

# X, y & me

A Snap Shot of Generational Drivers

Understanding generational tendencies is essential for brands that want to remain relevant and profitable today AND tomorrow. What you say and how you say it will always be important.

**But which media you select to deliver your brand's message speaks as loudly as the message itself.**

The following pictorial serves as a healthy reminder of what motivates, moves and matters to the current generations in play: Builders, Boomers, Gen X and GenY.

Whether you are hiring them, selling to them, or trying to influence them, a better understanding of generation-based perspectives will influence your brand's ability to relate to them . . .

**And more important, them to you.**

Born 1909 - 1945

**builders**

Born 1946 - 1964

**boomers**

**Gen X**

Born 1965 - 1981

**Gen Y**

Born 1982 - 2001

generation-based perspective

# tattoos are for...

Sailors



Rebels



Hidden  
Expression



Everyone



# Formative Experience

World War



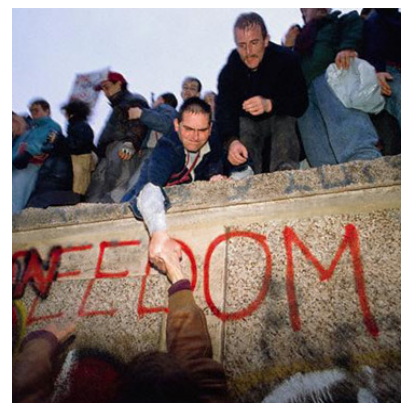
Builders

Vietnam



Boomers

Cold War



Gen X

Terrorism



Gen Y

# Communications

Radio



Builders

Television



Boomers

Internet



Gen X

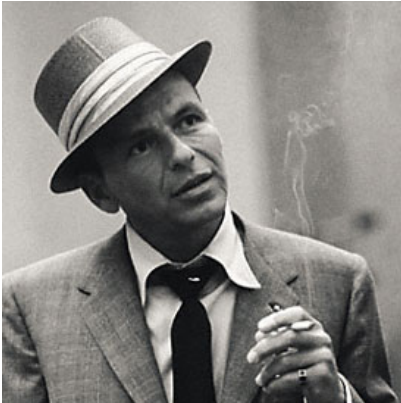
Smart Devices



Gen Y

# Musical Influence

Sinatra



Builders

The Beatles



Boomers

Madonna



Gen X

Lady Gaga



Gen Y



# Race

Separation



Builders

Integration



Boomers

Equality



Gen X

Diversity



Gen Y

# Individualism

We



Builders

Me



Boomers

Us



Gen X

Community



Gen Y

# Employment

Factory



Builders

Office



Boomers

Idea



Gen X

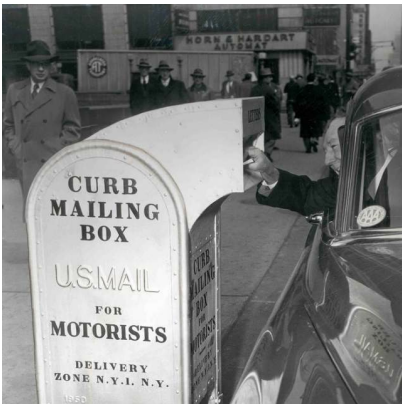
Collaboration



Gen Y

# Communications

Letter



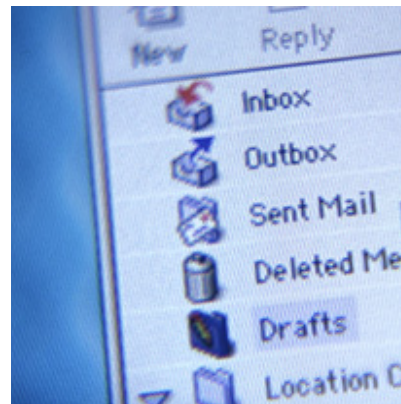
Builders

Phone Call



Boomers

Email



Gen X

Text Message



Gen Y

# Motivation

Greater Good of the System



Builders

Individual Wealth



Boomers

Recognition



Gen X

Social Justice



Gen Y

# Economy

Local



Builders

National



Boomers

Global Competitive



Gen X

Global Cooperative



Gen Y

# Family Prototype

Leave it to Beaver



Builders

Brady Bunch



Boomers

The Simpsons



Gen X

Modern Family



Gen Y