

Generation W: The Age Wave Cometh!



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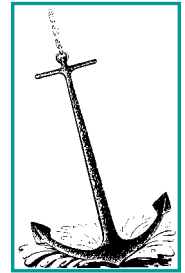
Trends

- **Clanning**

- Focus is on belonging & isolation
- Reflects our fear & perception of outsiders as threatening & dangerous
- Affinity groups & support groups validate the feeling of like-minded people who can “understand” each other
- Finding an identity

- **Anchoring**

- Seeking comfort & security
- Exploring spiritual roots
- Looking back at our pasts through history, genealogy
- Searching for the immutable in an ever-changing world
- Personal security & safety
- Nesting



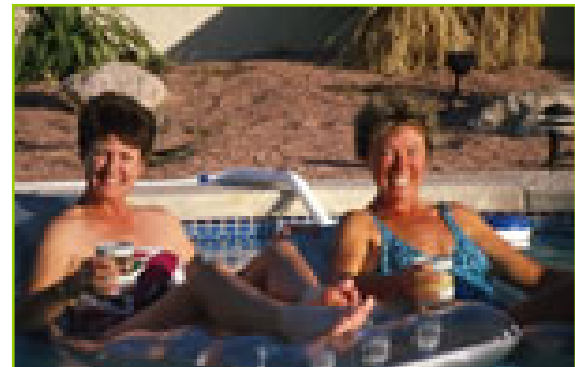
Trends (cont.)

- **Being Alive**
 - Seeking an integrated vision of mental & physical health
 - Recognizing the importance of QOL
 - Popularity of homeopathy & natural remedies
 - Searching for wholeness as a person in spite of fragmentation & compartmentalization
 - Focusing on the importance of mental exercise & fitness
 - Quest for continual learning & personal improvement
 - Fear of debilitation & infirmity

Trends (cont)

- **Down-Aging**

- Seeking symbols of youth to balance the intensity of adult lives
- Making chronological age irrelevant
- Nurturing the child in you
- No more “acting your age”
- Rejuvenation, renewal and rebirth on all levels of our existence
- Adult summer camps
- Fun and games



Trends (cont)

- **Pleasure Revenge**

- Rebelling at being told what's good for us
- Savoring forbidden fruits
- Just say "yes"
- Pleasuring without losing control
- Sensuality and sexuality
- "Living is dangerous, so indulge yourself"

- **Ego-nomics**

- Seeking customized, individualized products in response to the need to feel connected in a depersonalized age
- Magnifying our sense of self-worth
- Demanding continually more and more options for everything including family, career, fashion, hobbies, automobiles, etc.
- "I'm worth it!"

Trends (cont)

- **Fantasy Adventure**

- The desire to escape stress and boredom gives rise to a craving for excitement and stimulation
- Makeovers and cosmetic surgery
- Romance
- Low risk – high thrill
- Armchair explorers
- Having the “look” and all the equipment
- Longing for a sense of authenticity
- Testing oneself without danger



Trends (cont)

- **Icon Toppling**

- Erasing old assumptions
- Nothing is sacred
- Stresses on our social fabric
- Cynicism and the brand loyalty
- Class action lawsuits
- Less effort to combat cynicism
- Tabloid-ing
- Failure of belief systems
- Bashing political and cultural pillars of society
- Feeling betrayed and unable to trust



What Does All of
This Mean
to You Now &
in the Future?



Be Aware Of 10 Common Marketing Mistakes

1. The Mature Consumer Doesn't Exist
2. They Know it All
3. Failing to Recognize Diversity
4. Marketers Too Young to Relate
5. Too Brand Loyal to Change

Mistakes (cont.)

6. Too Cheap to Spend
7. Demographics Are Too Fuzzy
8. Fearful of Alienating the Young
9. Ignoring Motivations
10. Fail to Reap the Rewards

Thank You & Questions

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