

Boomers Take a Walk on the Wild Side



The disciples of marketing have long proclaimed the most-desirable target as women and/or men, aged 19-49. In the last few years, the target has been aged to 25-54 year-olds and, as the strength of the graying boomer population (1946 – 1964) hits the cash register, 60-year-olds will be sizzling.

Industries that have already connected with Boomers include the wellness and anti-aging categories with nutrition and supplements, fitness, and cosmetic procedures and products leading the pack in a multi-million dollar arena. The travel industry is helping boomers find places to spend their expanding leisure time and dollars, while the infant and children's market knows grandparents are an easy target.

With good health and retirement savings to support them, Boomers (also known as flower children in the '60s) are returning to their dreams of making the world a better place. Non-profits, benefiting from the volunteer commitments of Boomers, are designing programs to attract their attention and donations. Organizations such as Cross Cultural Solutions and Global Service Corps offer international vacations tied to volunteer efforts in Thailand, Nepal, Africa and other third world countries. Universities and community colleges are designing courses in everything from the opera to online trading specifically targeted to Boomers

Marketers who have heard the thunder have prospered:

- Dove gained notoriety and sales for its “real women” campaign including two ads specifically targeted to the mature category.
- Christie Brinkley (age 51) has returned as the face of Cover Girl.
- Vespa sells 25% of its scooters to the 50+ consumer and hopes to increase that to 33%.
- Disney's theme parks urge Boomers to “come back after the kids are gone.”

For strategies to reach this incomparable consumer power, call JSH&A. We'll put our JSH&A LIF™ style approach to work and help you break through to the Boomer Buyer.

According to the US Census Bureau's January, 2006 report:

- There are 78.2 million baby boomers – or 27.5 percent of the population.
- 9.1 million boomers were black
- 8 million boomers were Hispanic
- In 2005, half of all boomers were 50 years old – or older
- The 50+ population will grow by 70% over the next 15 years
- 4 million boomers will turn 50 in 2008
- Every year, 4 million folks celebrate their 50th
- Estimated annual spending power in 2005 - \$2.1 trillion
- 50.8% of baby boomers were women in 2005
- Of the 57.8 million living in 2030, 54.9% will be female

Famous Boomers:

- Meredith Baxter 1947
- John Belushi 1949
- Clint Black 1962
- Tony Blair 1953
- Jon Bon Jovi 1962
- Garth Brooks 1962
- Jimmy Buffett 1946
- President Bush 1946
- Princess Caroline 1957
- Prince Charles 1948
- Cher 1946
- President Clinton 1947
- Johnny Depp 1963
- Morgan Fairchild 1950
- Bill Gates 1955
- Mel Gibson 1956
- Al Gore 1948
- Tom Hanks 1956
- Ron Howard 1954
- Bruce Jenner 1949
- Olivia Newton-John 1948
- Tommy Lee Jones 1946
- Michael Jordan 1963
- Kevin Kline 1947
- Matt Lauer 1956
- David Letterman 1947
- Madonna 1958
- Bill O'Reilly 1949
- Rob Reiner 1947
- Donald Trump 1946
- Oprah Winfrey 1954
- Stevie Wonder 1950

Resources:

- MSN Boomers (<http://www.boomers.msn.com>)
- Aging Hipsters (<http://www.aginghipsters.com/>)
- Café Baby Boomers (<http://www.cafebabyboomers.com/>)