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Priscillia Wallace (CEO BOOMERTISING) : " Boomers can be engaged without excluding other consumer groups "

By . 21-06-2006



You are Priscilla Wallace, CEO of Boomertising®, a division of The New Marketing Network, Inc. Could you please introduce the company?

Boomertising® is a unique consortium of research, marketing and advertising pros who know just how to sell to Boomers, because we are Boomers, and our success has been made by convincing our peers to spend their unparalleled wealth on our clients' products and services. We specialize in generating incremental profits for our clients by targeting the Baby Boomer market in ways no other firm can do.

We're known for developing successful new products, building global brands and creating award-winning advertising. Our proprietary Boomer Research Model and our unique Boomer-to-Boomer creative marketing approach provide our clients with the data, insights and services necessary to profit from the \$2.5 trillion Baby Boomer market.

What was the first motivation when launching Boomertising®?

While the enormity of the opportunity that the Baby Boomer market offers today's marketers is becoming widely acknowledged, the business models and research databases of most marketing services firms are just not designed to help their clients take advantage of it. Research, advertising and consulting firms traditionally specialize in targeting the 18-39 or youth markets, because that's where the spending power used to be.

New Marketing introduced Boomertising® as a means for our clients to take a new look at the largest, richest consumer market in history and to offer new ways to help them optimize their efforts in targeting it.

What services do you offer to companies that want to reach the Boomer Market?

We provide a full range of marketing services required to help our clients succeed when introducing new products, building global brands and creating messages that motivate purchase among Boomer consumers.

How we differ from other firms is that each Boomertising® Project Team is staffed by Boomers who have experience in the client's industry and a proven track record targeting the Boomer Market through services including:

- Boomer Branding
- Boomer Advertising
- Boomer New Products

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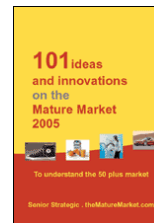
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What skills are required to reach the 50-plus Boomer market?

The 50-plus market is quite different from the Baby Boomer market. Baby Boomers, born 1946-1964, currently range in age from 41 to 60, so nearly half of them are not even 50 yet. Trying to reach the 50-plus market leaves out half of the Boomers. Boomertising® is the only firm that markets to Boomers as a consumer group, not an age group.

As for the skills required to reach the Boomer market, someone put it best by saying, "It takes one to know one." To that we might add, "It takes a Boomer to sell a Boomer." Just as traditional ad agencies and marketing services firms hire the young to reach the 18-39 year-old target markets, Boomertising® staffs its projects with an all-Boomer team that brings an inside perspective on the Boomer market that can only come from being Baby Boomers themselves.

Is there an industry that shows particular interest in marketing to Boomers?

Because of the misperception that Boomers is just another name for seniors (and terms like "aging Baby Boomers" don't help), the industries showing the most interest are those with products and services that are most appropriate for the 55-plus age groups, such as retirement-related services and health-related products.

Since Boomers outspend all other consumer groups in nearly all categories of every industry, understanding this market represents the single largest opportunity for marketers today. What most companies don't realize yet is that Boomers can be engaged without excluding other consumer groups.

We have heard about your research model. What differentiates your research model from other research firms?

Baby Boomers redefine every phase of life they enter. Using traditional research models and benchmarks to study them is often misleading and provides little insight into them.

Our proprietary research model studies Boomers as a consumer group ... not an age group.
•Standard age segmentation studies don't accurately represent Boomers. Most research findings are based on the Boomers 50-plus segment. Since Boomers are now ages 41-60, this is only half the market.

Our all-Boomer research team provides first-hand knowledge of the market and insights into Boomers' purchase logic.
•It's been said that "60 is the new 40". What we do is define the new 40 and show how business can benefit from this new mindset.

Our proprietary research model tracks Boomers and spots trends in the making.
•Because we're Boomers and we're global, we've got our fingers on the pulse of where Boomers are and where they're going. Because we're researchers, marketers and strategists, we know how to apply this information to obtain the optimal business advantage

Contact details:

Priscilla Wallace
CEO Boomertising/a division of The New Marketing Network, Inc.
New York: 212-572-6392
Chicago: 312-670-0096
PWallace@Boomertising.com

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