

Multi-Generational Messaging

DO

- Strategic Ambiguity
- Put in Something for each group in attributes, message and style
- Image AND attributes
- Use Two-Sided Messaging (inoculation)
- Be Direct
- Be aware that even union members are skeptical

DON'T

- Use Fear-Factors
- Keep up with the Smith's
- Be One-sided
- Don't use Hyperbole
- Don't use the Values of ONLY ONE GROUP

Cross-Generational Messaging

Brand Messaging

BALANCING YOUR MESSAGE

Generational Considerations

Message Points

- #1
- #2
- #3
- #4
- #5

Emphasize

- Gen Y:
- Gen X:
- Boomer:
- Traditionalist:

Picture the Future

- Gen Y: Safe and Manageable
- Gen X: Getting what you Value
- Boomer: Being Respected
- Traditionalist: Having Quality Time

Boomer

- Us
- Optimistic (Unless tired)
- "I've Earned it"
- "I" Made a Difference
- Greater Good
- Build something that Lasts
- Live to Work - Live to Matter (Excellence)
- Nostalgia
- High Ideals
- Recognition
- Optimism

X'er

- I
- Cynical
- "I'm not sure I want it"
- "SO not Worth it"
- Personal Good
- Build a Portable Career
- Work to Live - Live for Self (and Family) (Experience)
- Individualistic/ Non-Institution
- Balanced Work/Home
- Skepticism

Y'er

- All
- Optimistic
- "Do my friends have it?"
- "Been there. Done That. Got the T-Shirt"
- Group Good
- Build Parallel Careers
- Work and Live - Live to Share (Enhance)
- Realistic Messaging
- Meaningful (Work & Play)
- Positive Outlook
- Realism