

“Boomer Century” a Watershed Event

In late March, PBS began airing “Boomer Century,” a new two-hour documentary by Dr. Ken Dychtwald, the psychologist and gerontologist most often credited with raising awareness of the coming “age wave” of today’s Boomers. The documentary was the highest rated show on PBS that week, and garnered remarkable attention in the mainstream press, most of which wasn’t about the show, but about Boomers. (See the back page for a story about the firestorm kicked up by this simple documentary about a generation).

We thought the show was outstanding, informative and thoughtful. To get a better sense of it, we interviewed the man behind it, executive producer and on-camera host, Dr. Ken Dychtwald.

Q: What was the motivation behind the documentary? Who was your target audience?

A: I’ve had a long-time fascination and frustration that there really hasn’t been an accurate portrait of what makes Boomers interesting and extraordinary. I wanted to provide a glimpse without any political bent, just an historical perspective, the current view and some thoughts about the future.

Q: How long did it take to put it together?

A: Ten years from idea to on-air, but only about two years in production. It took well over 100 people, from researchers to production staff to our 12 outside experts and commentators.

Q: The biggest challenges?

A: All of them, from getting funding — ultimately from Vanguard, who supported us fully, to PBS wanting us to make a legitimate, worthy documentary to their standards. Putting it into a two-hour story with a thread viewers could follow proved to be difficult. I bet you didn’t even notice we left out disco. No time to even mention it. Once we decided to use the four Boomer traits — idealism, anti-authoritarian, openness to change and empowerment — we felt like we had found a common ground on which we could build the rest of the story about Boomers.



Dr. Ken Dychtwald Brings Perspective to the Boomers

Q: What “a-ha” moments did you have from the comments from your experts?

A: A lot of them. It was interesting, and an affirmation, that we didn’t have to prep the experts on the Boomer generation. They knew what we were talking about and could easily add to the discussion. No coaching, no confusion. But I loved Erica Jong’s comment that an added benefit of the women’s movement was that men could have more loving, open relationships with their kids. Julian Bond’s comment that young blacks saw on TV what they could be and yet how far away they still were from it. David Gergen said Vietnam was an axe right down the middle of the country, separating forever those who went from those who didn’t. Danny Goldman’s thought that what they’ll remember is how Boomers will leave the stage. Those and two dozen more comments were “a-ha’s” to me, and the viewers, I suspect.

Q: Want to do another one?

A: Can’t wait. I loved it, I’m hooked.

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BOOMER FACTS & FIGURES

This is where you'll find some of the latest facts & figures about Boomers from various sources.

Boomers & Volunteering

Boomers volunteer today at higher rates than past generations did at roughly the same age.

At 30.9%, the volunteer rate for those ages 46 to 57 today, who make up the majority of the Baby Boomers, is significantly higher than both the 25.3% recorded by the 46 to 57 age cohort in 1974 (Greatest Generation, born 1910-1930) and the 23.2% recorded in 1989 (Silent Generation, born 1931-1945). *Keeping Baby Boomers Volunteering, 2007*

Boomers will increase the number of volunteers age 65 and older in the U.S. 50% by 2020, from just under 9 million in 2007 to over 13 million.

That number will continue to rise for years to come, as the youngest Boomers will not reach age 65 until 2029; in fact, the number of older adult volunteers should double by 2036. *Volunteering Among Older Americans: Population Projections, 2007-2050*

Remaining in the workforce increases the likelihood that a Boomer will continue to volunteer. 60.5% of Boomer volunteers who move out of the workforce continue to volunteer the following year, compared to 69.3% of those who experience no change in their labor status. *Keeping Baby Boomers Volunteering, 2007*

More data online at the Corporation for National and Community Service, www.cns.gov

Welcome to BoomerMarketingNews

SIX MONTHS OF ISSUES. We're halfway through our first year of *BoomerMarketingNews* from the Boomer Project™. This issue contains two pieces on major media events about Boomers, the PBS documentary, *Boomer Century*, and the new Christopher Buckley book, *Boomsday*. We're excited about these events, especially as we are about to publish our first book, *Boomer Consumer*. It should hit bookstores and Amazon.com by late June or the first of July this year. The piece on the next page is an excerpt.

It has taken us some time to write a book, mostly because we wanted to make it less about the Boomer opportunity, and more about what to do about it. It is a marketing book, one that all of our subscribers will find relevant to their business.

This month's issue includes another article about PrimeTime women by Marti Barletta, and a look at a new direct mail campaign for a men's magazine, *BestLife*, from the publishers of *Men's Health*.

Don't forget to tell your friends that an annual subscription is only \$240 for 12 issues delivered via email as a PDF by the 15th of the month, and your satisfaction with *BoomerMarketingNews* is guaranteed. That is, if at any time you find you're not getting valuable information to help you become a better marketer to today's Boomer Consumer, you can cancel your subscription and you'll be refunded any unused portion.

You can subscribe [online at www.boomerproject.com/newsletter.asp](http://www.boomerproject.com/newsletter.asp)

Marketing Your Non-Profit to Boomers to Solicit Volunteers

AS YOU CAN SEE FROM THE STATS to the left, the non-profit world should be gearing up for an onslaught of new, eager Boomer volunteers to fill their ranks.

But in truth, Boomers approach volunteering quite differently than the G.I. and Silent Generations, whose sense of duty and responsibility isn't engendered in Boomers. The Corporation for National and Community Service recently analyzed various research studies to try to identify how Boomer volunteers differ from past older volunteers. They have uncovered some clear suggestions for non-profits that we'll share here.

Before we get to those, one of the more interesting findings is that Boomers at ages 41-59 have different priorities when it comes to volunteering. In a study done in 1989 among Silent generation members at ages 41-59, they volunteered mostly at religious organizations, then civic, political, business and international, in order. Boomers, in contrast, volunteer mostly at religious organizations, then youth and educational organizations.

The CNS doesn't offer an explanation, but we can. Boomers are determined to "get parenting right" and have dedicated their child-rearing years to raising their

children. We're not at all surprised by this finding, and we would expect older Boomers will also volunteer more with youth and education organizations than civic, political, business or international organizations. Why? Their grandkids.

Attracting Boomers to volunteer organizations will require some changes in thinking. First, Boomers want to be challenged and want to see the results of their contributions. General labor and transportation tasks are not attractive or motivating. So, organizations need to recast those tasks to make them appear more valuable and important.

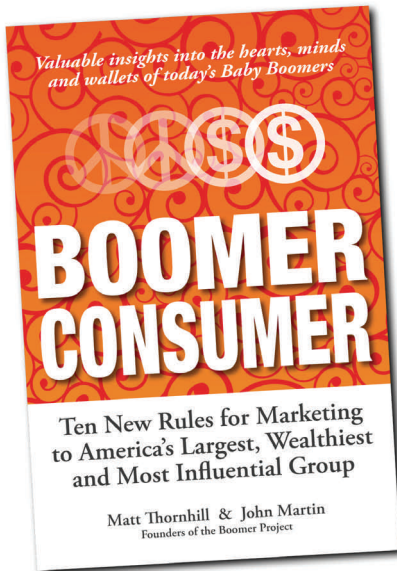
Perhaps by equating each mile driven to some savings or overall benefit, would enable Boomers to track their contribution better. Similarly, organizations need to think of their Boomer volunteers as important assets, not just warm bodies. Boomers want to be appreciated, and it helps even if all they get are routine "thanks" for their contributions.

Lastly, Boomers want their skills to be tapped. Those college-educated Boomers want to think and not just do. Find ways for them to use their brains and you'll keep them engaged. Matching services like volunteermatch.org are already working for Boomers.

Boomer Marketing

Boomer Consumer Book Excerpt: Rule 8: Play in the Gray

IN OUR SOON-TO-BE-RELEASED new book on marketing to Boomers, *Boomer Consumer*, we share ten new rules. Rule 8 is about the need to use conditional positions and messages to appeal to today's older Boomer Consumer.



Available July 2007

Back in the early 1980s, Fred Smith started an overnight delivery business called Federal Express. Typical of advertising for a brand new concept, FedEx used humor to get your attention and then showed how they solve the problem. So the early TV advertising from FedEx usually featured distraught businessmen and women waiting for a delivery that never comes. One commercial showed a man making hand shadows on the projection screen because his slides failed to arrive in time for his important meeting.

The message from FedEx ended with a strong, clear, superlative claim: "When it absolutely, positively has to be there overnight." They then supported that claim with a guarantee, to help make it believable. Not too long after FedEx began, the entrenched leader in delivery, UPS, developed a similar overnight delivery business and began advertising it to businesspeople. Their tagline was, "We run the tightest ship in the shipping business," and provided proof by showing how particular they are about clean trucks, uniforms, staying on schedule, and other operational efficiencies.

From an advertising standpoint, though, the UPS tagline was making what we call an "Absolute" claim: you either agree with it or not. There is no middle ground. It wasn't "You'll think we run the tightest ship in the shipping business." It was a declarative statement of absolute fact.

Quite often in advertising and marketing it makes sense to use the Absolute approach. Absolute positions tend to be about the company or organization, or are product-centric, and are rational and logical. If, for example, you make lawn mowers and tractors, then reliability and performance are the key benefits sought by purchasers

of such equipment. In that case, a position that "Nothing runs like a Deere" for the John Deere brand certainly makes sense. You, as the target audience, can decide for yourself whether you agree with it or not.

The most believable Absolute positions are held by the established leaders in a category or industry. John Deere is the top player in lawn tractors and can make Absolute claims until someone unseats them.

That is the major risk of Absolute positioning. You could be unseated by a competitor. Mercedes-Benz used the positioning line, "Engineered like no other car in the world" through most of the 1980s and early 1990s. Then Lexus came along with their "Relentless pursuit of perfection" campaign which featured their unending commitment to details: they even use gold in the triggering mechanism for the airbag. In short order, Lexus made the Mercedes positioning less believable.

At the other end of the positioning spectrum are "Conditional" claims. Conditional claims are often consumer-centric and emotional instead of rational. If Absolute claims are statements about the organization from the organization's point of view, Conditional claims are statements about the consumer from their point of view.

Let's go back to our example of UPS. While they still may operate "the tightest ship in the shipping business," that isn't what they are telling us in their advertising. Instead, they ask, "What can brown do for you?" The answer is, "it depends." Their line is a classic example of a Conditional claim. It isn't so much about UPS as it is about the customer. It's emotional and the answer does depend on the individual and specific needs of the customer. It's relative, not absolute.

These days Mercedes has replaced their "Engineered like no other car in the world," tagline with "Unlike any other." That line is a softer, less specific relative claim that the consumer has to evaluate against what they think and feel about all other cars. It's less about what Mercedes thinks about itself and more about what the consumer thinks about Mercedes.

Marketers will have much more success connecting with today's older Boomer Consumer if they use Conditional positioning and messaging. The safest territory is to play in the gray.

Age is Just a Number?

What a Difference a Day Makes

Christopher Bonney, Bonney Research

Christopher Bonney is a long-time veteran of advertising marketing research. Recently something happened to him that made a noticeable difference in how other marketing researchers viewed him. He had a birthday.

I turned 55 the other day.

I didn't think too much of it. I was still doing all the same things I'd been doing twenty-four hours earlier when I was fifty-four. I didn't feel older. I didn't feel marginalized. And I certainly didn't feel insulted.

That didn't happen until later in the day.

It all started with a research survey. The afternoon of my 55th birthday I received an invitation to take part in an online survey. When asked for my age, I put my check in the "55-64" box and was immediately screened out of the survey.

I didn't think much of it at first. Then I got another invitation to take part in another online survey and I was screened out of that one, too, right after I checked the "55-64" box. And then it happened again on yet another survey two hours later.

I started wondering whether because of my age my opinions no longer mattered. I still held the same beliefs, I still planned to stop by Best Buy to get a DVD on the way home from Lowe's where I was planning to buy a storage box for my office papers. I was still a consumer. But that no longer seemed to matter.

Later that day I started noticing other, more subtle ways I was becoming marginalized by the marketplace. I noticed how many commercials and ads for products I buy regularly never show anyone in them who looks anywhere near my age. If they do show someone in their 50s, it usually consists of men eager to deal with erectile dysfunction or women embarrassed by the onset of crow's feet or incontinence.

One morning later that week I saw commercials for one of the nation's most popular tourist destinations that included only one person among twenty or so featured who appeared to be over the age of thirty-five. What a strange condition, I thought, in a country where people over 45 make up such a large part of the population and Baby Boomers specifically make up the most affluent travel segment?

Am I just feeling the sting of middle age? Do I really have more in common with people ten years older than me than I do with people one day younger? Am I supposed to take my Jimi Hendrix records and just fade into the background?

Over my career I've frequently done marketing research among older Americans. When I first started, a common complaint I heard was:

"I wish people wouldn't define me by my age. I may be seventy-two years old, but that's not who I am. The things that describe me and my life and my relationships with other people are the values and experiences we have in common. Except for a few medical things, maybe, age is nothing about who I am."

Me turning one day older has given me a renewed appreciation of that perspective. Of course age isn't who we are. But it's been the most common means

for segmenting consumers for the last sixty years. It's just taken me until my 55th birthday to realize that age was neither the right, nor even an accurate way to classify people.

At best, age is a coincident measure. What defines us more, and more accurately, are what demographers call the "age/period/cohort" factors. How old we are in general does provide some insight — someone in their 20's is different that someone in their 70's. The *period* refers to the times in which we are now, or have already experienced. Everyone who was alive on 9/11 experienced it. But how we experienced it was dependent on our age at the time, for one thing. The last component, *cohort*, refers to our generational characteristics. Each generation is different.

So what does this have to do with me turning 55?

As a researcher, I'm going to start looking at new ways of classifying people that do not use age as a primary factor. I want to develop a segmentation model based not just on "where we were when," to borrow Morris Massey's term, but to look at who we are now and how we want to be in the future.

For marketers who want to connect with Baby Boomers, success is going to come from connecting with people based on who they are, how they live, what challenges they face in their daily lives and what they aspire to be rather than on some artificial chronological measuring stick. Success will come not just from using popular 1960s rock anthems in advertising, but rather from tapping into the emotions, experiences and values that made such songs meaningful to us and that continue to shape who we are today.



Boomer Vitality

Better Living Through Cosmetic Enhancements

THE PRESS WIDELY REPORTED that cosmetic procedures were up 7% in 2006 over 2005, and up 48% versus 2000 (among patients of any age), based on data released by the American Board of Plastic Surgery.

What's interesting to us is that Boomers are not having the same types of procedures as the previous generation once did — facelifts and eyelifts. Both are down 20-30% since 2000. Why? Botox is certainly a main reason, but another reason is how Boomers are growing older. Their goal isn't the same goal the Silent and G.I. generations had — to freeze time. Boomers just want to slow it down.

For 40 years Boomers have been the "frame of reference" for American society, and those

older generations have had to look younger to maintain relevance among the Boomer set. Boomers do not feel that same pressure on an individual basis because they see all the other Boomers growing age and laugh lines, with graying hair and bulging middles.

Over the last ten years, facelifts and eyelifts have been much more popular among the generation older than Boomers. But now that Boomers have reached age 50 and beyond, they aren't following that trend and are instead using less invasive cosmetic procedures to slow down the effects of time. For example, Boomers had 461,000 Botox treatments in 2000, and 2.2 million in 2006, almost a five-fold increase in just six years.

Boomers have embraced chemical peels and microdermabrasion procedures, and latest, hottest trick, getting Hyaluronic acid treatments (with brands like Restylane®) to smooth out wrinkles. We anticipate these minor, non-invasive procedures to increase exponentially as Boomers earn new wrinkles and age lines. We don't anticipate any increase in more radical facial cosmetic procedures among Boomers.

Bottom, thighs, breasts, arms and anything else that can be lifted, separated, tucked or enhanced is still fair game. But the face will be allowed a less dramatic future.

As we said last month, those who market this activity as "pro-age" will do better than those who go with an anti-aging message.

Boomer Money

Boomernomics Begins at Home

IT'S TIME TO TAKE A LOOK at how Boomers manage their money and how that impacts their confidence levels in the entire U.S. economy. Bottom line, a Boomer's bottom line affects how confident they are in the whole economy.

We recently analyzed the BIGresearch CIA™ Study from April 2007, which surveyed over 8,000 consumers. Boomers said the top factor affecting their confidence in the U.S. economy was "ability to pay my bills." Almost nine in 10 Boomers rate that factor as "very" or "somewhat" important to them. Less important were things like "stability of the stock market" and "government leadership."

This personal view of the economy snaps into focus when we look at Boomers by household income (HHI). Boomers living in households with

income under \$50,000 are much less confident in the U.S. economy than those living in households with higher incomes. In March, only 34% of Boomers with HHI under \$50,000 were very/somewhat confident in the economy for the next six months. Yet 47% of Boomers in higher income households were very/ somewhat confident.

No matter the income, about 45% of Boomers plan to "pay down debt" over the next 30 days. The bad news is that about 20% say they aren't going to do anything to address their financial situation. Month after month we see this "do nothing" score hover around 20% for Boomers, while less than 15% of Generation X are not going to act.

We think Boomers need a wake-up call about the need to take action for their own financial future.

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Twelve monthly issues for only \$240

See page 8 for details

PrimeTime Women

Home is Where the Heart (and Money) Is

Marti Barletta, TrendSight



Marti Barletta helps organizations get smart about women. She is the recognized thought-leader on marketing to women and author of the new, highly acclaimed "Prime Time Women: How to Win the Hearts, Minds, and Business of Boomer Big Spenders," (released in January 2007). Her groundbreaking book, "Marketing to Women," is in its second edition and has been published in more than 15 languages. She is the founder & CEO of [The TrendSight Group](#), a consulting think tank that helps companies connect with women consumers, corporate executives and business owners. E-mail and share your comments with Marti at barletta@trendstight.com

One business sector that can expect to feel the enormous impact as the Boomers enter their second adulthood is housing and real estate. That's because home is not only where the heart is; it's where the biggest investment of time and money is.

Women have traditionally been the keepers of the house. The home is central to a woman's identity as wife, mother, caregiver, and "CPO" – Chief Purchasing Officer for everything from family essentials (food and clothing) to major purchases (autos, financial services, consumer electronics, etc.). The notion that "a man's home is his castle" is so last century. Today's women are major bread winners and the key household decision makers; they initiate 80% of all home improvement decisions, especially big-ticket items like kitchens, flooring, and bathrooms, and account for more than 50% of Home Depot's and Lowe's customers.

In "PrimeTime," the term I coined for the lifestage from 50 to 70, women will not only remodel their lives but also remodel their homes. After decades of willingly postponing their own preferences in favor of focusing on family needs, they are finally free to return to themselves and experience "my time." What psychologists have characterized as the "empty nest," supposedly a time of loss and sadness, PrimeTime Women experience as "the next quest," a time to take up old interests and discover new passions.

PrimeTime Women are using their newly freed-up time and money to invest in their homes. They are creating the homes they have always wanted. In pre-PrimeTime, funds were limited, the furniture had to be durable and kid-friendly, and they hadn't yet discovered their real "selves" and real style. Now, they are converting the kids' rooms into yoga rooms, painting studios, home theaters, and home offices. They're screening in areas to create indoor/outdoor living spaces. And for those who bring aging parents

into their homes, they are adding "mother-in-law" suites (or even wings, additions, and small carriage houses) as well as adding banisters, elevators, inclines for wheelchairs, intercoms, and so forth.

Remodeling is big business in PrimeTime. According to trendwatching.com, home remodeling is a \$125 billion industry. High-end luxury appliance manufacturers like Wolf Sub Zero are tuning into this market and into the room that matters most – the kitchen.

The ad from Wolf (below) leverages 3 key insights into PrimeTime Women:

1. **Warmth** – While men operate in a hierarchical world where everyone wants to be a winner, women respond more to warmth, empathy, and commonality. This ad exudes warmth with a beauty shot of a welcoming lived-in kitchen with two PrimeTimers sharing some quality time together. The copy focuses on her "relationship" with her kitchen rather than dry, undifferentiated product features and technology.
2. **Storytelling** - Stories, anecdotes, and testimonials are female social currency. By focusing on a PrimeTime Woman telling the story of her kitchen ("Why I HATED my kitchen"), Wolf is sure to engage women who love to share stories, recipes, and tips from their own cooking experiences.
3. **Passion** – PrimeTime Women gain the gift of "postmenopausal zest," as Margaret Mead called it, a boost in energy experienced as increased creativity and productivity. Cooking changes from a chore to a cherished experience in PrimeTime, and the ad's copy and visuals clearly tap into this PrimeTime Women passion.

*"Inside every ordinary kitchen is a more satisfying kitchen waiting to come out.
Fuel your passion for cooking."*

Spoken like a true PrimeTime Woman engaged in the adventure of remodeling – herself and her home.

Prime Time Women handle 80-85 percent of the spending decisions for the households in the peak years of their income, wealth and spending power. Because of their numbers, they are the key to growth for every industry in the housing category. Marketers who miss this opportunity will miss their revenue goals.

Why settle for the Good Life when you can have BestLife?

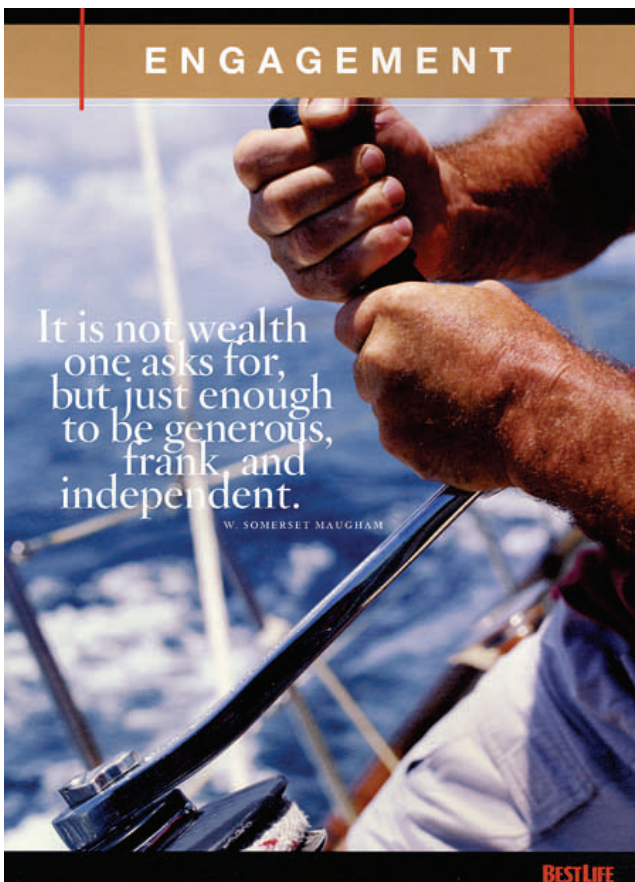
Since Marti Barletta's column addresses PrimeTime Women, we'll take this space to talk about a direct marketing promotional effort for a new magazine targeting "middle age men," BestLife from Rodale.

ACCORDING TO BRENT GREEN, the man whose DM agency is behind this campaign, and Boomer authority, *BestLife* has been conceived as a magazine targeting middle-aged men who once were either *Men's Health* subscribers or might have been. *BestLife* is a brand extension of *Men's Health* designed to take advantage of a continuing, life-long relationship between the publisher/magazine and its male subscribers.

Of course, the magazine also aims to bring in new Boomer subscribers at newsstands or via direct marketing who don't find themselves interested in men's magazines dedicated to beer and babes.

The creative strategy was to use posters in a direct mail package designed to appeal to men on multiple levels, with an intention that some of the inspirational posters could be keepers. For example, you might keep the inspirational poster about "Engagement" because you're moved by the photograph and quotation. Each poster continues to explore the subject area in greater depth on the reverse side and includes useful "free" information, a subscription incentive, and ordering options; thus, each poster has a standalone capability. Of course, Brent also intended that the composite of all posters would genuinely and perceptively reflect the spirit of the magazine.

Brent served as both the Creative Director and Copywriter for the campaign, and he tells us he spent many hours researching each photograph to find exactly the right nuance. Not showing any faces was a very deliberate decision. The anonymity of the men in the photos makes it easier for each reader to project himself into one, a few, or maybe all of the keystone motivations and challenges confronting middle-aged / Boomer men. Not revealing faces makes the posters more likely to be kept and displayed by their recipients.

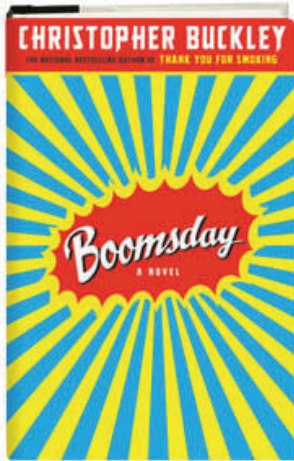


Brent also told us the goal was to tap into what Boomer men are thinking at this stage in their lives: What do they want? Where is their pain? What is churning inside men that makes them want to make changes, discover new insights, develop new paradigms, acquire more experiences/products, and live larger?

Is it Working?

Rodale doesn't want the specifics made public, but the mailing program successfully challenged the control package. Interestingly, the strategic and creative process of developing this program also helped Rodale and its marketing /editorial team gain greater insights into the heart and soul of their prospective readers. In other words, the direct marketing program provided value-added insights and possibilities about how to continue evolving the magazine.





Welcome to Yet Another “New” Normal

WHEN THE HISTORY OF THIS TIME IS WRITTEN, there will be a debate as to what event started the “age wars” in America. Some will say it was the broadcast of Ken Dychtwald’s *Boomer Century* PBS documentary, which lit up the intranets with commentary from all sides, and almost all of which vilify Boomers and not the documentary. Others will point to satirist’s Christopher Buckley’s new book *Boomsday*. The son of William F. Buckley and author of *Thank You for Smoking*, Buckley has struck again with a chilling tale set in the near future about the “age wars” set in motion by that first day that Boomers reach retirement age, or “*Boomsday*.”

The response to Dychtwald’s documentary has been nothing short of amazing. First the NY Times writes a positive piece about it the day before it airs. Then the TV reviewer skewers it the next day, as well as all things Boomer. Blogs and social commentators take up sides, and before the week is out some 193,000 mentions of “boomer century” can be found at Google. “What’s interesting to me,” said Dychtwald when asked about the negative reactions, “is that the previous generations of ‘seniors’ in this country have been seen as doing no wrong. They are a cherished group, even getting labeled the ‘Greatest Generation.’ Boomers, on the other hand, for reasons I can’t fully identify, are not in line for that kind of admiration and respect.”

Buckley’s *Boomsday* ironically appeared the week after *Boomer Century* and has provided new ammunition for Boomer haters. In the satire, the country is at war, the economy in shambles and a 29-year-old blogger, Cassandra, comes up with a solution to the Social Security crisis — Boomers who commit suicide by age 75 (“transitioning” is the new term for it) get tax incentives. As one reviewer put it, “with such tangible detail and so many ideas, *Boomsday* achieves the benchmark of good satire, creating a world of ideas so ridiculous—and people so recognizable—that we mistake it for our own. Almost.”

Take a few minutes and click around the Web and you’ll find bloggers and reviewers applauding the *Boomsday* premise that younger generations won’t allow Boomers to rob them of their futures (no one is suggesting the “transitioning” solution is viable, it’s a satire, you know). The irony to us is that Dychtwald’s documentary ended on a similar note — it’s up to Boomers to make a difference for themselves, and for following generations, and it’s likely to happen.

The Boomer Project™

Part of SIR Research, the Boomer Project helps marketers better understand the mind-set of today’s Baby Boomer Consumers. We conduct primary research, for ourselves and for our clients; we offer marketing consulting services; we speak at trade shows, conferences, company meetings; and we write and sell research reports. More information is available online at www.boomerproject.com.

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Each month we’ll report on the latest developments in marketing to Boomers, scouring all the relevant blogs, research reports, articles and e-newsletters out there. We’ll tell you about the successes and failures, and note any trends that appear to have staying power as marketers try to figure out how to reach this important and ever-changing audience.

Plus, we’ll share data from our own proprietary national research on Boomers and younger adults. Each quarter

we field at least one study to better understand the shifting landscape of Boomers as they grow older (and never age). We’ll also report on key findings from the Boomer Project consumer panel of one million Boomers.

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