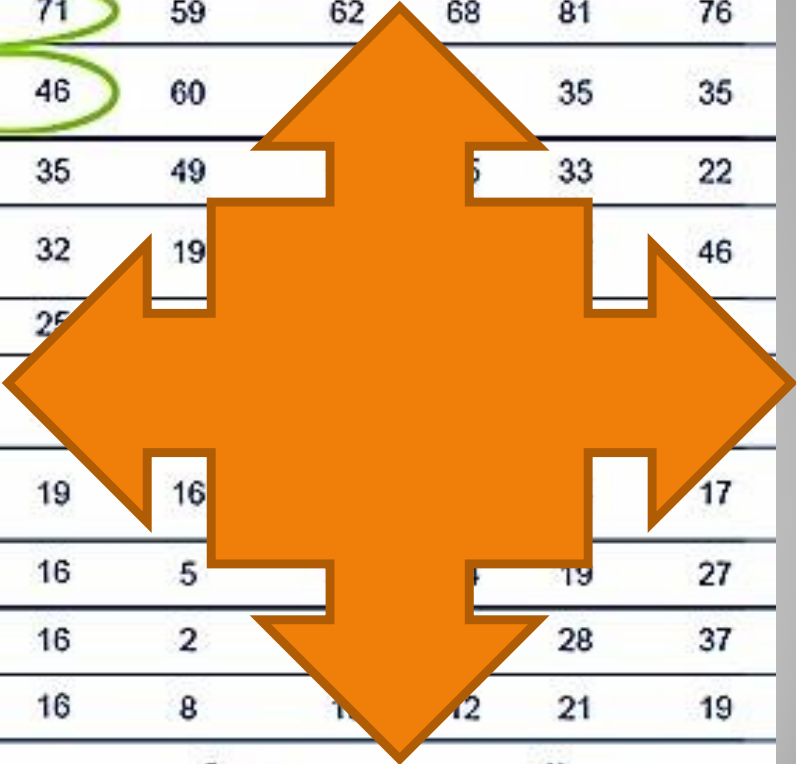
Note: n=1,000; read chart as saying, 90% of social network users from the WWII generation use Facebook

Source: Anderson Analytics, "Social Network Service (SNS) A&U Profiler," provided to eMarketer, July 13, 2009

TV content: Continued popularity

Q. For the following types of media, please rank your top 3, with 1 being the most preferred.

Among total U.S. consumers summary of "top 3" ranking	Fall 2007 %	2008 %	2009 %	5th edition %	Trailing millennials %	Leading millennials %	Xers %	Boomers %	Matures %
Watching television (on any device)	66	66	71	71	59	62	68	81	76
Using the Internet for social or personal interests	42	38	38	46	60			35	35
Listening to music (using any device)	43	34	44	35	49		5	33	22
Reading books (either physical books or via an e-book reader/online)	26	28	33	32	19				46
Going to the movies	25	29	22	25					
Playing videogames (handhelds, computer, console, mobile/cellular/smartphone, online)	21	21	21						
Attending live performances (sporting events, concerts, or stage [musical, dramatic, or other])	—	—	20	19	16				17
Reading magazines (either printed or online)	16	12	13	16	5			19	27
Reading newspapers (either printed or online)	21	17	18	16	2			28	37
Listening to the radio (any format/device)	—	14	22	16	8	1	12	21	19



Trailing millennials
14-21 yrs old • 1990-1999

Leading millennials
22-27 yrs old • 1988-1993

Xers
28-44 yrs old • 1982-1986

Boomers
45-63 yrs old • 1965-1947

Matures
64-75 yrs old • 1946-1934

PART TWO

- **Find THREE Companies/Organizations That Use ONE OR MORE of the Following...**
- Audio/music sharing
- Blogs
- Online Gaming
- Photo sharing
- Podcasts
- Social Networking
- Social News Sites
- Video sharing
- Virtual worlds
- Wikis
- Other examples that you may discover...

- Identify the Company and Location You Are Referencing...
- SPECIFICALLY and in Detail Describe the Product/Service of the Company
- In Detail...Describe the Social/Electronic Tools Used to Market the Product/Service
- EVALUATE the Tools and Their Use and CONNECT Back to Findings From Q1

Success...

- Use the Forms Provided
- Do RESEARCH
- Answer the “HOW DO YOU KNOW” Questions
- ELIMINATE...DO NOT USE...FORGET ABOUT IT...**NO PERSONAL OPINIONS**
- IF YOU CANNOT PROVE IT, DON'T SAY IT!!!
- Be ON TIME...HIT THE DEADLINE

Generational Marketing Case Three

MKTG 1110
Marketing Principles
- END -