



# Boomer Consumer: Ten New Rules for Marketing to America's Largest, Wealthiest and Most Influential Group

By Matt Thornhill, John Martin

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For 40 years, companies and organizations have focused their marketing efforts on young adults 18-49 years old. But today's Boomer Consumer, those 78 million Americans born between 1946-64, are either 50 years old or will be soon. And marketers are confused.

They don't know how to treat today's older Boomers, who aren't "seniors" and never will be, but are no longer young adults.

Over the past few years, Matt Thornhill and John Martin of the Boomer Project have extensively researched and studied Boomers. They have uncovered key psychological, sociological, and anthropological aspects of this generation. And they have identified ten "new rules" for marketing to today's Boomer Consumer.

Boomers are far from "over the hill" as consumers, and this book will show you how to still connect with this large and in charge generation. You'll learn the importance of emotionally compelling messages, the power of story, and how to use life stage instead of age as a way to connect with them. Companies and organizations that can tap into today's Boomer Consumer will be poised for success for years to come.

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## **Boomer Consumer: Ten New Rules for Marketing to America's Largest, Wealthiest and Most Influential Group** By Matt Thornhill, John Martin **Bibliography**

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## **Editorial Review**

### **From the Inside Flap**

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### **From the Back Cover**

Financial services, healthcare, travel & tourism, real estate, retail, home improvement, consumer products, non-profits, and dozens of other industries are about to be transformed by today's older Boomer Consumer. The majority of Boomers are now age 50 and beyond and the rest will forever leave the ranks of "young adults" by 2014. Boomers aren't "seniors" and aren't young anymore. Because of this, they often feel ignored.

Companies and organizations need new insights and guidelines in trying to capture the attention of America's largest, wealthiest, and most influential group - one that spends some \$2.3 trillion annually on goods and services. Based on proprietary national research, the Boomer Project's Matt Thornhill and John Martin lay out practical and tactical tips and techniques for reaching and connecting with older Boomers. This is a "must read" for anyone who wants to sell to or influence Boomer Consumers.

### **Portrait of today's Boomer Consumer:**

\* Boomers tell us "middle age" begins at about age 47 and "old age" around age 73. That means Boomers in their 50's and beyond still think of themselves in early "middle age." Does your organization have the same perception?

\* Two out of three Boomers are married, but fully one-third never married, are separated, divorced or widowed. Those single head-of-households still spend money on groceries, electronics and cars - should you be targeting them today?

\* Already more than one third of Boomers are grandparents, and half of all grandparents alive today are from the Boomer generation. It's one life stage that once Boomers achieve, they'll never relinquish. How can you tap into it?

\* Only 8% of Boomers described themselves as "retired," and the majority of those who haven't say they have no idea when they will retire. What are the implications of that for your company or organization?

## About the Author

Matt Thornhill is the president and co-founder of the Boomer Project. After a 23-year advertising career in New York, Richmond, and Atlanta, Matt started the Boomer Project in 2003, quickly establishing the firm as a leading national authority in marketing to today's Boomer Consumer. Matt speaks on marketing to Boomers and regularly conducts Boomer marketing workshops across North and Central America, for such clients as John Hancock, Genworth Financial, UBS, SunTrust, Samsung, Cadbury Adams, Hershey Foods, Pfizer, Newspaper Association of America, American Healthcare Association, the National Tour Association, and many other organizations who want to better understand today's Boomer Consumer.

John Martin, president and CEO of SIR Research, joined with Matt in creating the Boomer Project and its research-based approach in figuring out what makes older Boomers tick. John began his career in the advertising business as well, and most recently was the Chief Marketing Officer at an international consumer products company before taking over one of America's oldest and most respected marketing research firms, SIR Research. SIR has conducted over 14,000 research studies for clients such as AARP, Recreational Vehicle Industry Association (GoRVing), American Society for the Prevention of Cruelty to Animals, American Chemical Society, Media General, Liberty Mutual, Owens & Minor and scores of other Fortune 500 companies and national associations. John is also a featured national speaker on Boomer marketing.

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