

Don't Fall Into the Trap

WHAT'S YOUR GENERATION?

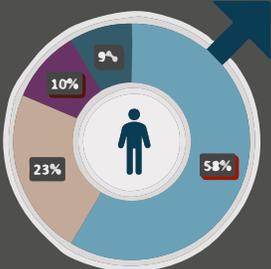
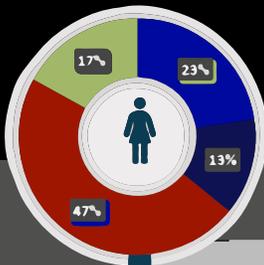


It's not about Age.

Just like it was never about pigments, ethnicities or gender.

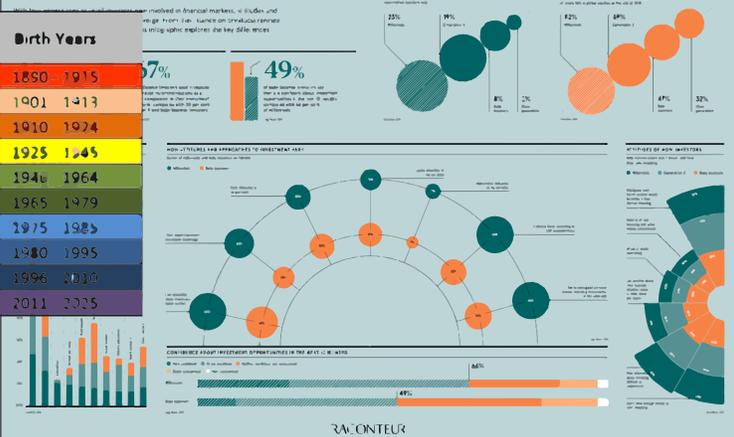


Marketing can be better!



Generation Name	Birth Years
The Greatest Generation	1890 - 1915
The Silent Generation	1915 - 1928
The Baby Boomer Generation	1928 - 1945
The Baby Bust Generation - Gen X	1945 - 1964
The Millennials	1965 - 1979
The Millennials - Gen Y	1980 - 1995
Generation Z	1996 - 2010
Generation Alpha	2011 - 2025

HOW DIFFERENT AGES INVEST





No matter the pace
of business.

Marketing is about the same
things it has always
been about.

It's about...

What a business does for
their client.

Whoever they may be.

The successful company of the
Experience Age,
is one that knows itself.

A business that seeks to work in
unison with clients instead of
strategizing against them.

We are in this together.



EFFECTIVE ENGAGEMENT X Z

UN DEGREES X Y Z

CHANGING GENERATIONS

LEADERSHIP CHANGE

MOBILITY 18 6 15

WORKFORCE OF 2030 X Z

MEME OF THE YEAR

WORD OF THE YEAR

NEW JOBS

CHARACTER STICS

TOP BABY NAMES

Targeting Demographics is a short term trick for a reoccurring problem.

The solutions are in your company.

Tap into your own resources

Focus on character not identity and the path to follow becomes clear.

Wine glass 1939-1945	Miss Maudie 1946-1964	Stokely Carmichael 1945-1979	September 11 2001	Taco Bell 1989-2012	Tina Turner 1939-2024
Model T Ford 1908-1927	Ford Mustang 1964-1966	Holden Commodore 1978	Toyota Prius 1997	Tesla Roadster 2012	Automobile 2010
Foley knife 1927	Frisbee 1957	Rubik's cube 1974	BMX bike 1970s	Ford's Explorer 2012	Fidget spinner 2017
Koolhaas 1948	Audio cassette 1963	Walkman 1979	iPod 2001	Spotify 2008	Smart speaker 2017
Conti Mac 1977	Dialling 1977	Cro-dinning 1977	Jaiing 1977	Frio-dinning 1977	Frio-dinning 1977
Cinema 1929	TV 1929	VCR 1970s	Internet 1990s	Dial 1970s	Screen 1970s

Generation X
1961-1981

- Add nostalgic content
- Send emails with personalized offers
- Reach out via Facebook
- Use local search to help finding your physical store on a map

Generat on Z
1997-2010

- Make shorter content
- Work with micro-influencers who have 1,000-100,000 followers
- Integrate retargeting
- Care about the environment and be socially responsible

Millen als
1982-1996

- Optimize your site and content for mobile devices
- Create organic content that proves that consumers interests are your top priority
- Use social networks as the main media
- Collaborate with customers and invite them to develop your products and services with you

Curb the corporate addictions, aimed at subtle profiling or data collection.



Working with public trust is the pathway to and for all of society.



Gone are the days of protocol and message control.



Not just the malls. Not just retail. Sales itself is evolving.





Retain A Philosopher Today