





X, Y, Z & ME

A Snapshot of Generational Drivers

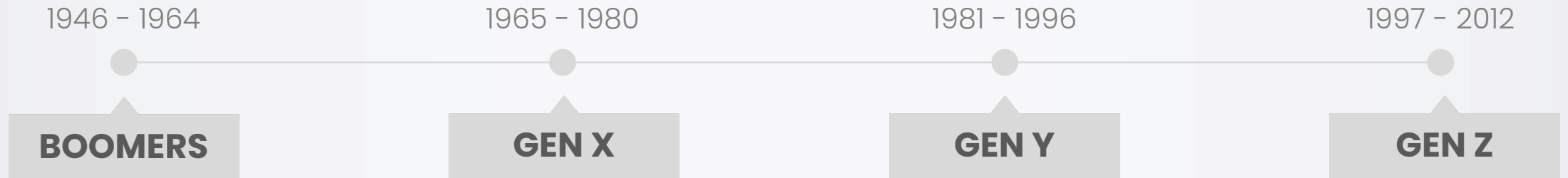


Understanding generational tendencies is essential for brands that want to remain relevant and profitable today AND tomorrow. What you say and how you say it will always be important.

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



The following pages feature visual expressions of what impacts, motivates, and activates current generations across today's consumer and business marketplaces:



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

And more importantly, them to you.



BOOMERS

Born between 1946 - 1964



GEN X

Born between 1965 - 1980



GEN Y

Born between 1981 - 1996

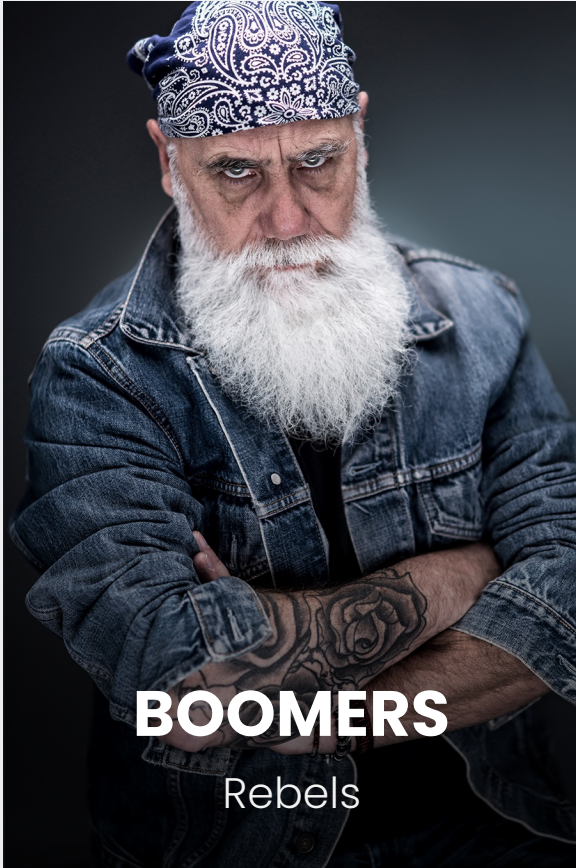


GEN Z

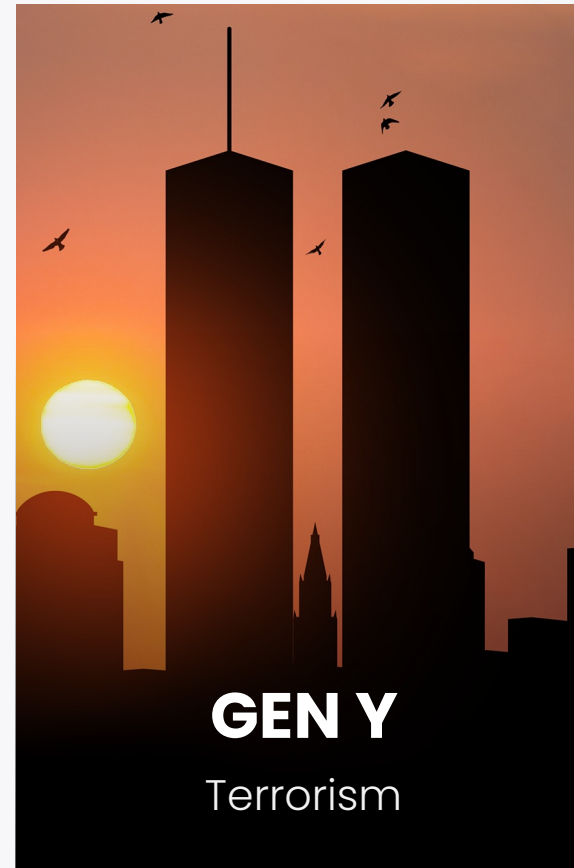
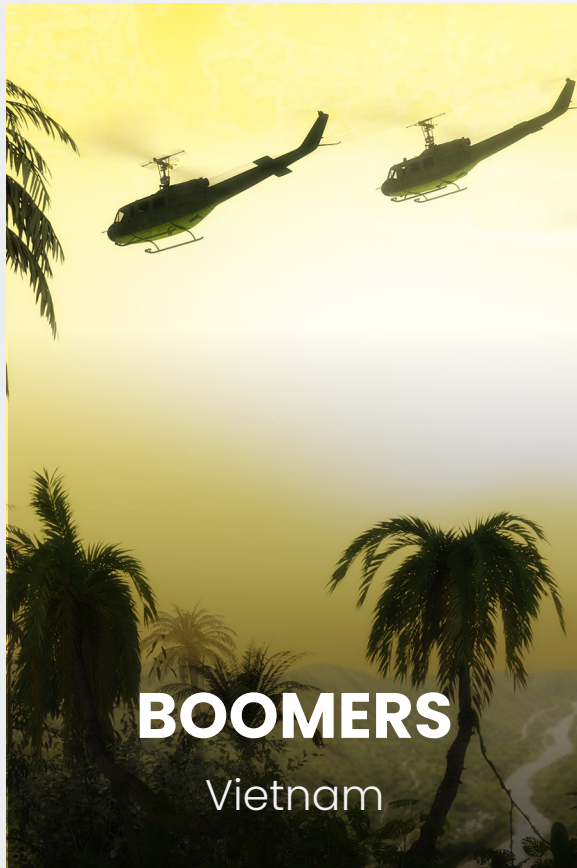
Born between 1997 - 2012

Generation-Based Perspective

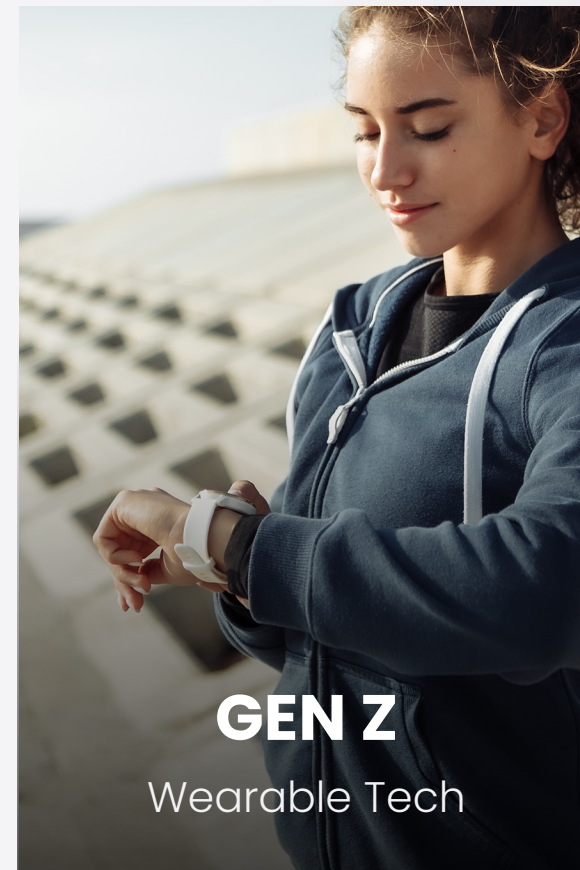
Tattoos are for...



Formative Experience



Communications



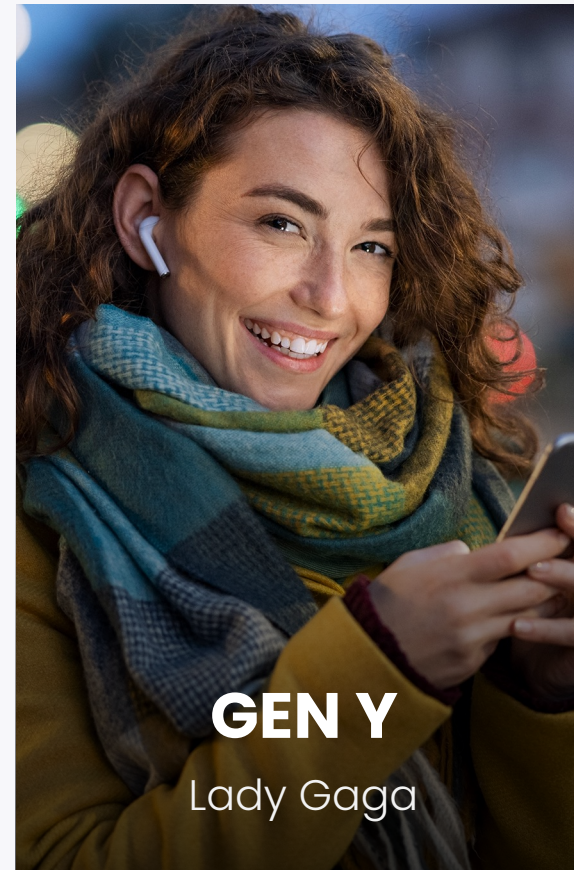
Musical Influence



BOOMERS
The Beatles



GEN X
Madonna

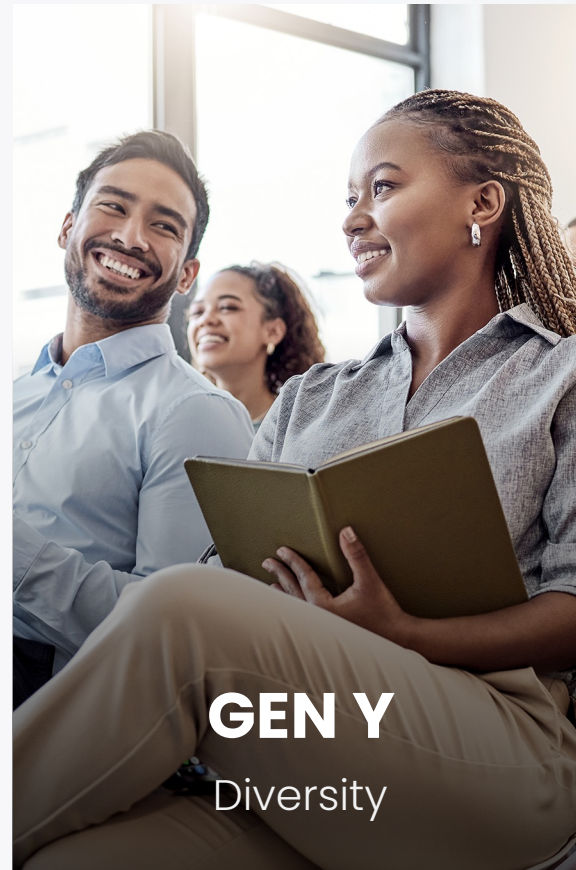


GEN Y
Lady Gaga



GEN Z
Drake

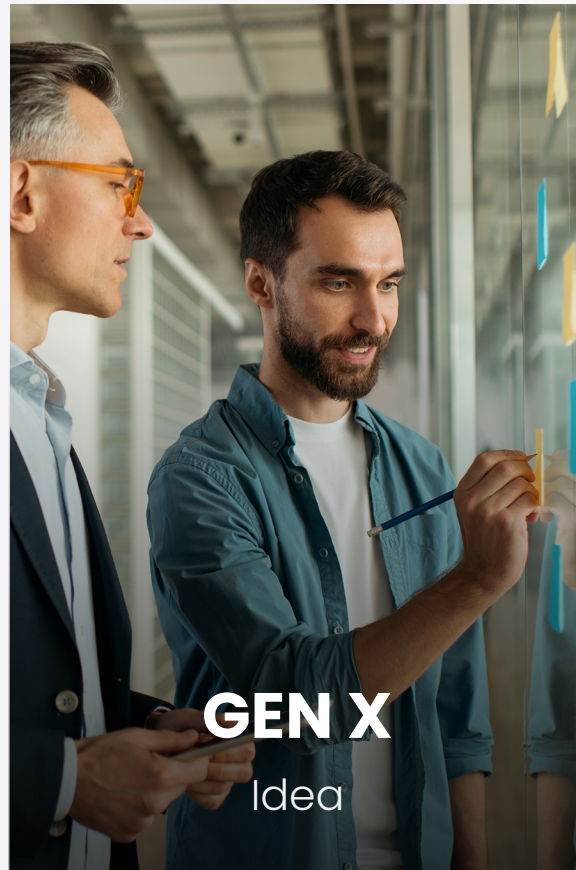
Race



Individualism



Employment



Communication Method



Motivation



BOOMERS

Individual Wealth



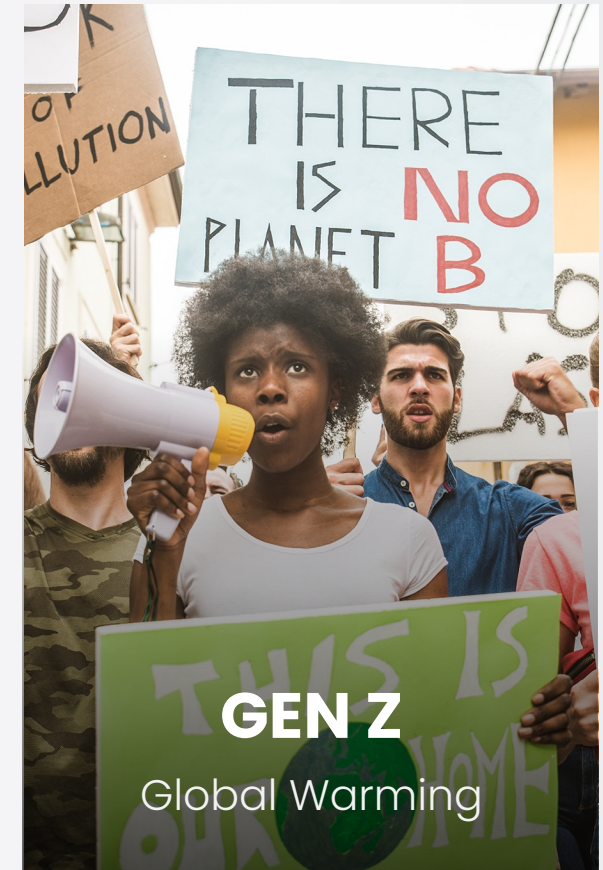
GEN X

Recognition



GEN Y

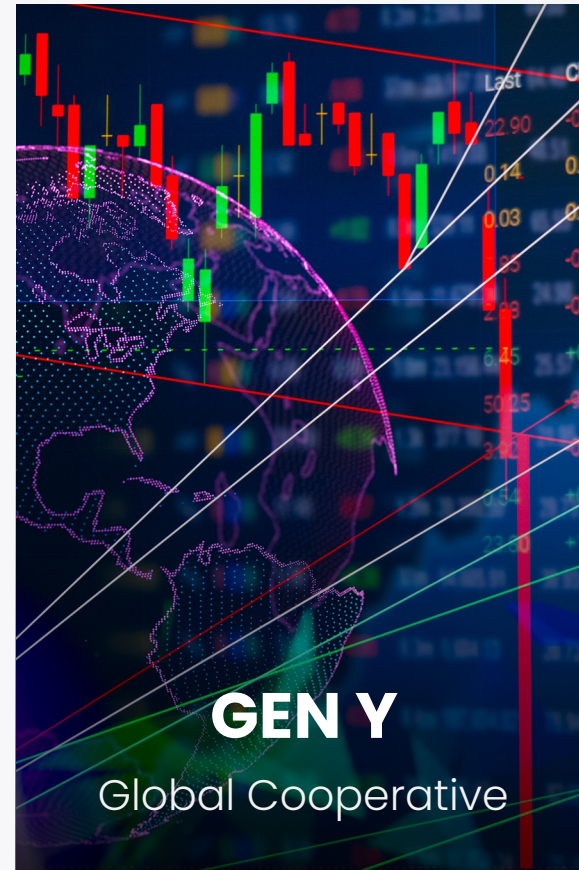
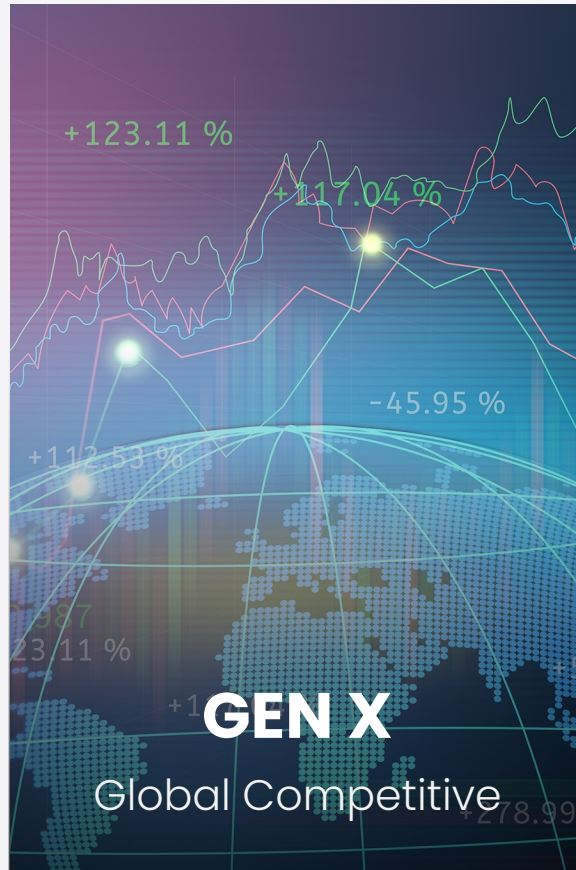
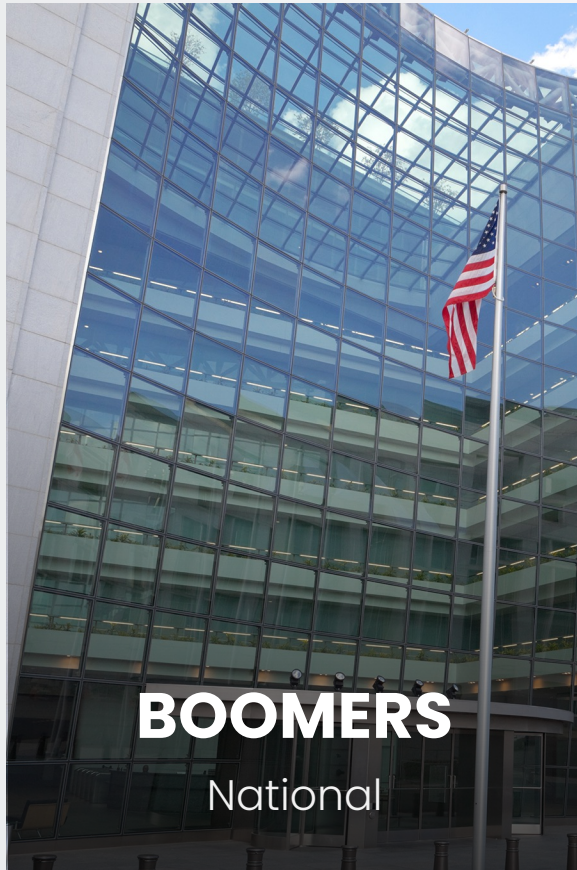
Social Justice



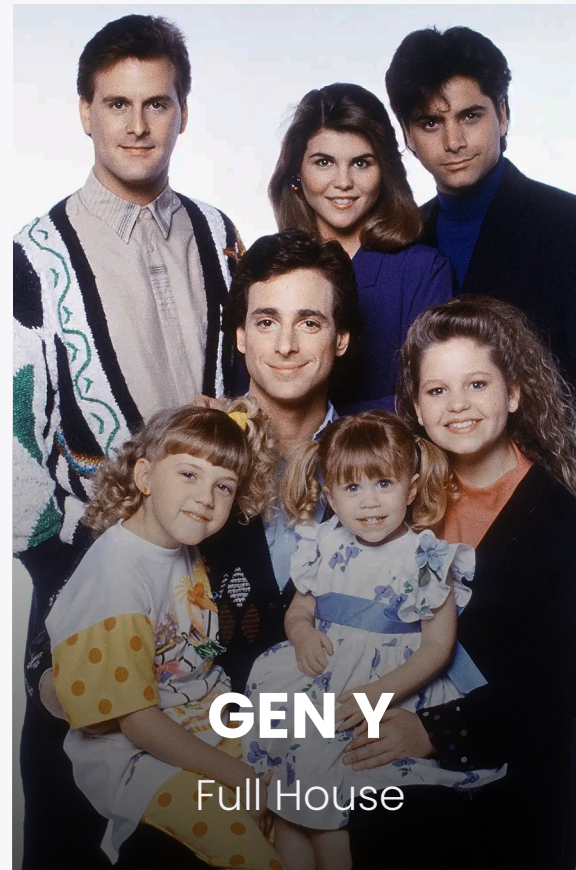
GEN Z

Global Warming

Economy



Family Prototype



Understanding these motivations and sensibilities of generational audiences is an important first step in creating customer preference.

THE NEXT STEP: Building rich, rewarding experiences that generate meaningful, long-term relationships. It takes an insightful analysis and evaluation of the personas that inhabit these generations. Their concerns, goals, decision drivers, and more.

If you'd like to be steps ahead of the competition with your customers, let's have a conversation.

We'll walk you through the many ways we drive client growth and the results that follow.



Where B2B Brands Go To Grow.