



Reality Check Past Due

New Rules for Marketing to Boomers in a Recession

For over 40 years the largest demographic segment in history, Baby Boomers, have driven consumer spending in the United States.

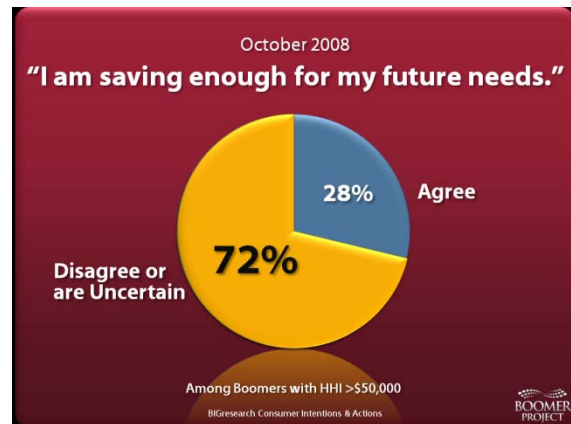
They have certainly been living large – spending every dollar they make, running up credit card bills, using their home equity as an ATM machine. Their generational optimism that tomorrow will be better than today has contributed to them leveraging their future to live larger today.

Until now.

The collapse of housing prices and the meltdown of 401k plans in the past year has been a real wake-up call. Fast approaching the traditional retirement age of 65, Boomers are realizing that they've saved only a fraction of the money they'll need to finance the next stage of their lives.

As the economy enters what's shaping up to be the worst recession since the Great Depression, Boomers are thinking very differently about spending, saving and investing than they were only a short time ago.

The Boomer Project is the nation's foremost authority on marketing to today's Boomer Consumer. Since 2003 we've been tracking Boomer behavior through our own extensive national consumer research, plus we draw upon BIGresearch's Consumer Intentions &



Actions™ survey of over 7,000 consumers monthly so we can tell you what's happening in the marketplace *right now*.

In "New Rules for Marketing to Boomers in a Recession," you'll learn:

- How Boomers are rethinking what "retirement" means to them
- What Boomers are buying and where they're cutting back
- How Boomers are embracing a new ethic of frugality
- New rules for selling to Boomers

Matt Thornhill and John Martin, founders of the Boomer Project, customize each presentation they give for the audience and industry: financial services, brand managers, retailers, health care, travel & tourism, or any other industry sector. Just tell us what you're looking for.

"Your timely insights on how to market to today's Boomers, given the uncertainty of the economy, will really make a difference to us as we embark on our "Retirement Journey" initiative among Boomers. Your presentation was informative, engaging and incredibly relevant and actionable. I've heard nothing but positive feedback. Thanks a million."

-- Ken Yarbrough, SVP, SunTrust

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