



Are we seeing a shift from “OK, Boomer” to something like, “Please stay, Boomer?”

I doubt it. But there is a semi-cynical drift toward marketers seeing older folks as a lifeline during rough economic times.

We Boomers have been the engine of the American economy all our lives. As we have climbed toward the top rung on the demographic ladder, we have become less and less relevant. The content we watch is mostly supported by prescription meds, hearing aids and pain relievers. (And yesterday’s sports heroes hawking testosterone boosters.)

It is appropriate that marketers concentrate on their future customers rather than a cohort that, after all, has made most of our major purchases, are done rearing kids, and live in smaller households that consume less than younger people.

But recession – or the perception of recession – changes everything.

Allison Ames, CEO of Beanstalk, a brand consultancy, notes that Gen Z shows less brand loyalty than Millennials and Gen X, and **suggests** that newer brands partner with trusted “legacy brands” to strengthen their position. Hannah Johnson of adtech firm Blue State, suddenly **finds** the dull, set-in-their-ways Boomers attractive because of the very factors that have made them undesirable to many marketers.

While just 8% of 25-34s say they’re financially secure, 52% of 55-64s enjoy financial stability. “They know who they are and what they want,” says Johnson. “This is a group that has been living independently for over four decades and has developed its sense of self and style.”

Boomers and older GenXers are less likely to substitute cheaper brands for those they’re used to, Johnson continues. They are better educated than many younger people, and “they have prioritized current affairs and news. This enables marketers to

consider concepts that resonate with a group 'in the know'."

Wait, what? Marketers suddenly want to appeal to well-educated folks, whose reliable brand loyalty makes them more attractive than kids who want to try the latest energy-drink-and-alcohol combo?

OK, GenZ, I'm having a little fun here, and I know I'm acting my age – for better or worse. It just amuses me that my generation, as we enter our Golden Years, are once again viewed as the safest port in an economic storm. *Your thoughts?*

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