Baby boomers, Millennials, GenX and GenZ – how relevant are they for your business?

Irine Gujabadze, Head of Marketing
SPEAKING TO YOUR AUDIENCE
LET'S INTRODUCE THE GENERATIONS

**GEN Z**
Born between 1960 and 1982

**MILLENNIALS**
Born between 1982 and 2000

**BABY BOOMERS**
Born before 1960

2000 onwards
“brilliant generation”
BABY BOOMERS
THE BUILDERS

They love research-based marketing, and it is best to engage with them with ‘tangible’ messages. If there is a bold claim on your product, you better back it up with a statistic.

They process information through verbal communication.
GENXERS
THE DOERS

They want to pay less and have a valuable product.

SALE

They process the information visually.
They believe in action, in what a brand does and its social impact.

They are fully transparent, fearless, motivated and technology lovers.
GENZ
THE BRILLIANT GENERATION

They have peer-to-peer communities based around more immersive apps that utilise video stories as their medium of choice.

They live with technology, it is their soother.
CASE STUDY: APPY KIDS CO

TARGET AUDIENCE:
GENZ
MILLENIALS
CASE STUDY: MILL & BAKER

TARGET AUDIENCE: MILLENIALS GENXERS
SOURCES

LETS INTRODUCE THE GENERATIONS

BABY BOOMERS THE BUILDERS

GENXERS THE DOERS
J Fahy, D Smart - Journal of Advertising, 1995

MILLENIALS THE ADAPTERS
KT Smith - Journal of Strategic Marketing, 2010

GENZ THE BRILLIANT GENERATION
THANK YOU

Bloom Brands Group
10 Barley Mow Passage,
Chiswick, W4 4PH
T: 020 7718 5557