

# Boomer Bonanza

June – August 2006

Marketers who ignore the rich pickings of the Baby Boomer market are wasting a golden opportunity. Boomers have money and lots of it. Their sheer size alone (1.23 Million) makes them attractive enough. Add to this the fact that they are entering the years of their highest net worth (54% of all those with Household Income \$120,000+ fall within this age group) and we start to see the huge opportunity they present for businesses willing to invest in getting more intimately attuned.

Those things that are important to them are showing phenomenal growth - from air travel to fine food and entertainment, pharmaceuticals, investments and financial services, premium cars and real estate – they rise up as a powerful consumer group. There will be big gains for products and services that are more in touch with their needs, that understand how they can fit into their lives, offer solutions & help them negotiate the transitions they are making with age.

The report moves beyond stereotypes to get more deeply attuned to their world, their values, outlooks and aspirations – identifying key themes that explain their underlying needs, how they want to be communicated to and the kinds of marketing/ communications they respond to.

## Summary of report contents

### 1. Setting the scene

- The opportunity presented by their numbers, wealth levels and spending
- The changes over time that have shaped who they are
- Few actively embracing the opportunity

### 2. Getting attuned

- The stereotypes vs. the reality
- New emerging needs and the opportunity for brands
- 4 key quests and how to connect with them

### 3. Marketing, messages and media

- 5 marketing principles to set you apart
- Messages that engage their attention
- What to consider in your choice of media

### 4. Closing thoughts and predictions looking forward

#### Report cost: \$3500 +GST

- Includes a hard and soft copy of the full report (98 page) with examples of brands and communications that deliver particularly well to the Boomer audience

If you have further questions please contact Tina at

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