

# COMMUNICATING IN A MULTIGENERATIONAL WORLD

Traditionalists



Baby Boomers



Generation X



Generation Y



Generation Z

Dr. Dianne Van Hook, Chancellor  
Mr. Gregory Shrout, History Professor  
College of the Canyons  
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# GENERATION TEST

**Total Your Points**

**0 – 1 Points: Traditionalist**

**2 – 6 Points: Baby Boomer**

**7 – 12 Points: Generation X**

**13 & Up: Generation Y (aka Millennial) and Generation Z**

# *What We'll Discuss Today*

- Defining a “generation”
- What makes each generation tick
- How technology has shaped marketing and fundraising over time
- Tips for effective marketing to each generation
- Tips for effective fundraising from each generation



*The Silent Generation*



*Baby Boomer*

# WHAT IS A GENERATION?



*Generation X*



*Millennials*

# *What is A Generation?*

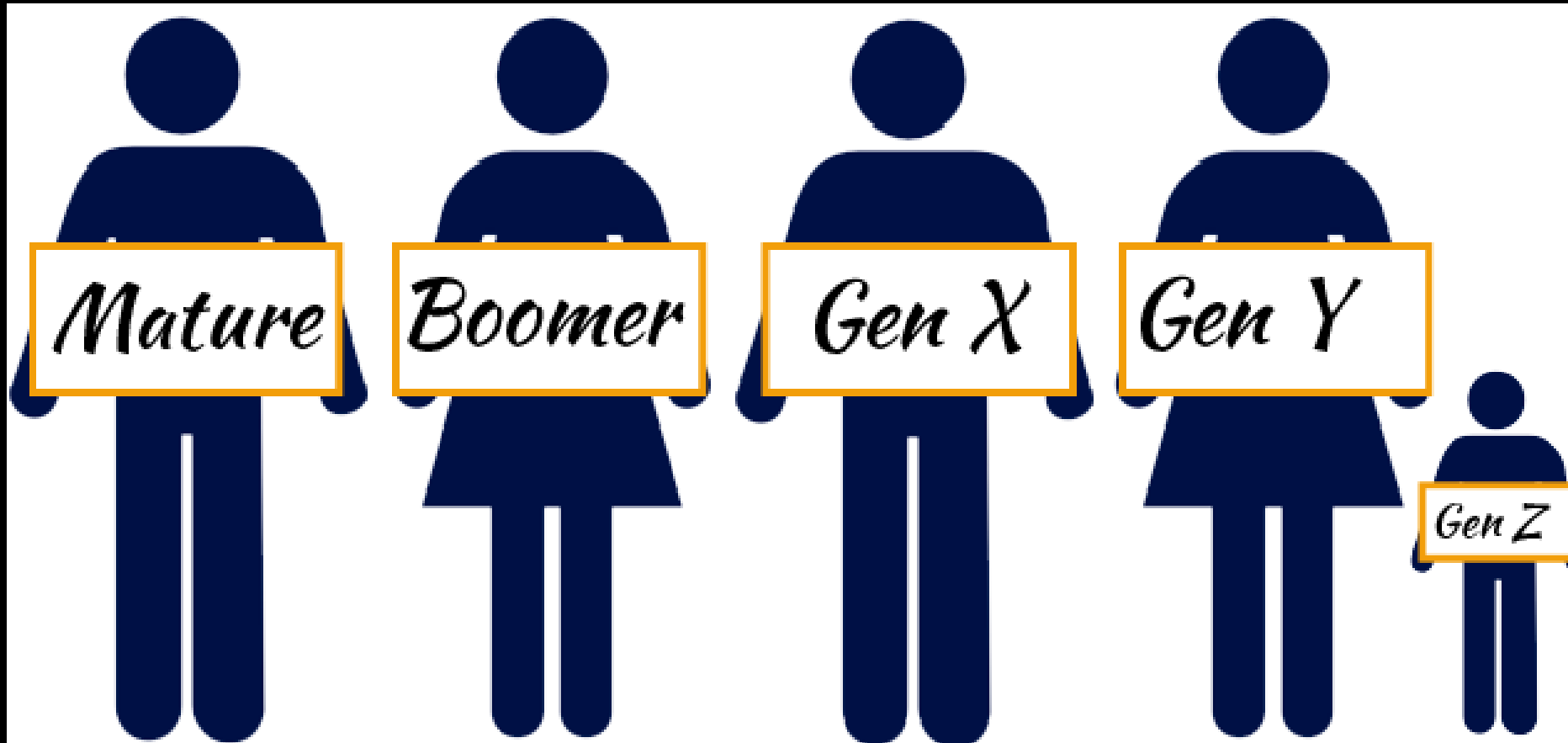
A generation is a society-wide peer group, born over approximately a 20-year period, who collectively possess a common persona.

- It is shaped by
  - History and events
  - Technological advances
  - Social changes
  - Economic conditions
  - Popular culture
  - Politics
  - Global events



# *Generations*

## *How are we Different?*



# The Generations at a Glance

<b>Traditionalist</b> <b>Born 1925 – 1945</b>	<b>Baby Boomers</b> <b>Born 1946 – 1964</b>	<b>Generation X</b> <b>Born 1965 – 1980</b>	<b>Generation Y</b> <b>Born 1981 – Early 90s</b>	<b>Generation Z</b> <b>Born mid 90s – Early 2010s</b>
 <p data-bbox="150 676 401 705">Ages Today: 69-89</p>	 <p data-bbox="490 676 741 705">Ages Today: 50-68</p>	 <p data-bbox="832 676 1083 705">Ages Today: 34-49</p>	 <p data-bbox="1174 676 1425 705">Ages Today: 23-33</p>	 <p data-bbox="1516 676 1767 705">Ages Today: 14-22</p>
<p data-bbox="170 725 388 746"><b>GENERAL TRAITS</b></p> <ul data-bbox="117 758 432 1236" style="list-style-type: none"> <li>•Team Players</li> <li>•Indirect In Communicating</li> <li>•Loyal To The Organization</li> <li>•Respect The Authority</li> <li>•Dedication And Sacrifice</li> <li>•Duty Before Pleasure</li> <li>•Obedience</li> <li>•Respond Well To Directive Leadership</li> <li>•Seniority And Age Correlated</li> <li>•Adherence To Rules</li> </ul>	<p data-bbox="510 725 728 746"><b>GENERAL TRAITS</b></p> <ul data-bbox="459 758 763 1236" style="list-style-type: none"> <li>•Big Picture/Systems In Place</li> <li>•Bring Fresh Perspective</li> <li>•Do Not Respect The Titles</li> <li>•Disapprove Absolutes and Structure</li> <li>•Optimism</li> <li>•Team Orientation</li> <li>•Uncomfortable with Conflict</li> <li>•Personal Growth</li> <li>•Sensitive To Feedback</li> <li>•Health And Wellness</li> </ul>	<p data-bbox="852 725 1070 746"><b>GENERAL TRAITS</b></p> <ul data-bbox="801 758 1116 1205" style="list-style-type: none"> <li>•Positive Attitude</li> <li>•Impatience</li> <li>•Goal Oriented</li> <li>•Multi-tasking</li> <li>•Thinking Globally</li> <li>•Self-reliance, Self-sufficient</li> <li>•First latchkey kids</li> <li>•Just a Job</li> <li>•Give Them A Lot To Do and Freedom To Do Their Way</li> <li>•Question The Authority</li> </ul>	<p data-bbox="1193 725 1412 746"><b>GENERAL TRAITS</b></p> <ul data-bbox="1143 758 1447 1236" style="list-style-type: none"> <li>•Confidence</li> <li>•Sociability</li> <li>•Morality</li> <li>•Street Smarts</li> <li>•Diversity</li> <li>•Collective Action</li> <li>•Heroic Spirit</li> <li>•Tenacity</li> <li>•Technological Savvy</li> <li>•Lack Of Skills For Dealing With Difficult People</li> <li>•Multitasking</li> <li>•Need Flexibility</li> </ul>	<p data-bbox="1535 725 1754 746"><b>GENERAL TRAITS</b></p> <ul data-bbox="1485 758 1789 1236" style="list-style-type: none"> <li>• Comfortable with technology; “hang out” with peers online</li> <li>• Feel generally unsettled</li> <li>• Independent</li> <li>• Entrepreneurial mindset</li> <li>• Conservative &amp; money oriented</li> <li>• Self-identify as loyal, compassionate, thoughtful, open-minded, responsible, determined</li> <li>• Propensity to attend church, houses of worship</li> </ul>

# Knowing Your Audience is Key to Crafting an Effective Message

Understanding your audience is critical to effective verbal and written communication.

- Before you say it or write it, think about the listener and reader. How do they want to hear it and read it?
- Become aware of the intended audience and approach them on an appropriate level.
- To avoid having messages misperceived, misconstrued or misunderstood, choose a language that will be understood by most of your recipients.
- Consider the audience's reaction to the message. If you expect a volatile reaction, change the wording accordingly (unless, of course, that's what you want!).



# TRADITIONALIST: *Defining Events & Experiences*

- The Great Depression
- The New Deal
- Pearl Harbor
- World War II
- Atomic bombs
- Golden Age of Radio
- Silver screen, Romanticism
- Social Security Act passes





**Traditionalist:**

# TRADITIONALIST

## *General Traits*

- Value team players
- Are indirect in communicating
- Are loyal to the organization
- Respect authority
- Are dedicated and willing to sacrifice
- Value duty before pleasure
- Respond well to directive leadership
- Adhere to rules

*Also Known as the Depression Generation; Silent Generation; Swing Generation*

# TRADITIONALIST

## *Hot Buttons*

- Lack of humility
- End Runs
- Putting yourself first
- Small print
- The what's in it for me generation?
- People who exhibit a sense of entitlement
- Excuses
- Whining
- People who take short cuts



**IF YOU WANT THE  
TRADITIONALISTS TO BE  
SUCCESSFUL IN THE  
WORKPLACE, CLASSROOM OR  
HAVE A BETTER QUALITY OF  
LIFE. WHAT WOULD YOU DO?**

- A. MANDATE THAT FELLOW STUDENTS HAVE A MATURE IN THEIR TEAM ACTIVITIES.**
- B. GIVE MATURE POSITIVE REINFORCEMENT**
- C. LEARN MORE ABOUT THE MATURE'S STRENGTHS**



**C. LEARN MORE ABOUT  
THE TRADITIONALIST'S  
STRENGTHS**

# BABY BOOMERS

## *Defining Events & Experiences*

- Rock & Roll
- Television
- Protests/riots (civil rights & women's movements)
- Vietnam War
- Hippies
- Space exploration, i.e., moon landing/Sputnik
- "The More You Know"
- Economic Prosperity and the expansion of suburbia
- New definition of "Being 50"
- The "Summer of Love"
- Cold War/Fear of Russia
- Racial divides/Civil rights movement
- Sexual revolution
- Yuppies



# BABY BOOMERS



# BABY BOOMERS

## *General Traits*

- Like order and structure so time isn't wasted
- Prize the innovative spirit
- Respect position but question authority
- Disapprove absolutes
- Are optimistic
- Are loyal to the team, but highly competitive
- Are uncomfortable with direct conflict
- Strive for personal growth
- Are sensitive to feedback
- Value health & wellness
- Still think they are 21 (the world has moved, but they have not!)



*Also known as Boomers; Me Generation; Love Generation; Woodstock; and Sandwich Generation*

# BABY BOOMERS

## *Hot Buttons*

- If you do not offer to help them
- If you don't give them the BIG PICTURE – the context
- If you discuss “retirement”
- If you imply they aren't different or unique
- If you make excuses
- If you tell them they can't
- If you don't value order



# IF YOU WANT THE BABY BOOMER TO BE SUCCESSFUL IN THE WORKPLACE OR CLASSROOM, WHAT WOULD YOU DO?

- A. BABY BOOMERS LOVE MORE WORK.
- B. GIVE THE BOOMER RECOGNITION IN FRONT OF CO-WORKERS
- C. THE BOOMER WANTS TO KNOW HOW THEY ARE DOING COMPARED TO THEIR PEERS
- D. THE BOOMER WILL HAVE ALL THE BEST AND LATEST TECHNOLOGIES





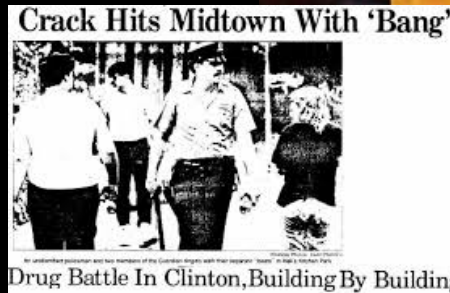
**B. GIVE THE BOOMER  
RECOGNITION IN  
FRONT OF CO-WORKERS**

# GENERATION X

# GENERATION X

## *Defining Events & Experiences*

- Terrorized by crack war/gangs/violence
- Impacted by down-sized parents & stay-at-home dads
- Divorce: They are the disappointed children
- Driven to independence
- On-hand for the information explosion
- Impacted by early memories of the energy crisis & Watergate watershed



# GENERATION X

## *Defining Events & Experience*

- Three-Mile Island
- Challenger Disaster
- Single-parent homes
- Latch-key kids
- MTV
- AIDS
- Personal Computers
- Punk rock, rap and grunge
- Valley Girls (like totally, ya know?)



# GENERATION X

## *General Traits*

### **They:**

- Have a positive attitude (most of the time)
- But also a tendency to be cynical
- Are impatient
- Have goals and stick with them
- Are multi-taskers
- Think globally
- Practice self-reliance and self-sufficiency
- Were the first latchkey kids
- Tend to view a job as “Just a job”
- Are sometimes sarcastic/flip



*Gen Xers are skilled multitaskers !*




# GENERATION X

## *HOT BUTTONS*

Don't:


- Fail to ignore them (or do not anticipate their needs)
- Micromanage them!
- Waste their time, in general, and when meeting face-to-face
- Misuse your authority
- Reject change and be inflexible
- Squash their entrepreneurial nature





**IF YOU WANT THE GENERATION  
X TO BE SUCCESSFUL IN THE  
WORKPLACE OR CLASSROOM.  
WHAT WOULD YOU DO?**

- A. BE UNDERSTANDING**
- B. THIS GENERATION WANTS REASSURANCE AND PROOF. GEN XERS QUESTION EVERYTHING. PROVE IT TO ME**
- C. WRITTEN GOALS**



**B. THIS GENERATION WANTS  
REASSURANCE AND PROOF.  
GEN XER QUESTION  
EVERYTHING. PROVE IT TO ME**

# GENERATION Y

## *DEFINING EVENTS & EXPERIENCES*

- Electronic games & pets
- Understand multi-layered information
- Brought up in the era of the “Brand”
- Unity
- Death of Princess Di
- Birth of the future
- Recycling
- Everybody is a group
  - Dating
  - Interviewing
  - Awards



# GENERATION Y

# GENERATION Y

## *DEFINING EVENTS & EXPERIENCES*

- Columbine/school violence
- 9/11 and Oklahoma City bombings
- The Internet, cell phones & instant messaging
- Clinton/Lewinsky
- Desert Storm
- Hip Hop



# GENERATION Y

## *GENERAL TRAITS*

- Possess Confidence
- Are influenced by “group think”
- Question Morality
- Have street smarts
- Value diversity
- Take collective action
- Believe in the heroic spirit of people
- Exhibit tenacity
- Were born technologically savvy
- Have zero skills for dealing with difficult people
- Thrive when multitasking
- Crave flexibility



# GENERATION Y

## *HOT BUTTONS*

Don't

- Answer quickly... Or imply they don't know how the world works.
- Tell them to “pay their dues”
- Try to dictate WHEN they will do something
- Harp on them about getting a “real job”; they are irritated because they have degrees but can't get a job. The promise was unfulfilled
- Tell them to watch their debt; they have ballooning student debt but not job!





# IF YOU WANT GENERATION Y TO BE SUCCESSFUL IN THE WORKPLACE, WHAT WOULD YOU DO?

- A. GIVE THEM MORE TIME OFF
- B. DO NOTHING
- C. EMPATHIZE WITH THEM
- D. GIVE THEM A “TIME OUT” WHEN THEY MESS UP





# C. EMPATHIZE WITH THEM

# GENERATION Z

## DEFINING EVENTS & EXPERIENCES

- September 11<sup>th</sup>
- Invention of Facebook and Twitter
- Cyberbullying Laws
- Cellphone Family Plans
- Failing Economy
- Reality TV
- Text Messaging



# GENERATION Z

# GENERATION Z

## *GENERAL TRAITS*

- Wide spread usage of the internet at a young age.
- Primary socialization on social media:
  - Facebook
  - Twitter
  - SnapChat
  - Instagram
- 25% of the US population
- Believes in climate change equality for all
- Independent and Entrepreneurial
- Growing income gap and shrinking middle class
- Lower pregnancy rates



# GENERATION Z

## *HOT BUTTONS*

Don't

- Mention the American Dream, they don't believe in it after witnessing the Great Recession and what it did to their parents
- Confuse them with Generation Y, their thought process is completely different. Generation Y is considered selfish and the ME generation
- Mention bigotry, or bullying. This generation fights hard against these issues
- Discuss jobs. Most of the job market is flooded with Generation Y complaining about minimum wage



**IF YOU WANT THE GENERATION Z  
TO BE SUCCESSFUL IN THE  
WORKPLACE OR CLASSROOM.  
WHAT WOULD YOU DO?**

- A. BE AGGRESSIVE IN GIVING INSTRUCTIONS AND USE HARSH “TOUGH LOVE” COMMENTS.**
- B. USE THE SAME TACTICS AS GENERATION Y**
- C. USE TECHNOLOGY AND SOCIAL MEDIA AS TEACHING AIDS**
- D. IGNORE BULLYING**

**C. THIS GENERATION IS HEAVILY EMERSED IN TECHNOLOGY AND SOCIAL MEDIA. THEY GET MOST OF THEIR NEWS AND INFORMATION FROM SOME SORT OF TECHNOLOGY AND SOCIAL MEDIA.**



# Multi-Generational Communication



## Understanding the Nuances

- Because each generation has decidedly different ways of receiving and understanding information, the speaker must take great care when working with various demographic groups.
  - Did you know: In 2016, we have FOUR generations working side by side. In THREE short years (2019), we will have an unprecedented FIVE generations in the workplace simultaneously.
- In the workplace and classroom, having a difference in styles can greatly enhance communication and understanding, which can lead to a more cooperative, collaborative and balanced team.
- For instructors and leaders, the differences intergenerational teams brings to the workplace or classroom can be transformed into a powerful asset. A where a supply of ideas filtered through different life experiences will stimulate an exchange of rich, sometimes disparate ideas, which can work together as a valuable source of innovation.

# GENERATIONAL *COMMUNICATION STYLES*

## How to Communicate with:

Traditionalists	Baby Boomers
<p><b>Do:</b></p> <ul style="list-style-type: none"><li>✓ Use respectful words and tone of voice.</li><li>✓ Ensure words and sentences are grammatically correct</li></ul>	<p><b>Do:</b></p> <ul style="list-style-type: none"><li>✓ As about mutual interests such as family.</li><li>✓ Get each others' input and link that message to the team or individual vision, mission and values.</li></ul>
<p><b>Don't:</b></p> <ul style="list-style-type: none"><li>✓ Use slang or profanity</li></ul>	

# LET'S ENGAGE & SOAR

Multi-Generations in the Workforce



# GENERATIONAL COMMUNICATION STYLES

## How to Communicate with:

Generation X	Generation Y
<b>Do:</b> <ul style="list-style-type: none"><li>✓ Send an email or leave a voice mail that states clearly what you want when you want it.</li><li>✓ When leaving a voicemail, say your number SLOWLY.</li></ul>	<b>Do:</b> <ul style="list-style-type: none"><li>✓ Tie the message to their personal goals or the team goals.</li></ul>
<b>Don't:</b> <ul style="list-style-type: none"><li>✓ Use business speak.</li></ul>	<b>Don't:</b> <ul style="list-style-type: none"><li>✓ Be condescending and avoid cynicism and sarcasm.</li></ul>
Generation Z	
<b>Do:</b> <ul style="list-style-type: none"><li>✓ Get right to the point; deliver the message as quickly with as few words as possible</li><li>✓ Provide opportunities to learn in hands on, practical manner, i.e., they want to engage with and apply the content</li></ul>	
<b>Don't:</b> <ul style="list-style-type: none"><li>✓ Be pessimistic – this “new” generation maintains a positive outlook.</li></ul>	

# GENERATIONAL COMMUNICATION:

## Tips for Motivating and Communicating:

Traditionalists	Baby Boomers
<p><b>Do:</b></p> <ul style="list-style-type: none"><li>✓ Show respect &amp; value their experience</li><li>✓ Use good manners and etiquette</li><li>✓ Communicate face-to-face</li><li>✓ Take special care in training in technology</li><li>✓ Articulate the need for changes in terms of overall organizational goals</li></ul>	<p><b>Do:</b></p> <ul style="list-style-type: none"><li>✓ Let them lead, follow, but get out of their way</li><li>✓ Acknowledge their worth &amp; accomplishments</li><li>✓ Give public recognition</li><li>✓ Involve them whenever possible</li><li>✓ Ask them, don't tell them</li><li>✓ Believe in their dreams</li></ul>

# GENERATIONAL COMMUNICATION:

## Tips for Motivating and Communicating:

Generation X	Generation Y
<p><b>Do:</b></p> <ul style="list-style-type: none"><li>✓ Give them freedom for how the work gets done</li><li>✓ Demonstrate competence</li><li>✓ Be a co-worker until they need a boss</li><li>✓ Create a fun, flexible work environment</li><li>✓ Provide the best technology you can</li><li>✓ Question the boss</li><li>✓ Let them demonstrate competence</li></ul>	<p><b>Do:</b></p> <ul style="list-style-type: none"><li>✓ Spend extra time on orientation and training</li><li>✓ Promote their diversity</li><li>✓ Help them work in teams</li><li>✓ Implement mentoring/coaching opportunities</li></ul>

# GENERATIONAL *COMMUNICATION:*

## Tips for Motivating and Communicating:

### Generation Z

#### **Do:**

- ✓ Give them the freedom to use their smartphones in the workplace; this is a digital generation
- ✓ Provide them with instant access to the information they need for their jobs
- ✓ Offer them dream positions, this generation thrives on opportunity. Show them that their dream job is within your sphere of influence and help them work toward getting there

#### **Don't:**

- ✓ Be pessimistic – this “new” generation maintains a positive outlook
- ✓ Hold back on training Generation Z may need more training than other in the area of Interpersonal and Communication Skills
- ✓ Forget that 30 million Generation Z workers will be our students and/or will be in the workforce by 2019 – only 2 short years from now.

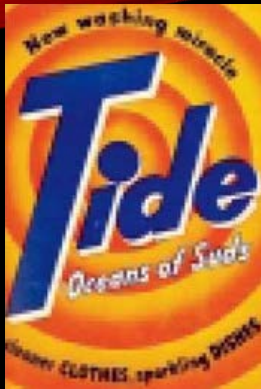
# THE CHANGING FACE OF MARKETING OVER THE GENERATIONS



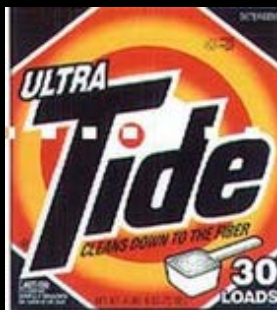


# ADVERTISING BOTH MIRRORS CULTURE AND HELPS CREATE IT

- Advertising in the digital age is more ubiquitous than ever.
- With increasingly interactive and unconventional advertising formats, it is sometimes easy to forget about one of the fundamental classic mediums for delivering advertising: print.
- In one form or another, print ads have been around since the 15th century.
- However, it's the last 100 years that have contributed most to what we now think of as the modern print ad.
- Just as the needs and desires of the consumer changes, the style of the print ad evolves to accommodate these changes.



AS THE GENERATIONS HAVE  
CHANGED,  
SO HAS BRAND ADVERTISING



# TRADITIONALIST

## Print advertisements

- In the 1910s, print ads still resembled the visually crowded and copy-heavy ads of the 19th century.
- However, we see the seeds of the modern print ad being planted here.
- Though these ads rely on long body copy, the decade did manage to produce some iconic images such as the 'I Want You' ad for the US Army.



# BABY BOOMERS

## LISTERINE 1934



YOU 5,000,000 WOMEN WHO WANT TO GET MARRIED:  
*How's Your Breath Today?*

5,000,000 proud women to come of marriageable age this Spring. How many of them, we wonder, will make the grade?

One thing is certain: they can't expect to attract and hold men if they have halitosis (unpleasant breath). It nullifies every other charm.

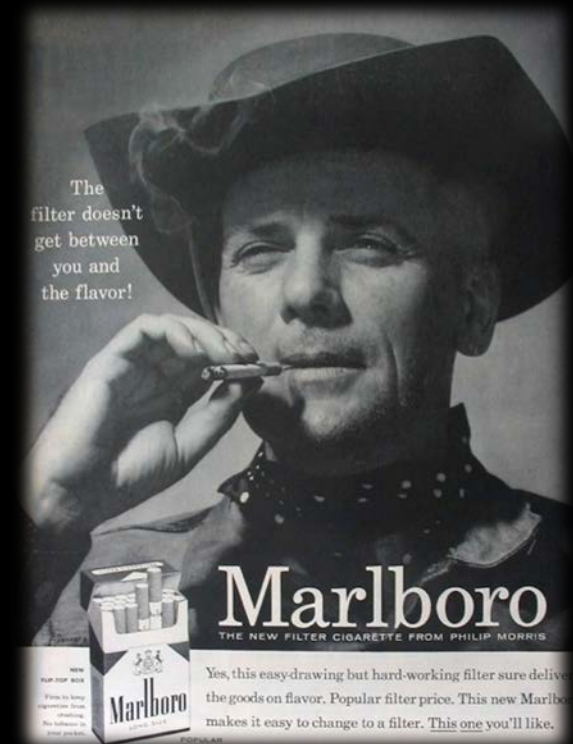
Everyone is likely to have halitosis at one time or another. When that time comes, you won't realize it, because halitosis does not announce itself to its victims.

Why still offend? When Listerine will put you on the safe side!

Simply rinse the mouth with it. Easy every day and every night, and halitosis disappears before meeting others. Listerine instantly kills fermentation, the principal cause of 95% of mouth odors; then attacks the odors themselves. The breath becomes sweet and agreeable.

USE LISTERINE BEFORE ALL SOCIAL ENGAGEMENTS

- The 1950s brought a new look to the ad layout and many of these new layouts are still in use today.
- They begin to push most copy towards the bottom, though there is generally a better balance between imagery and copy in this decade.

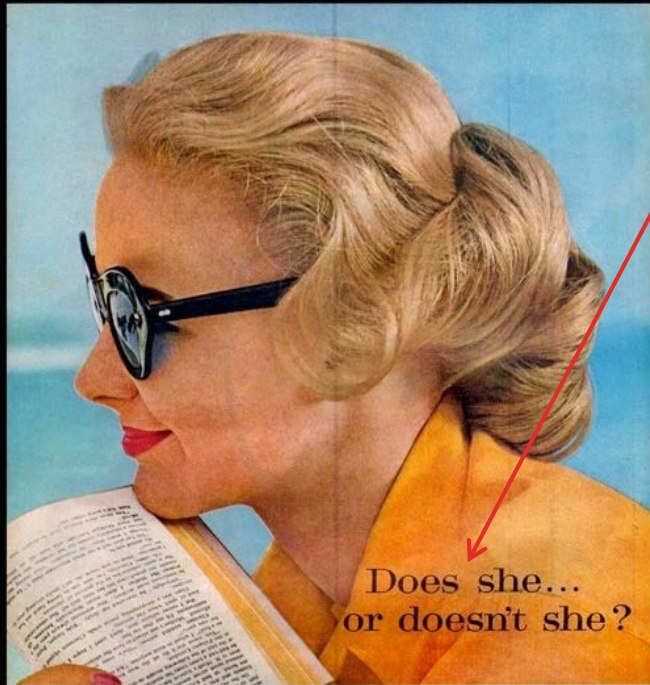


The filter doesn't get between you and the flavor!

**Marlboro**  
THE NEW FILTER CIGARETTE FROM PHILIP MORRIS

Yes, this easy-drawing but hard-working filter sure delivers the goods on flavor. Popular filter price. This new Marlboro makes it easy to change to a filter. This one you'll like.

# When Baby Boomers were children, catchy slogans were introduced...some are still in use today!



Does she...  
or doesn't she?

Hair color so natural only her hairdresser knows for sure!

That wonderfully radiant, outdoorsy look is more than just the reflection of a little clean air and sunshine. It's the silky sheen of her hair, its clear sparkling color that looks as fresh and natural in blazing sunlight as it does by the light of the moon. And that's the beautiful difference with Miss Clairol! In every light, finished tone is soft, ladylike... gray is completely covered. And all it takes is minutes!

That's why most hairdressers recommend Miss Clairol—use it every time to put lasting young color back into fading hair... and to hide gray. With results so sure, why deny yourself the joy of knowing you're a younger-looking, more attractive woman? Try Miss Clairol yourself. Today. In wonderful new Creme Formula or Regular.

**MISS CLAIROL** HAIR COLOR BATH



MORE WOMEN USE MISS CLAIROL THAN ANY OTHER HAIR COLORING

©1967, Famous Players-Lasker, Inc., New York, N.Y. All rights reserved. Made in U.S.A.

**YOUR EYES ARE NEVER BIGGER THAN YOUR PURSE**

When part of you whistles, "I want that suit!" and part of you answers, "It's too expensive!"...that's frustration. It can happen... but never at Ohrbach's! We know you want beautiful high fashion. But we know you can't risk without beautiful low prices, too, so we give you both... with incredibly low prices on thousands of sparkling fresh fashions... from a square of silk to a stitch-by-stitch copy of a top design original. Come visit us soon. What you see will make your eyes grow bigger and bigger... with amazement. But they'll never be too big for the treasures at Ohrbach's!

at *Ohrbach's*

"A HUNGER IN BILLIONS... A PROUD IN PROGRESS!"

NEW YORK: 34<sup>TH</sup> ST. OPPOSITE EMPIRE STATE BLDG. - NEWARK: MARKET & HALSEY STS.  
NEW YORK STORE HOURS 10:00 TO 6:00 MON. AND THURS. 11:00 TO 6:00

**NEW GOLDEN NECTAR KOOL-AID!**

CAN'T WAIT TO TASTE IT!

Delightfully different cool-off drink with just a touch of tang! Stir up a frosty pitcherful for your family today!

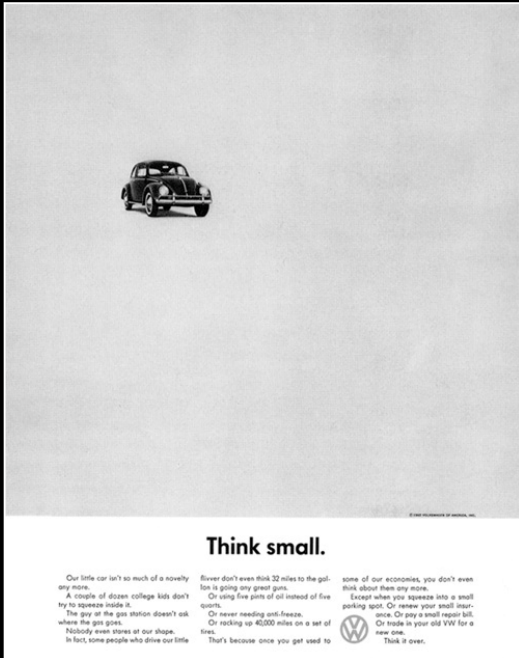
5 great flavors now!  
5 package makes two quarts

**Kool-Aid**

Kool-Aid is a registered trademark of General Foods Corporation. © 1967, General Foods Corp.

# THE SEXUAL REVOLUTION WASN'T THE ONLY THING THAT STARTED IN THE 60'S!

- Advertisements such as Volkswagen's "Think Small" ad were the first of what would later be called the '**Creative Revolution**' of the 1960s and 1970s.



- These ads rely more on big ideas than in previous decades, and we begin to see the more modern style of a balance of headline and body copy.

➤ The **Baby Boomers** were teens and young adults; **Generation X** were kids when ads started to use bright photographic images paired with a large headline and body copy.

**Have it your way**  
**BURGER KING**

Why wait for what you want when you can have things your way at Burger King? With a simple "Eat Special orders don't upset us. We'll hold the pickles on our famous Whopper." Pile extra sauce on the Whopper. Make sure your Whopper drips the way you like it.

So don't just take what you get. Get what you want. At Burger King. It's the only way.

© 1975 The Burger King Corporation

It's just as good in jelly jars. Because Coca-Cola has the taste you never get tired of. Always refreshing. That's why things go better with Coke after Coke after Coke.

Can you compete with your daughter's "Little Girl Look"?

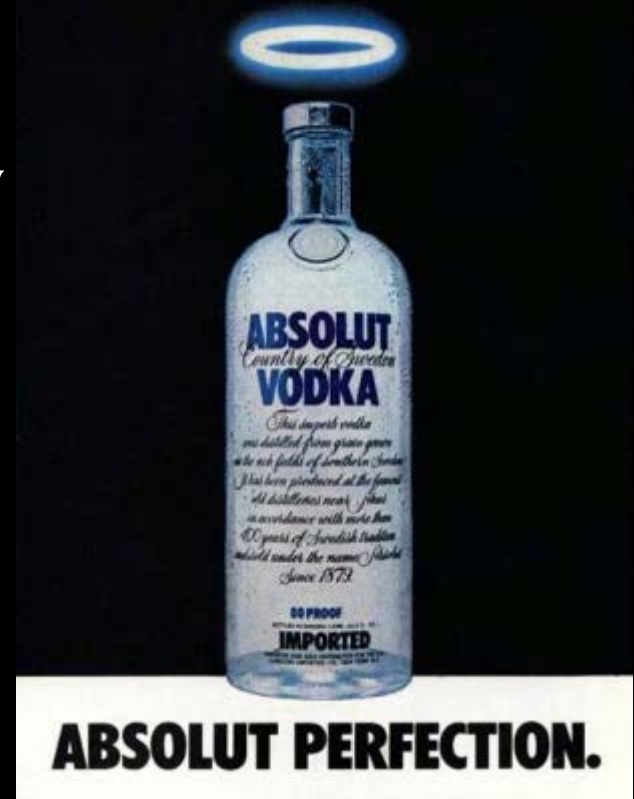
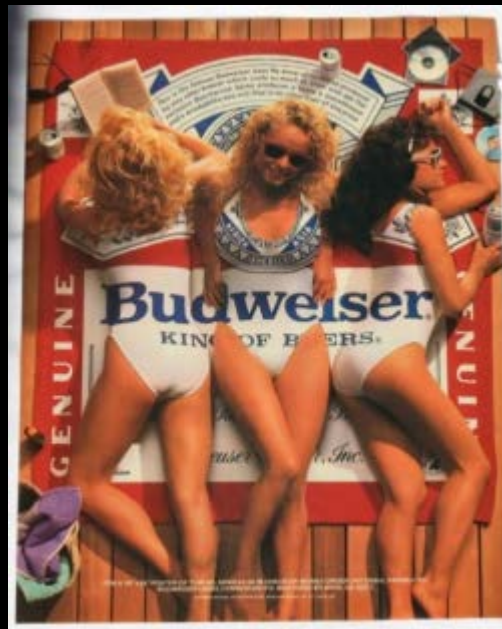
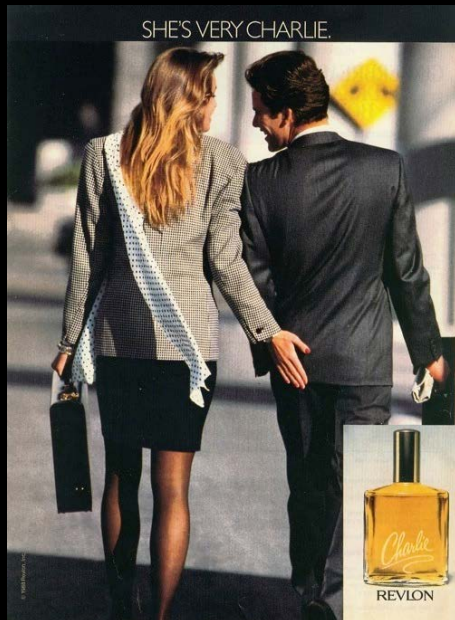
*Mrs. Willis Peterson can. She keeps her complexion young-looking with pure, mild Ivory.*

That purity and mildness, so good for daughter Mimi, is important to help grown-up skin look young...more important than perfumes, creams, deodorants, those extra ingredients in other soaps. More doctors recommend Ivory. 99%<sup>so</sup> pure. It floats.

The big girls soap for complexions with that little girl look.

# GENERATION X

- The ads of the 1980s were much more simplistic than any had been so far.
- The 1980s saw even less copy than ever and a focus on the female as the primary consumer.





# GENERATION Y

## Our idea of pop art.



### New Cool Cans.

They're totally original on the outside. Totally Pepsi on the inside. And they could be worth from \$25 to \$20,000 in Cool Cash. Look for Pepsi Cool Can displays for details. But hurry. Because these limited edition works of pop art won't be hanging around for long.

### Pepsi.

**The Choice Of A New Generation:**

©Pepsi, Pepsi-Cola and "The Choice Of A New Generation" are registered trademarks of PepsiCo, Inc.

Found in Mom's Basement

- The stylistic simplicity of the 1980s carried through into the 90s.
- This decade featured some of the most creative and most recognizable ads of our time, including Nike's 'Just Do It' and the California Milk Processor Board's 'Got Milk?' campaign.

My dad's a gangster.  
My dad's a father.  
My dad runs around.  
My dad runs 4 miles a day.  
My dad says women are only good for one thing.  
My dad says Black women are living jewels.  
My dad sent me money.  
My dad sent for me.  
My dad says school's for fools.  
My dad says knowledge is power.  
Like father, like son?  
Scold him.  
Mold him.  
Love him.  
Don't let him quit.  
If he's third string,  
go to his games, anyway.  
If he can't hit a curve ball,  
don't sweat him.  
If he's not doing well in school,  
give him hell.  
If he can recite a rap, word for word,  
he can memorize a history lesson, date for date.  
Be there for him.  
And he'll be there for his brother.  
JUST DO IT.

**NIKE**

For information on Nike products, call 1-800-852-7663

With all the milk I drink,  
my name might as well be  
Calcium Ripken, Jr.  
Really, I'm a huge milk fan.  
Besides being loaded  
with calcium, there's nothing  
like it when it's ice cold.  
Which is why I drink  
the recommended 3 glasses  
a day. And as you'd  
probably guess, I'm not one  
to miss a day.

**MILK**

Where's your mustache?"

## Late 1990s

- Not only does it do a body good, it also “did good” for marketers: Brevity still rules!

# GENERATION Y

## Early 2000's

- In the 21st century, simplicity and minimalism is key.
- Advertisements these days are often extremely image based with a reliance on digital manipulation.
- There is commonly an absence of or very little copy, and an employment of neat, simple ideas.



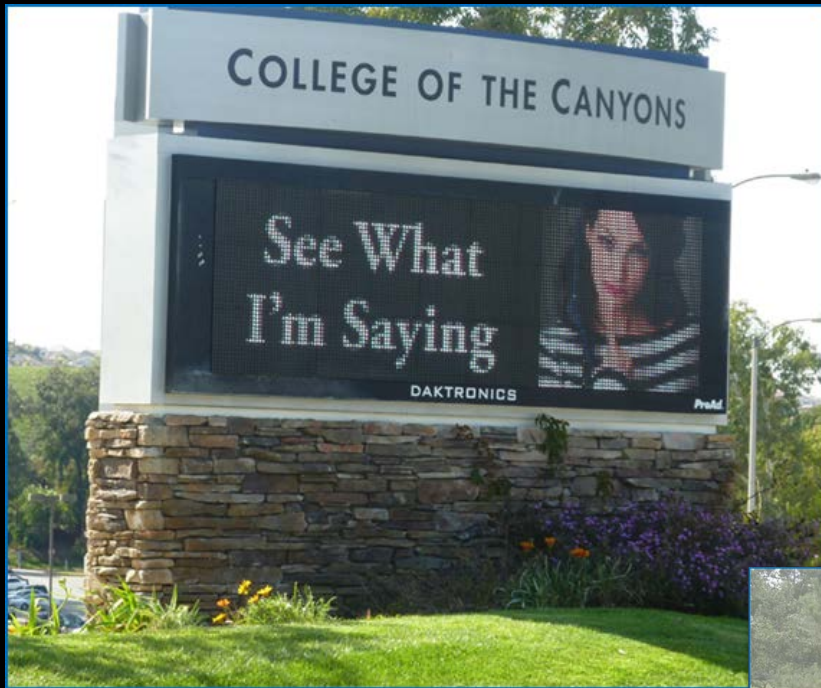
# GENERATION Z

## 2005 - 2017

- Ads focused on simplicity and ease of use
- Ads focus on equality and inclusion
- Some ads contain artistic styles pioneered by earlier generations
- Ads deliver a message of Hope, Inclusion, and Acceptance
- Like the previous generation there is commonly an absence of or very little copy, and an employment of neat, simple ideas.



# MARKETING IMAGERY AND TACTICS HAVE SHAPED THE GENERATIONS AND THEIR PERCEPTIONS, AS WELL AS GENERATIONAL REFERENCE POINTS



Paying attention to your target audience(s) is more than key: *It is the difference between your success or your failure.*



# EFFECTIVE COMMUNICATION: *THE IMPACT OF TECHNOLOGY ON THE GENERATIONS*



# EFFECTIVE COMMUNICATION: THE IMPACT OF TECHNOLOGY ON THE GENERATIONS

- The Impact of Technology
  - *Positive Impact of Technology*
  - *Negative Impact of Technology*



# EFFECTS OF TECHNOLOGY ON COMMUNICATION

- All forms of technology have both a positive and negative impact, and the impact of technology on the communication process also comes as mixed baggage.
- Cell phones and the Internet have become basic necessities these days.
  - A majority of us would feel something missing in life, if there were no cell phones or Internet (Agreed?)
- Technology has bettered the communication process and has done negligible harm
- The positive points of the technological advancements outnumber the negative points





# TECHNOLOGY TRADITIONALISTS GREW UP WITH



Desk Set Telephone



The Complex Number Calculator



Steinitz Crystal Radio



Crosley Cathedral Radio

# TECHNOLOGY BABY BOOMERS GREW UP WITH



Wall Telephone



Speakerphone Telephone



UNIVAC I Computer



Motorola Transistor Radio



Realtone Comets

# TECHNOLOGY GENERATION X GREW UP WITH



Design Line  
Telephone



Com Key 416  
Telephone



Phillips "Roller Radio"



IBM Personal Computer

# TECHNOLOGY GENERATION Y GREW UP WITH



Cordless Telephone



Flip Phone



Apple IPOD



Apple iMAC G3



Apple 27 inch iMAC

# TECHNOLOGY GENERATION Z GREW UP WITH



Smart Phones



Navigation Systems



Tablets and eReaders



Touch Screen Computers



Smart Home Devices

# TECHNOLOGY'S POSITIVE IMPACT

Technology has transformed the once big and far world into a tiny global village. Thanks to technology, we now have the power to communicate with anybody on the other side of the world. Technology has introduced these benefits:

- No barriers
- Strengthened relations, i.e., more frequent contact
- Better access to solutions
- E-schools to get a CTE or college degree or continue your education





# TECHNOLOGY'S POSITIVE IMPACT

# HOW TEXTING CHANGES COMMUNICATION

- According to the PEW Foundation
  - 73% of teenagers text regularly
  - 1/3 send more than 100 texts per day
- In many ways, making contact is easier by texting
- It Avoids long unpleasant phone conversations by making a quick “hello” much easier
- Texting is rapidly changing the ways people communicate by using rapid fire exchanges instead of meaningful conversations



I LOL'D  
Did you?



# TECHNOLOGY'S POSITIVE IMPACT FOR MARKETERS: *LEVERAGING THE TEXT MESSAGE*

- Why do marketers use text messaging in the first place?
  - Less obtrusive method of touching consumers
  - Messaging can be delivered 24/7 and picked up by the end-user when they want it (but most of the time it's an immediate response...not many can resist the siren song of the phone vibrating)
  
- What does Text message marketing Claim?
  - Boasts a 97% open rate versus traditional email marketing
  - Offers the advertiser more control than an email marketing program does not (i.e., providers such as google do not have the opportunity to hide your message in a “filter” )
  - SMS text message marketing continues to grow as technology becomes more comfortable for all age groups
  - People can “talk back” to SMS marketing with an easy text message of STOP if they no longer wish to receive



For a workshop dedicated to social media marketing, please contact the SBDC located here at College of the Canyons. Services are FREE!

# TECHNOLOGY'S NEGATIVE IMPACT

What is the most prominent negative effect of technology?

- The charm of the good old world is missing.
- Letters, and lengthy face-to-face conversations have vaporized, only to be replaced by texting or chatting. This phenomenon has had an:
  - Impact on interpersonal communication
  - Effect on nonverbal communication
  - Impact on creating a “close and yet so far” sense of being



# Technology has also had a negative impact in that it has:

- Reduced social interactions and physical activity resulting in Childhood Obesity
- Increased bullying via cyber channels
- Increased a lack of social skills in Generations Y and Z
- Led to many addictions including a dependence on Social Media, Pornography, Gaming and Gambling
- Created a rise in pollution with rapid-changing electronic technology
- Created a warped sense of reality because of the easy of escaping real life into a digital one.
- Created more stress because of the connection
- Created a shortened attention span due to “On Demand” content
- Created an increase in violence because of the loss of empathy it fosters



# How the Generations Have Come Together!



Tablet



Smartphone



**TAKING ALL OF THIS INTO CONSIDERATION:**  
*HOW (AND WHY) DO YOU MARKET TO EACH  
GENERATION?*

# WHY MARKET DIFFERENTLY TO EACH GENERATION?

- First, you must understand your greater marketplace (SCV Demographics)
- Next, you must understand your product or service and where it fits in with each generation (does it fit in with each?)

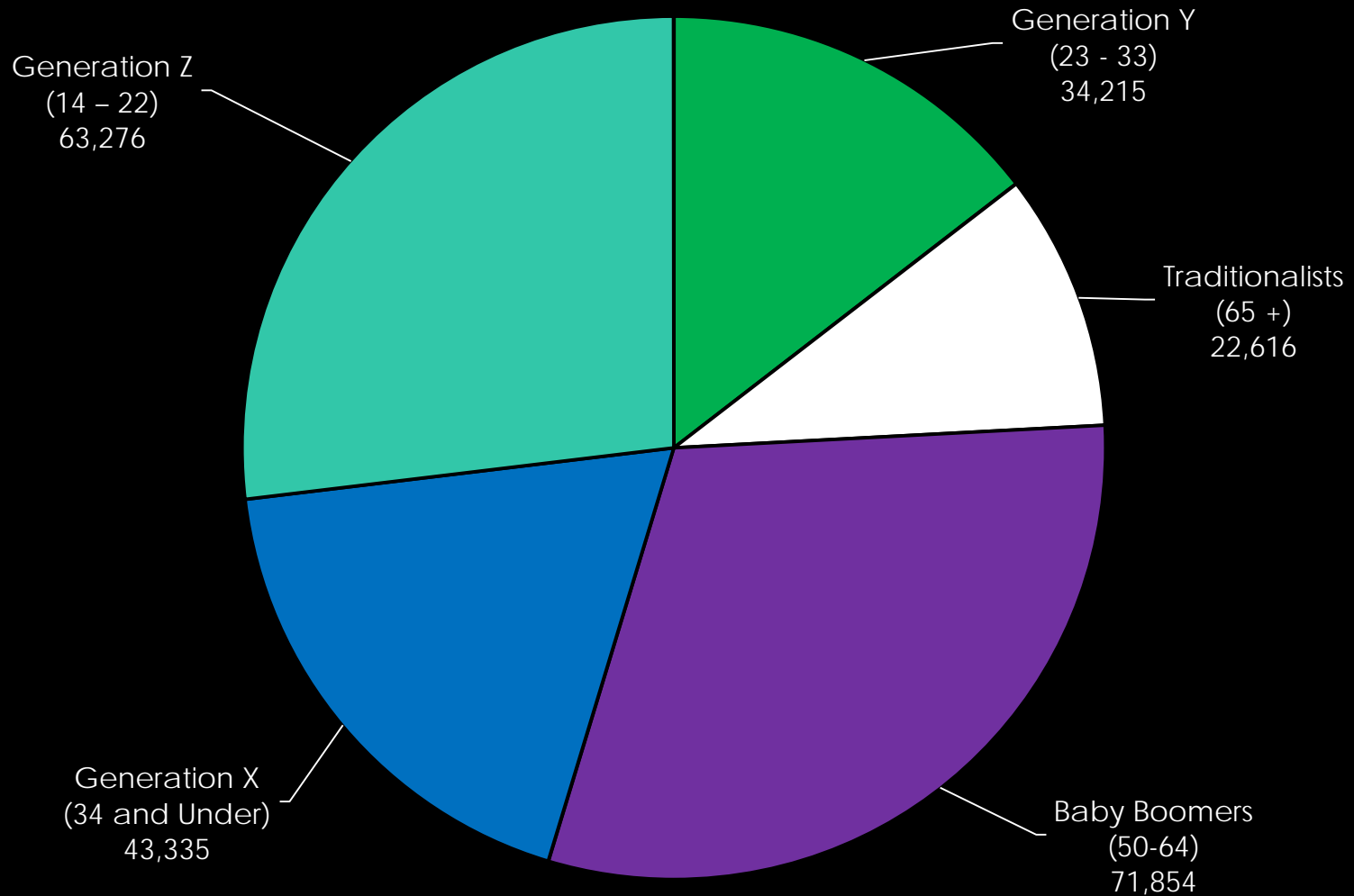
Realize that each generation has different/unique:

- expectations
- experiences
- generational history
- lifestyles
- values, and
- demographics that influence their behaviors



*Different things motivate and resonate with each generation.*

# THE SCV BY GENERATION



# HOW TO MARKET DIFFERENTLY TO EACH GENERATION

## Successful companies create marketing plans:

If you are just starting your company – or restarting –it is imperative to create a marketing plan before you start to sell.

➤ To create a solid plan, you must first:

### ➤ **Do your homework**

- Determine which generation (generations) you will be targeting
- Understand what makes them tick
- Establish your credibility
- Use a clear, tactful tone
- Make your presence clear
- Gather and present evidence to support your points/position
- Tailor your subject matter to the listener
- Appeal to the subject's emotion to reach inside the loves, hates, fears and frustrations



## THEN

Dense copy, homey feel, multiple images



## NOW

Bold colors, clear, concise, sleek

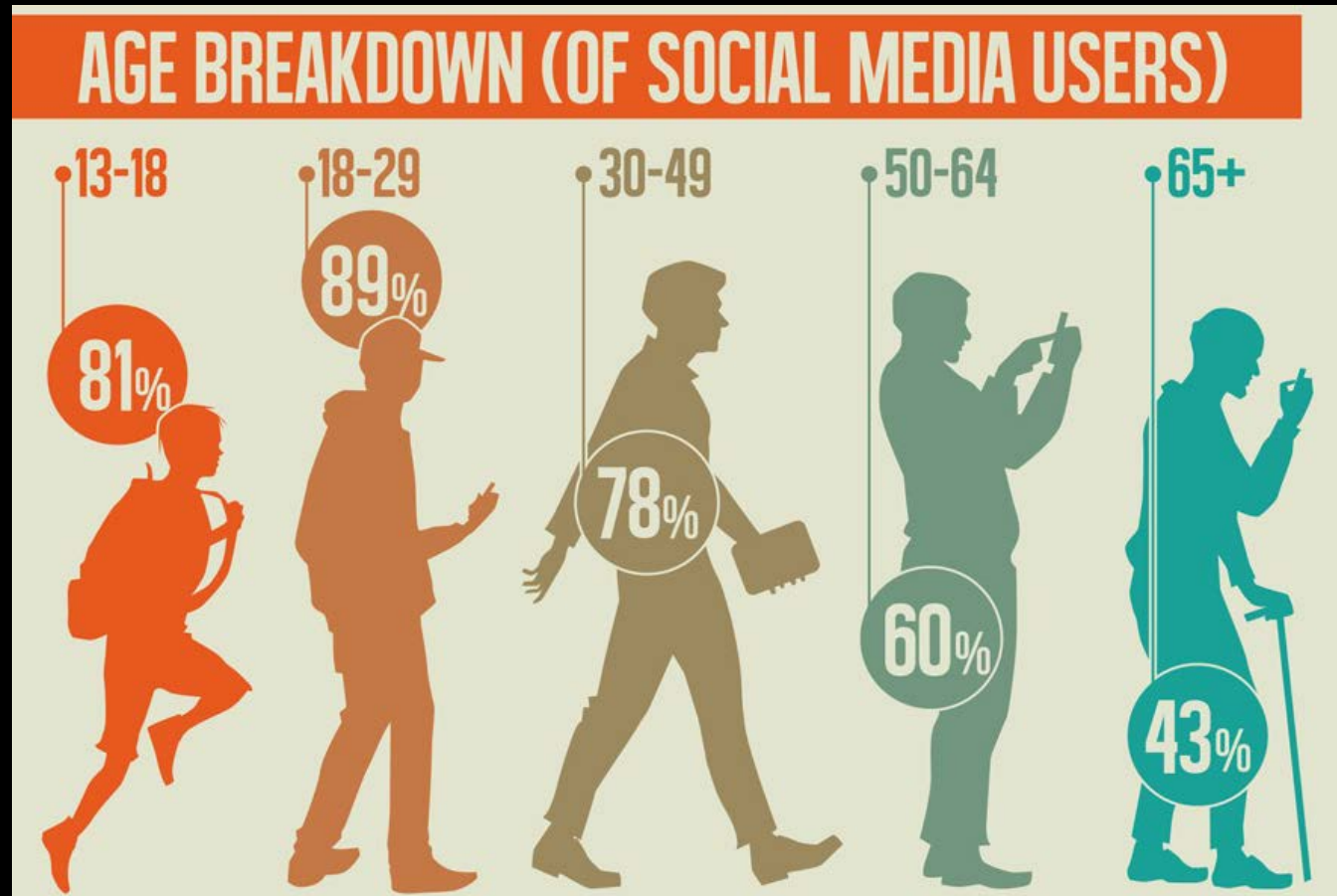
## Next:

- Understand your audience
  - Different age groups have different emotional needs and interests
  - Keep top of mind that what resonates with a Baby Boomer might go right past a Generation X individual
  - Know where your audience consumes their news and entertainment
  - Know if your audience listens to the radio, watches television or uses social media



If you want to reach your audience, you need to understand what they value and where they come from!

# UNDERSTAND YOUR AUDIENCE



*If you want to use social media, make sure you know how your target audience uses it (if they do) and plan accordingly.*

# Most importantly, you must:

➤ Determine how you will get your message to your audience

- Traditional Advertising
- Will you pursue Broadcast/TV? Radio? Print?
- Cable or network? Magazines? Newspapers? Newsletters?
- New Media
- Online ads?
- Banner, tower, landscape or pop-up?
- Blogs, viral videos, social media, e-coupons, email or SMS text messaging?



*Or, is there something even newer?*

# HOW TO MARKET TO: *TRADITIONALISTS*

Remember that they:

- Are very loyal and have a “penny-saved-is-penny-earned” mentality
- Control more than 70% of the net worth in U.S. households
- Are courteous and straightforward approach
- They love holiday cards and thank-you notes
- Being polite is important to them



They respond to the following messages and mediums:

- Direct Mail, Print Advertising, TV, Radio
- Marketing with a personal touch.
- Tradition sells



# HOW TO MARKET TO: *TRADITIONALISTS*

## The Bottom Line:

- They respond well to a brand that has been around – which could be an obstacle for startups.
- A startup needs to look at the positive attributes of a brand that has longevity, and bring those attributes to the table.



# HOW TO MARKET TO: *TRADITIONALISTS*

## Do:

- ✓ Remember they live an active lifestyle
- ✓ Earn their trust (person's handshake is their bond)
- ✓ Use relatable celebrities
- ✓ Reference "made in the USA"
- ✓ Depict Recreational vehicles
- ✓ Provide samples
- ✓ Guarantee ease of use
- ✓ Formal written and face-to-face language
- ✓ Use formal greetings and salutations such as Sir or Mr.
- ✓ Use print media and face-to-face
- ✓ Acknowledge service to the community

## Don't:

- ✓ Stereotype services
- ✓ Depict them as helpless or dependent
- ✓ Depend on mobile marketing and text messaging



# HOW TO MARKET TO: *BABY BOOMERS*

They are considered “The Most Valuable Generation” and:

- They are responsible for \$230 billion in sales for consumer package goods annually
- They control 70 percent of the nation’s disposal income
- That 67 percent said they spend more time on their hobbies and interests when they retire
- They make up to half of the U.S. population
- They’re happier now than ever because they think that 50 is the new 20
- Recognize that they follow behind with online marketing strategies
- They respond to Direct Mail and traditional media
- They respond to email marketing
- They connect through hobby-related groups
- Facebook is dominant and the fastest growing segment in Baby Boomers





# HOW TO MARKET TO: *BABY BOOMERS*

## Do:

- ✓ Share images appropriate to their lifestyle, not their age
- ✓ Employ traditional marketing
  - Direct Mail
  - Television
  - Face-to-face conversations
  - Word-of-mouth communications from trusted advisors and friends
- ✓ Engage this audience through open houses or social gatherings
- ✓ Focus on building value and they will be less price sensitive if they are getting a superior product and a good value
- ✓ Given that internet usage by Boomers is over 70%, use the internet as a communication vehicle, but make it easy to navigate with large fonts

## Don't:

- ✓ Use words or phrases such as:
  - Senior Citizen
  - Silver hair
  - Aging
  - Mature
  - Golden Years
  - Golden Ager
  - Prime of Life



# HOW TO MARKET TO: *GENERATION X*

Remember that they:

- Are referred to as the “MTV Generation”
- Are approximately 60 million in number
- Are adopters of Mobile Technology
- Are lovers of Independence, Flexibility & Freedom
- Are Risk Averse
- 86% of Gen X bring in the mail the day it’s delivered: important because they DO respond to direct-mail (timely calls to action are a good tactic to consider)
- Like to read more reviews, and visit more opinion sites.
- How to reach them:
  - Direct Mail
  - Yelp and opinion websites
  - Search Engine Advertising
  - Individual targeted direct mail (not to the family, but to the individual)



# HOW TO MARKET TO: *GENERATION X*

## Do:

- ✓ Keep in mind that, in general, this generation:
  - Is a good candidate for a mix of old and new media
  - Has greater financial restraints, they often shop at value-oriented retailers
  - Is focused on earning a living, not loyalty
  - Is personified by a good deal
- ✓ Use Technology: Generation X are tech savvy, and understanding their use of technology in your messaging is critical.
- ✓ Emphasize such communication methods as the Internet, e-mail, multi-media, word-of-mouth, social events and peer gatherings
- ✓ Remember they do not respond to direct mail

## Don't:

- ✓ Use grand statements, (they don't believe them; they are the "who me" generation)
- ✓ Forget that they believe actions over words
- ✓ Forget that they love to receive information and provide feedback



# HOW TO MARKET TO: *GENERATION Y & Z*

Do:	Don't:
<p>Remember That:</p> <ul style="list-style-type: none"><li>✓ You have to do it their way</li><li>✓ They control \$200 Billion in buying power</li><li>✓ They value social networking</li><li>✓ They are not shy about sharing opinions</li><li>✓ They expect to participate in product development and marketing</li><li>✓ They are highly influential; swaying parents and peers</li></ul>	<ul style="list-style-type: none"><li>✓ These generations do not respond to direct mail but they will respond to items such as Groupon</li></ul>

# HOW TO MARKET TO: *GENERATION Y & Z*

- They want a personal connection with your product – take a picture of your featured coffee each day with your iPhone and put it up on your Facebook page for your brand fans to see. *They'll like it.*
  
- Small risks on novel products and services might hit big. You have to temporarily suspend your notion of ROI.
  - Technology allows you to do a test every day.
  - Social channels will tell you quickly if your little bet will hit with Millennials.
  
- Another good example to use is PayPal, which has really upped the cool factor of a pretty boring service by regularly having guest Instagrammers take over their Instagram account, posting interesting images that demonstrate what people can accomplish using PayPal.

# HOW TO MARKET TO: *GENERATION Y & Z*

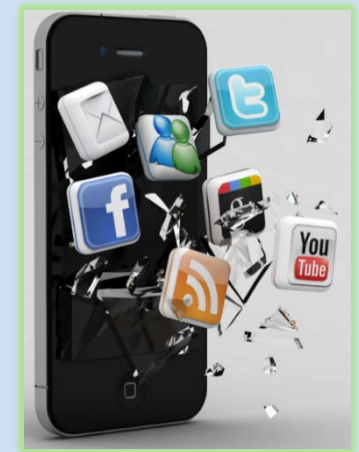
## Do:

Keep in mind that they:

- ✓ Value speed when getting information
- ✓ Prefer that you reach them through social media (Twitter, Facebook, Instagram) and all other technology-based “instant” messaging
- ✓ Respond to internet sites, TV and video game advertising
- ✓ Expect their internet experience to be interactive
- ✓ Use humor

## Don't

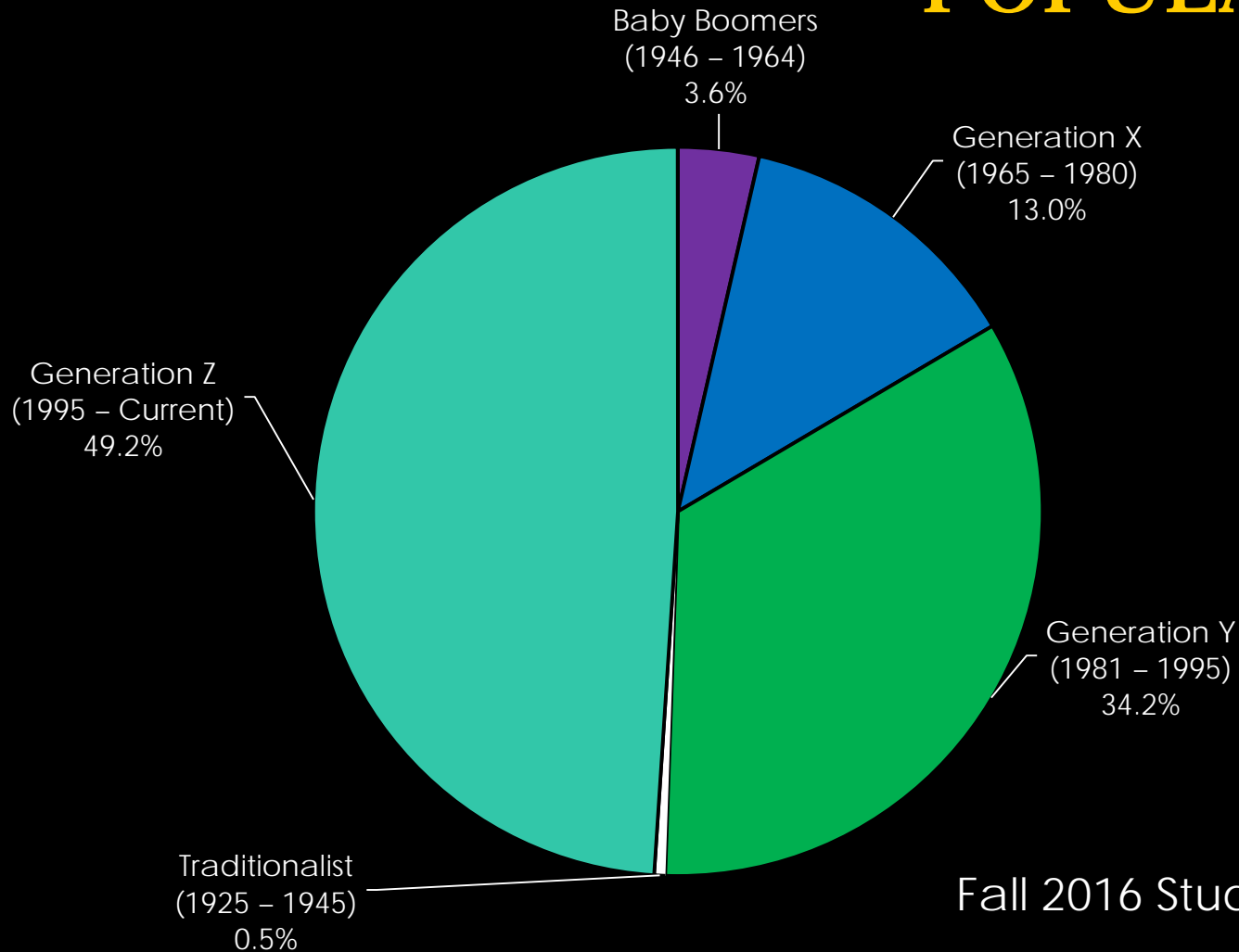
- ✓ Use in-your-face messaging
  - Use subtle messages and local references to deliver messages Generation Y can relate to
- ✓ Forget to use humor!
- ✓ Be boring, demonstrate creativity in your message



**HOW WE APPROACH  
GENERATIONAL SPECIFIC  
MARKETING AT:**



# FIRST: LET'S TAKE A LOOK AT COC'S STUDENT POPULATION



Fall 2016 Students



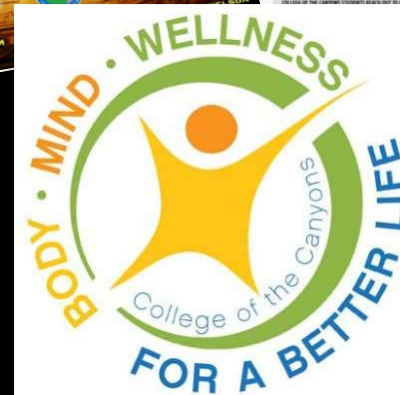
# HOW COC MARKETS: WHAT RESONATES WITH BABY BOOMERS

## Tactics:

- Word of mouth
- Events
- Outreach
- Print media—Signal, Magazine of SC, Inside SC
- Direct mail

## Types of Events/Offerings:

- Performing Arts Center
- Body-Mind-Wellness seminars
- Seminar Series
- Foundation Events



# HOW COC MARKETS

## WHAT RESONATES WITH GENERATION X

### Tactics:

- Word of mouth, Open houses
- Marquee signage, Social Media
  - Facebook
  - Instagram
  - Twitter
  - YouTube

### Types of Events/Offerings:

- Performing Arts Center
- COC Website
- Blackboard
- Open Houses
- Body-Mind-Wellness seminars
- Seminar Series
- Foundation Events
- Athletic events



# HOW COC MARKETS

## WHAT RESONATES WITH GENERATION Y & Z

### Tactics:

- High school outreach & tours
- Social Media Communication
  - Facebook
  - Instagram
  - Twitter
  - YouTube
  - Snap Chat

### Types of Events/Offerings:

- Performing Arts Center
- ASG Outreach Job Fairs
- Website
- Blackboard
- Open Houses
- Grad Fairs
- Club Rushes
- Athletic events



Facebook

Twitter



**QUESTIONS?**