

GENERGRAPHICS



THE RIGHT GENERATION, THE RIGHT MESSAGE, THE RIGHT MEDIA



Craig Carapelho, Naomi Hazelton-Giambrone of Pacific Edge Magazine and Phil Goodman at a recent seminar

Phil Goodman, a former marketing consultant for FOX News, USA Today, and Wall Street Journal, founded Genergraphics, a cutting-edge strategy for generation-specific marketing. He and his partner, Craig Carapelho of Team Uision, a local marketing and technology agency, talk to us about their unique method of getting the right message across to consumers.

Q: What is Genergraphics and why is it important in business today?

CC: Genergraphics is the study of generations, their mindsets, and how one generation influences another. Businesses who desire to succeed really need to understand each of the generations, how to get along with them in the workplace, and how to market to them. Demographic market segmentation is an outdated process which often lumps multiple generations into one group. We already know that different generations do not respond to the same marketing messages and call-to-actions, so targeting multiple generations at a time through demographics is often a waste of your money.

PG: Genergraphics is the only way one can sell the same product or service

accurately to more than one generation at the same time. It allows you to market and advertise to one generation without alienating another. To illustrate this point, take a 25-54 age demographic. How can you hit the target when you have three different generations within this demo? You have Baby Boomers, Generation-X, and Echo Boomers. They may buy the same product but for different reasons. When you advertise, your message to each of the generations has to be separate to reach them and sell your product or service. Generational differences from one generation to another depend upon the social circumstances they were raised with in their youth. Businesses have to realize that a generational mindset has nothing to do with an individual's personality.

Q: What top corporations are using Genergraphics in their marketing plans?

PG: Many corporations including Harrah's Casino Hotel in Lake Tahoe, Starwood Hotels in Texas and Arizona, Trump International Hotel & Tower Las Vegas, Castle and Cooke Hawaii and Flamingo Las Vegas. For example, Starwood and Trump Las Vegas use Genergraphics to separate their radio commercials by generation. Using different terminology to match the mindsets of Boomer and Gen-X listeners, they place the two different commercials on stations that are highly rated by each generation.

Q: What advice can you give small businesses trying to reach the Baby Boomer, Gen-X, and Gen-Y all at the same time?

CC: Don't do it. By trying to reach all of these markets at the same time, you will more than likely not reach any of them. My advice to a small business on a limited budget would be to pick their top one or two generational mar-

kets and target them individually. These marketing techniques do not have to be expensive, either. Our services include generational e-newsletter campaigns, database marketing and analysis, generational-targeted Web sites, and other cost effective marketing vehicles that provide very measurable results.

Q: What is the most interesting thing you've learned about generational differences and how they relate to business as a whole?


CC: When Phil and I do presentations and speak about the differences between the generations and how those differences affect consumer decisions, workplace interaction, family dynamics, etc., we see everyone in the audience nodding their heads in agreement. When we speak about a specific generation's likes, habits and tastes, we see everyone in the audience in that generational group nodding in agreement. When we play the music that was popular during the teenage years of each generation, we see the audience members start tapping their feet. Genergraphics is a no-brainer. Whether you are a human resources manager, a real estate agent, a waitress, or a marketing executive, if you can recognize the different generations and understand how to communicate to them in their language, you will achieve greater results.

MAJOR CONSUMER GENERATIONS

Baby Boomer: 1946-1964, 76.5 million, Adult teenagers of the '60s and '70s

Generation X: 1965-1978, 46 million, Key to the Internet and children of older boomers

Echo Boomer: 1977-1994, 72 million, First global generation in world history

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