The Invisible Customer
With All The Money™

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#1 Amazon Best Selling Author of "Facelifts, Money & Prince Charming"

WITH PETER CLARK NELSON

THE INVISIBLE CUSTOMER WITH ALL THE MONEY™

AN EXCLUSIVE E-BOOK BY JOANIE MARX & PETER CLARK NELSON

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Joanie Marx
Refocus & Renew Your Life™

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~ Chapter 1 ~

AGE OF TRANSPARENCY

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Once upon a time, Baby Boomers were the most coveted consumer market in the world. In fact, boomers were not only raised in the age of consumerism, they defined it. This impact on society has not gone unnoticed. But who exactly is paying attention to the social and economic impact this market segment still carries?

In a recent poll conducted by Zogby Interactive, on behalf of the Aspen Institute, 4,811 adults were asked what the primary legacy of Baby Boomers would be.

42% of respondents said consumerism.

This was not a poll directed at decision makers in the media and advertising industries. Instead, it was aimed at a random selection of Baby Boomers, Generation X, and Millennials.

Why does this distinction matter?

The distinction between how the average adult perceives the legacy of Baby Boomers is vastly different to the perception held by those who craft advertising and marketing campaigns to consumers. For some, this distinction may not matter, but upon closer inspection, we will see that it adversely affects all of us.

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There's a wise old saying that suggests, ***"Trust takes years to build, seconds to break, and forever to repair."*** In the world of brand building this is certainly true.

We live in an era where information is readily available on an unimaginable scale. It has been called the 'information age' by many. Some call it the 'age of transparency'.

One way to interpret this is that consumers have reached a level of conscious awareness where they are thinking for themselves, which means they are no longer willing to simply believe what a brand tells them through advertisements, brochures, or even from direct face-to-face contact with salespeople.

When in doubt about a buying decision, they can go online and discover more about a product and service than even the professionals who would be tasked with selling it. This underscores the power of social media, which is where the information age and age of transparency collide.

Social media continues to play a crucial role in keeping brands honest. Bad reviews about a product or service, or even worse, in-house complaints from employees and poor customer experience is shared openly and in real time. That said, if negative publicity can spread like wildfire, all but destroying the reputation a company that has spent tens of millions of dollars and many years of work to establish, the opposite can hold true as well.

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As an actress, I've seen movies and television shows where hundreds of millions of dollars are invested into their success literally crash and burn before they open at theaters or air on television all due to negativity spread across social media. On the flip side of that, I have also witnessed the enormous power of social media to positively engage people in a brand with results that were achieved in less time and with far less money than traditional methods.

Today's companies have a simple choice to make. Realize where consumers are congregating in today's market, know what they want and then deliver emotionally relevant information in the ways that resonate with them.

The other choice is to remain beholden to an outdated method of perceiving and influencing consumers, whereby a brand's message continues to reinforce myths about age, money, love, and happiness. This choice alienates the very people that a company wants to endear itself to.

It isn't just a discount or some extra points on their reward card that drives loyalty. Studies routinely conclude that consumers, at all levels and all ages, crave meaningful connections with the brands they choose to buy from. They want to have their voices heard, seen, and felt. The brands who cater to them must be open and genuine in how they share their message.

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Today's consumer market is defined not by who has the slickest ad campaign, but rather whose message is the most authentic and transparent. The lingering disconnect between companies and their consumers is not a result of decision makers being unaware of what people of today desire, for they do know this. What then, drives the need to steer clear of engaging the 50+ consumer on meaningful levels when consumer data points to this market as financially viable?

The answer is two-fold. One is the seemingly unshakable belief that youth sells. Although statistics can be skewed to support it, lurking under all of this, is an unconscious belief that that drives most, if not all, decisions for how advertising campaigns and media stories are crafted.

It is the disengagement theory.

The theory rests upon the idea that the older generation should go quietly into the night of their retirement, leaving the youth to shape and guide society's culture. Supported by Seven Baby Boomer Myths, for nearly 60 years, the disengagement theory has cast a long, dark shadow over society.

Turning to the youth of society makes sense on many levels, such as new ways of thinking that produce breakthroughs and advancements. That said, if the transition from old to young relies on the disengagement theory and the Seven Baby Boomer Myths, the outcome produces more breakdowns in society than breakthroughs.

As an actress, spokesperson, and Baby Boomer Advocate, I've witness the disastrous effect this has on people and industries first hand. As we will soon see in the following pages of this eBook, the disengagement theory and the myths that support it not only adversely impact the bottom line of companies, it creates an unhealthy imbalance in society.

~ Chapter 2 ~

NO MAN'S LAND

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For my mother's 70th birthday I took her with me on a business trip to Hong Kong and Taiwan. During this time, I was the president of a thriving consumer product company. My mother was in good health and it was the first time I had her accompany me on an overseas trip.

During my appointments with our business contacts, my mother had a chance to go on some tours in Hong Kong and Taiwan. Each night she would happily recount her experiences and show me her drawings, as she was a brilliant artist who could accurately capture the essence of any scene her creative eyes set themselves on.

After our stay in Hong Kong, we flew to Taiwan. Our last night there, mother and I were joined for dinner by one of our key business contacts in this region. Midway through the meal my mother inexplicably asked***, "What do they do with all the old people here? You don't see any."***

I shot a quick glance toward our dinner companion, who was also surprised by the question my mother was asking. Intrigued, I asked her what she meant. My mother went on to explain that during our stay in Hong Kong and now in Taiwan, she encountered very few people who appeared to be over the age of 40. She said it was particularly obvious in the business sections of the two cities, which is where our hotels were located.

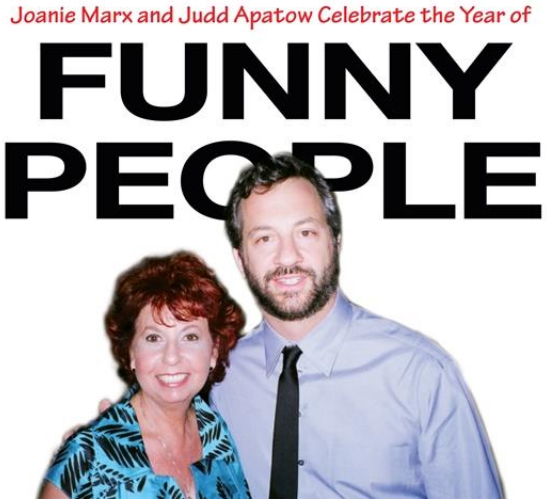
I casually looked around the restaurant we were in. I was struck by the realization that she was right. Few people appeared to be 40 years of age, let alone over 50. It was obvious my mother was the oldest person there and I couldn't help but wonder how uncomfortable she must have felt.

Upon returning to our room later that night, my mother and I talked further about her observation of the lack of old people in the city business centers. She said she felt oddly out of place during her stay in Hong Kong and Taiwan and it wasn't because of her nationality.

In her mind, even at 70 years of age, she considered herself young and vibrant. She couldn't understand how there were no other people who reflected her age. As I listened to her, I felt how visibly shaken she was by the absence of anyone over 40.

At the time, I have to admit I wasn't aware of the glaring absence of people her age. I was young and everyone I was interacting with for business was part of my generation. I told my mother it never occurred to me there weren't many people in the business community beyond their mid-thirties. I reassured her that everyone her age in Hong Kong and Taiwan were probably enjoying a quiet and peaceful life away from the hustle and bustle of the city.

The following day on our way out of Taiwan, I keyed in on the disparity between people of my mother's generation and the overwhelming number of young people I saw. It wasn't until many years later, when I entered the world of acting, that the issue of society's disengagement with age came up for me again.



When I started acting, I was in what some refer to as "no man's land." I wasn't young by Hollywood's standards, but I wasn't in the old category either. Thankfully, I was able to land some good roles to showcase my talent, but I soon realized talent alone is not enough. It didn't take me long to realize the roles offered in Hollywood were based less on talent, and more on age.

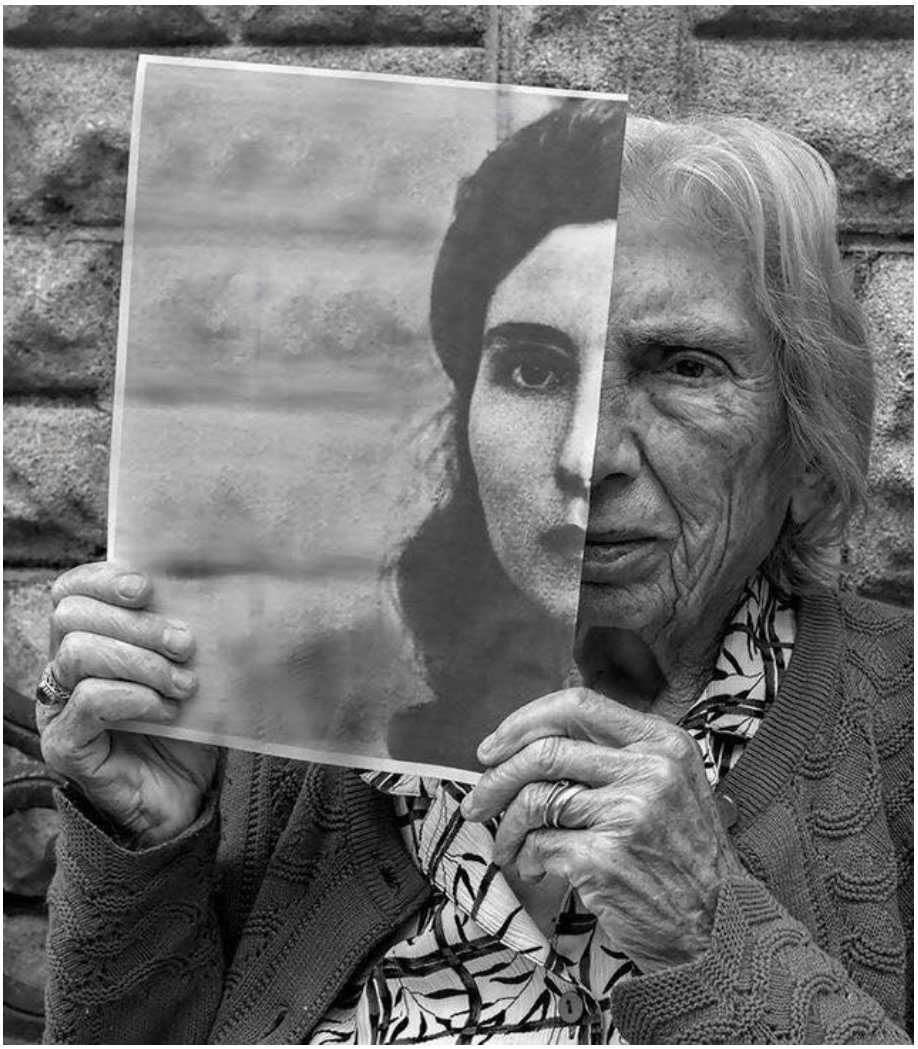
They say success is about who you know in show business. In reality, it's more about your age than it is who you know. One's talent is perhaps the last thing of relevance. Age discrimination in Hollywood is no longer a secret, but rarely does anyone ever speak about it openly. Unfortunately, Hollywood is not alone in age discrimination.

Several years after I'd entered the acting business, the true nature of society's disengagement with aging came full circle as I began the process of researching and writing my first book, "Facelifts, Money & Prince Charming: Break Baby Boomer Myths and Live Your Best Life".

While developing my book, I was reminded of the experiences with my mother in Hong Kong and Taiwan. Although she didn't use the term 'no man's land' to describe her experiences of feeling isolated in a foreign society that favored the young, I came to realize how similar her feelings were to what many of my colleagues in Hollywood and friends outside the industry are now experiencing. Little did I know at the time, but what my mother and I witnessed on the other side of the world, and what was now occurring to the 50+ market, are the effects of the 'Disengagement Theory'.

~ Chapter 3 ~

THE DISENGAGEMENT THEORY



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In their 1961 book, ***Growing Old***, social scientists Elaine Cumming and William Henry proposed their ***'disengagement theory'***, which is based on the premise that:

"Aging is an inevitable, mutual withdrawal or disengagement, resulting in decreased interaction between the aging person and others in the social system he belongs to."

It is widely accepted this was the first theory of aging put forth by social scientists in the modern age of consumerism. While the idea has been criticized for its universal application, it remains universally applied by society. It is also the foundation for most of the campaigns and stories distributed by the advertising industry and media.

In comparison to past generations of older consumers, today's 50+ consumer is generally regarded as being more vibrant and economically influential. Despite this, aging adults are still expected to disengage from social activity. Nowhere is this more readily seen than it is with activities perceived to be the domain of the youthful. To understand this more fully, and why there remains a lack of emotionally relevant advertising and reality driven brand engagement with the 50+ market, let's look at what the 'disengagement theory' actually is.

The 'disengagement theory' was framed around the idea that an aging population has no business in a social or economic system that is youth orientated. In order to not feel ostracized, it was theorized that the older generation would voluntarily disengage and disappear into the shadows of society's youthful bright lights. This may have made sense and held true for my parent's and grandparent's generation, but it is not who the Baby Boomer generation is. And it certainly does not align with Generation X is, who represent the next wave of millions of people joining the 50 and over club.

On one level of thought, the 'disengagement theory' would be appropriate if someone is dealing with severe health issues, as my mother did later in her life. Extreme cases are not what many social scientists, including the authors of the book ***Growing Old***, based their theories on. Nor is it how our general society raised itself to separate the perceived older generation from the younger ones.

It is not a stretch to say, then, that the 'disengagement theory' is a formula for the vanishing act of aging citizens of our world. By taking a glimpse into the last 50 years, it is easy to see how and where the 'disengagement theory' has been applied in all areas of society around the globe. This goes far beyond age discrimination lawsuits that have risen exponentially since the Baby Boomer generation passed the 55-year-old threshold years ago.

Our society has been programmed to perceive aging as a disease. The primary way this message is reinforced is through the false portrayals of aging by the media, advertising and entertainment industries.

This concept is carefully crafted, so as not to appear to uphold the idea that age is a disease, or that any one segment of the population is being discriminated against. Nevertheless, it is quite obvious what is occurring when you take into consideration the sheer size of the Baby Boomer generation, contrasted against the glaring absence of how positively our lives are portrayed in society the older we get.

As disconcerting as all of this is, it becomes easier to grasp when we go beneath the surface level ideals and myths we were raised to live by and see the origins of our beliefs. For it is here, underneath the façade of honoring and respecting our elders, that the reality of how we see ourselves is revealed.

What is perhaps most telling about the ongoing disengagement practices of society, and the industries that help reinforce them, is not necessarily the disrespectful ways most 50+ consumers are portrayed in the media or in advertisements. It's found in how this demographic is excluded from the discussion altogether.

Silence is not golden when the golden years of our lives are predicated upon us silently disappearing, be it on television or in other areas of society. This is made clear to us by how blatantly absent Baby Boomers are from society's 24-7 news stories as well as brand campaigns that are supposed to represent what a quality of life looks and feels like. The point in all of this is that we rarely see an accurate reflection of our true selves in anything, if we see us represented at all.

One example of this is the systematic removal of key figures in news and entertainment programs who represented the 50+ audience. This includes many of the highly respected and popular news anchors and hosts that range from Diane Sawyer, Bob Schieffer, Jay Leno, Tom Brokaw, Charlie Gibson, and Barbara Walters.

In recent years, these individuals and many others in their generation have been replaced by younger figure heads. While this may make sense to cater to a younger audience, there's ratings evidence to suggest that these popular hosts and anchors still carry a lot of relevancy and respectability with the 50+ audience. With that in mind, where are the shows or even the campaigns that leverage this? It's not as if the audience they cater do disappeared.

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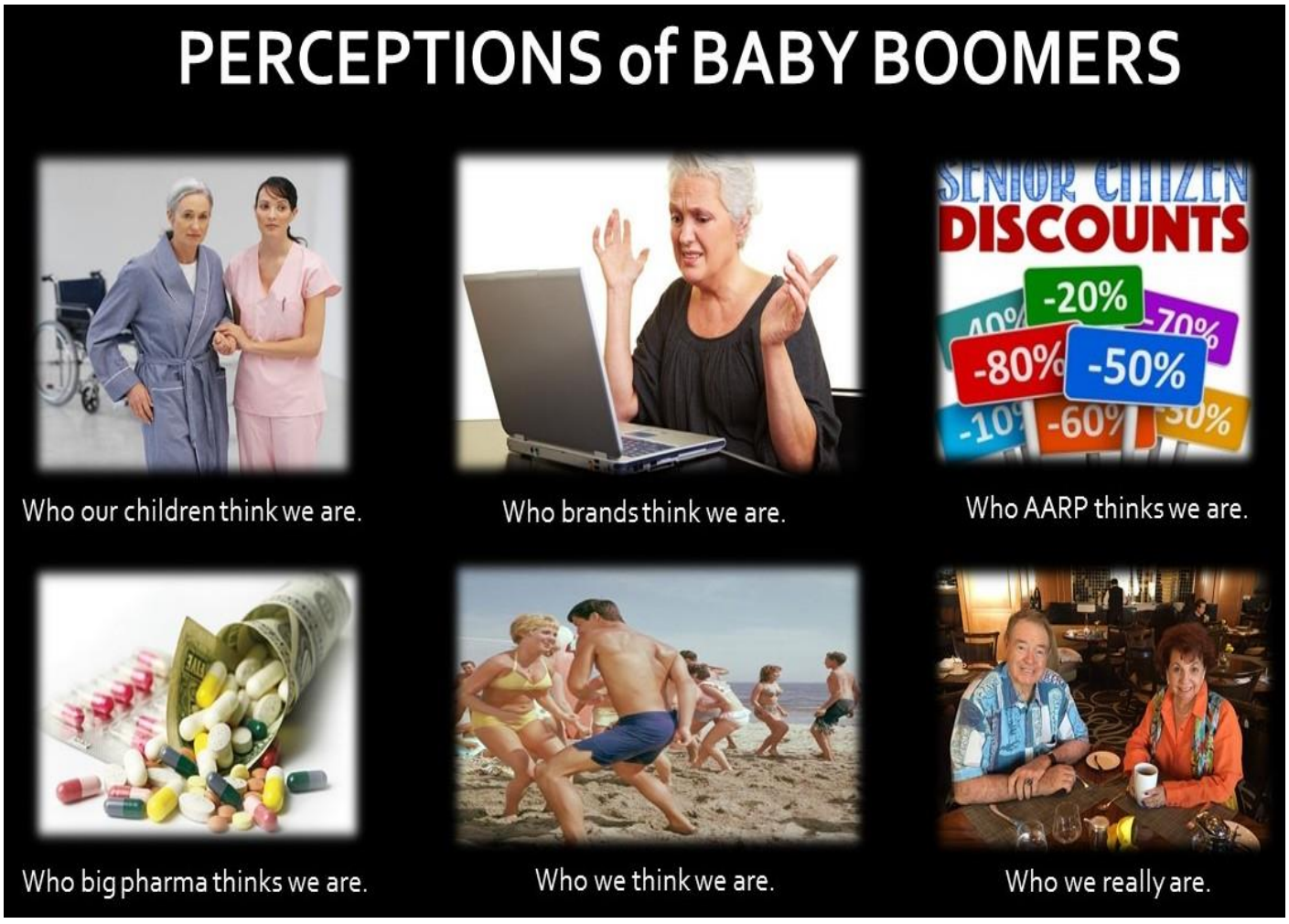
When Boomers are shown in the media, it's usually a story or commercial that relies on negative based messaging. We are bombarded by messages and storylines about protecting ourselves from various threats and how to safeguard ourselves from what we're told we are losing as we age. It's seemingly impossible to escape the scarcity driven theme and distorted perceptions.



Any genuine form of celebrating the older population is relegated to those rare milestones, which is always based on someone's age or a unique accomplishment. When Oprah Winfrey recounted her conversation with Don Miguel Ruiz, author of the worldwide best-selling book, The Four Agreements, she addressed the idea of aging and gratitude by saying*:*

"One of these lies that we believe and practice and reinforce is that getting older is getting uglier. We then judge ourselves and others, trying to hold on to the way we were.

I'm well aware that trying to stay fresh and current can be a challenge, especially if you live a lot of your life in public view. Of course, I want to look my best. I want to feel strong and vibrant. But, I know for sure that the pathway to your best life isn't the route of denial. It's owning every moment. Staking a claim in right now. And, with gratitude, embracing the age you are."

As much as we can agree with this inspiring reflection, it is a theme that is rarely woven into the stories and advertisements aimed at the very generation Oprah is from and is speaking to. With that in mind, to break the myths of aging and untangle the web the 'disengagement theory' has woven into our perceptions of the world, we will need to look at the myths that the Baby Boomer generation and all subsequent generations were raised on.

~ Chapter 4 ~

BREAK THE SEVEN BABY BOOMER MYTHS®

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Not long after I began research for my first book, *"Facelifts, Money and Prince Charming"* a distinct pattern began to emerge. The more I spoke with people over 50 the clearer it became that decisions to dismiss such an economically powerful audience wasn't just rooted in the disengagement theory. As I came to discover, the foundation of this theory was based on our society's parental patterns. I call them the ***Seven Baby Boomer Myths®.***

Not only have the Seven Baby Boomer Myths® shaped our upbringing, they served as guideposts for how companies have molded society's beliefs and behaviors through carefully crafted messages that reinforced the myths. Profits poured in and new industries that never before existed prior to the Baby Boomers coming of age became key players in the modern world.

Far too long the myths have been used to dismantle a person's self-worth, profiting off society's suffering. Those days are waning in the face of a more transparent society. No longer abusing the power of these myths will allow companies to genuinely engage ***with all consumers*** on a level that engenders them to their brand. Those who do this right with the 50+ consumer will see their brands well positioned to succeed not only in the market of today, but well in the future.

That said, to have a relevant and positive impact in the age of transparency, decision makers within these companies must be willing to adjust the lens by which they view their role in shaping consumer behavior, and thus, change the role they play in shaping society.

What this means is that when you take into consideration how many major brands have faltered and closed their doors over the past decade, along with the enormous resources used to stay relevant in a rapidly changing world, is it not clear that to disengage from a large segment of the population carries disastrous results to the bottom line of companies and to society as a whole?

With that in mind, understanding these myths allows companies to refocus their brand's messaging on the areas of life that really matter to the 50+ market. To provide context for the seven myths, they are briefly detailed on the following three pages.

1. **Myth of Scarcity:**

The root of all myths says we cannot have all that we want because there is not enough love, happiness, or success to go around for everyone. Believing there is a lack of resources, especially the ones we want the most, creates a survival based mentality. In such an environment, a lack of trust develops, whereby everyone becomes a potential threat to our sense of safety and happiness.

2. **Myth of Shame and Blame:**

The myth that says in order to be happy and have what we think we want, we must follow the rules set down by authority figures. If we question these rules, or attempt to deviate off the boulevard of broken dreams, we are shamed and blamed into submissive silence. This myth protects the fortress that is the status quo, keeping us shackled to all other myths.

3. **Myth of Aging:**

Society has been conditioned to perceive aging as an ugly, painful and distasteful disease. The media and advertising industries reinforce the idea that after we pass the 50+ mark we are slow, obsolete, and unsexy. Not surprisingly, as we get older the belief we are not sleek or sexy accentuates our feeling of unworthiness, which fuels the desire to seek outside gratification in all of its many forms.

4. Myth of Love:

This myth convinces us love, in all of its forms, is fickle, it hurts and cannot be trusted. Therefore, the insidious power of this myth rests on the stories that support the other six myths.

For instance, if we are not beautiful enough or smart enough we can't attract our beloved, or land the ideal job or career. But if we follow the rules and do as we're told, we have a better chance of finding the love of our life and enjoying a fulfilling life.

5. Myth of Prince Charming:

Although this myth is often associated with a romantic fairytale, it is less about being rescued by a handsome prince and more specifically a symbol of our outside search to fill an inner void of abandonment and unworthiness.

Thus, the Myth of Prince Charming represents the proverbial carrot dangled in front of us that persuasively suggests if we follow the rules, we will live happily ever after.

6. Myth of Self-Worth:

Predicated on the belief the only way to be loved and appreciated is to please everyone but our self, this myth strips us of our inner power.

Whatever the criteria to gain approval from someone might be, if we fall short our value and worth is attacked, usually by those we seek the most love, respect and acknowledgement from. Left to question our self-worth, this myth places us on a path of seeking approval from everyone but our own self.

7. Myth of Physical Beauty:

This myth underscores the belief that to be physically youthful and beautiful is to be loved, admired and wanted. If we are perceived as unattractive and ugly, we are deemed undesirable, unwanted and easily discarded.

Although inner beauty is openly spoken of more today than ever before, the myth of physical beauty is still widely used as a basis for gauging someone's worth, giving inner beauty little social value.

~ Chapter 5 ~

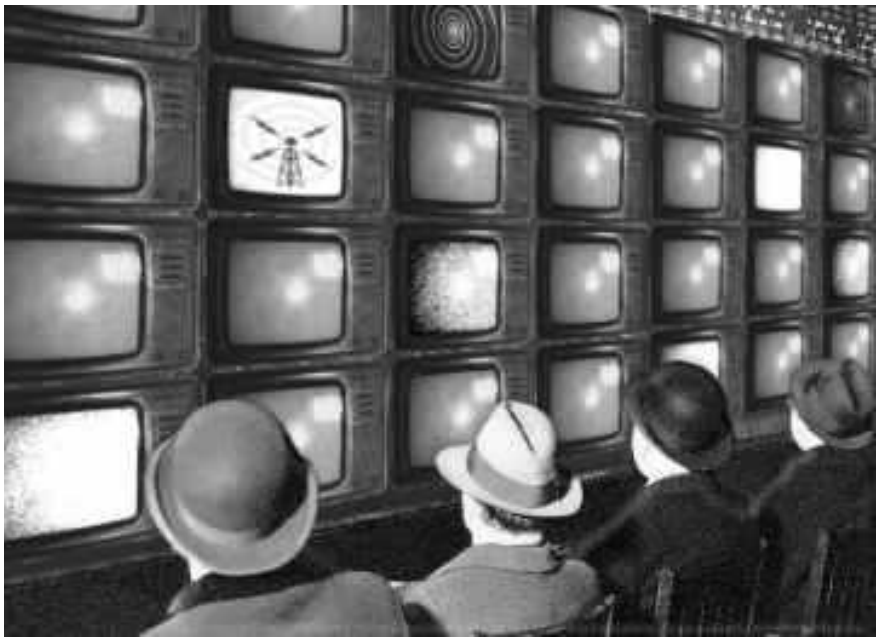
DOES YOUTH REALLY SELL?

When we look at the lack of campaigns that accurately and genuinely engage with the 50+ consumer it would appear the 50+ market is no longer an active participant in the economy. This glaring lack of attention by brands representing a vast array of industries frequented by the 50+ consumer would indicate this market segment is not able to deliver a profitable return on investment (ROI).

Is this true?

The universal consensus from my research reveals that 50+ consumers are fed up with how they are portrayed in the media and advertisements. The general consensus of all I've spoken with can be accurately summed up in a comment offered by a colleague in the entertainment industry:

"Who do these companies think they're advertising to? Our parents and grandparents? It certainly isn't us."



BABY BOOMERS HAVE $3.2 TRILLION TO SPEND ON BRANDS & PEOPLE THEY LOVE

Despite Baby Boomers' direct impact on the global explosion of advertising, and serving as the leading indicator of consumer based spending for nearly six decades, the 50+ consumer has become invisible to the media and advertising industry.

Believing the myth that aging is a disease is to buy into the myth that youth sells.

It has long been believed in the advertising industry that the 18 to 34 year-old consumer are trend setters. This is based on the theory that once they form a relationship with brands as young adults, it is expected they will remain loyal well into their peak earning years, serving as influential brand ambassadors. In today's market, the coveted consumer crown now falls on the Millennials.

Advertisers are convinced youth sells. This belief leads them to blindly devote billions of dollars, and leverage vast amounts of human resources a year, to build a loyal brand relationship with the coveted 18 to 34 market.

Is this investment going to pay off as it did with Baby Boomers and Generation X?

Looking at the industries that came of age during the boomer generation and Generation X it would seem the strategy of targeting 18 to 34 year olds makes total sense. This belief does not take into account that we are living in vastly different times than when my generation or the one that followed us grew up in.

50+ CONSUMERS OWN 63% OF U.S. FINANCIAL ASSETS

With 63% of all financial assets in the United States owned by people fifty and over, their absence on the global advertising stage does not make financial sense. This is especially true when you consider the glaring differences in opportunities and accumulation of debt our generation had compared to Millennials at the same age. Their future is clearly not as defined as ours was.

~ Chapter 6 ~

THE BURDEN OF YOUTH

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Although Baby Boomers and their nest egg were drastically affected by the world-wide economic recession in 2008, Millennials were equally impacted, just in a different way. Whereas Baby Boomers lost money they had, forcing many to extend their stay in the job market, Millennials lost the opportunity to earn money because their expected job market disappeared.

While hundreds of thousands of new jobs are created every quarter, U.S. Census Bureau data reveals a bleak picture for Millennials, as it reports they account for 40 percent of the unemployed in America.

In research commissioned by the Citi Foundation and conducted by The Economist Intelligence Unit in 2015, the 18 to 34 year-old market not only struggles to find suitable jobs, but face significant challenges in obtaining consistent, ***"access to technology, pay equity, and support networks that can help them thrive in cities around the globe."***

Adding to the challenges Millennials face, is the growing weight of student-loan debt, which is estimated at $1.2 trillion in America.

What is being revealed in these numbers is a youth market that has far less spending power than previous generations at their same age. They are also burdened by less prospects for growing their earning power in the coming years. This means ***there isn't enough disposable income to justify the billions of ad dollars spent on them.***

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We all know statistics can lie. That being said, the unmistakable economic fallout over the past several years, with little to suggest it is going to drastically change for Millennials, begs a very important question to address.

Given the unstable economic and political climate around the world, why is such a large financially lucrative market as the 50+ consumer perceived as disposable and unprofitable but a market segment with limited financial resources and less desire to be engaged in conventional means, is coveted to the tune of billions of dollars spent annually to reach them?

Perhaps the answer to bridging this gap is to not only understand the myths that unconsciously drive industries and companies to chase after youth markets as they did in decades past, but to dig deeper into the patterns of consumer buying behavior and demographic data on the 50+ market.

~ Chapter 7 ~

IS THE 50+ MARKET INVISIBLE?

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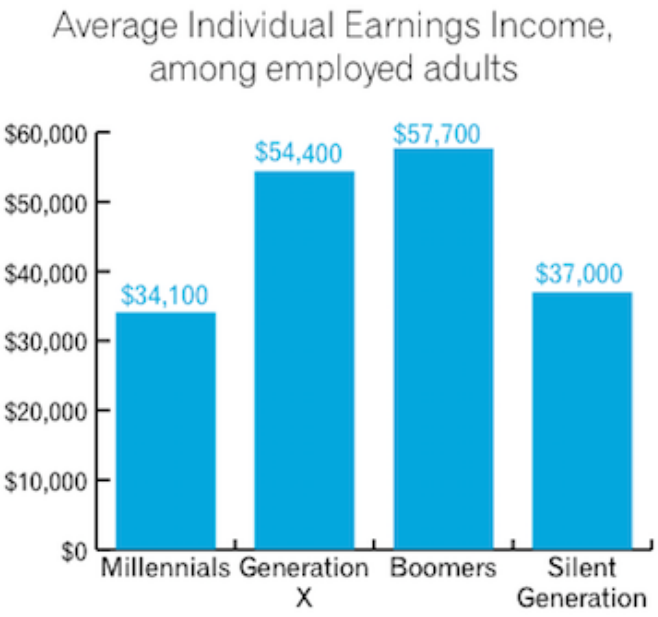
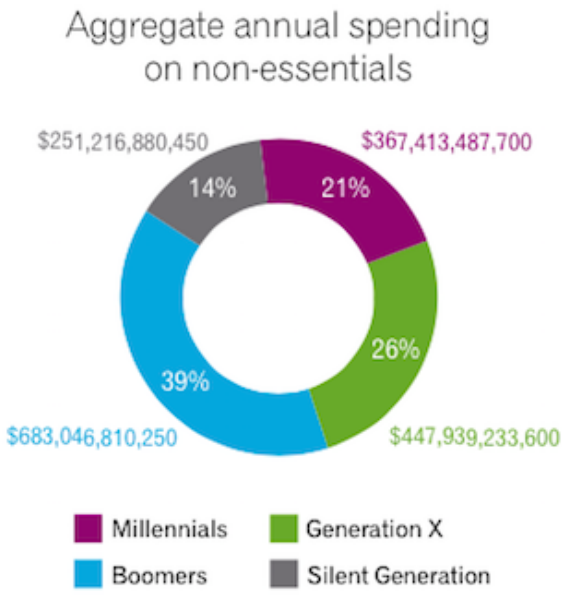
In a March 2012 article for TIME magazine, journalist Brad Tuttle, wrote that: ***"In light of the poor financial situation facing many Millennials, analysts cited by Bloomberg are saying that it may be time to ease off targeting the youth market. They're young, and they may be trend setters, but odds are they're still not the best customers — because they just don't have much money to spend."***

For the past four to six years all consumer market indicators point to the 50+ market as not only thriving, but growing. This cannot be said for the 18 to 34 market. Despite being adversely affected financially by the Great Recession of 2008, the 50+ audience remains the most financially abundant and active consumer market in the world.





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Armed with this data, the companies who are proactively forging genuine relationships with the 50+ market are thriving, such as The BoomShop and Jeep. Not surprisingly, the campaigns these companies put out reflect their respect and deeply layered understanding of the 50+ consumer.

10% OF MARKETING DOLLARS SPENT ON 50+ CONSUMER

Not all companies are following in the footsteps of The BoomShop, who are maximizing their profits by spending their marketing dollars on the 50+ consumer. In a study conducted by brand agency Five-0, it was reported the 50+ market accounts for over 50% of all consumer transactions, yet only 10% of marketing and advertising budgets are placed on this profitably viable audience.

It is estimated that the 50 and over demographic has $3.2 trillion dollars of disposable income, and the population of this audience is expected to **grow by as much as 16 million in the next 10 years,** according to the U.S. Census Bureau.

If we can agree that a market this large and influential is not invisible, is it possible that the 50+ consumer is erroneously perceived by a large contingent of decision makers in the media and advertising industry as slow, obsolete, unprofitable and unsexy?

If so, **what opportunities and profits are being left on the table due to this misperception?**

$3.2 TRILLION TO SPEND ON BRANDS & PEOPLE THEY LOVE

At 111 million people and growing, those in the 50 and over club are everywhere you look. Far more socially and physically active at this age than any previous generation in history, collectively they wield an unparalleled financial influence on society.

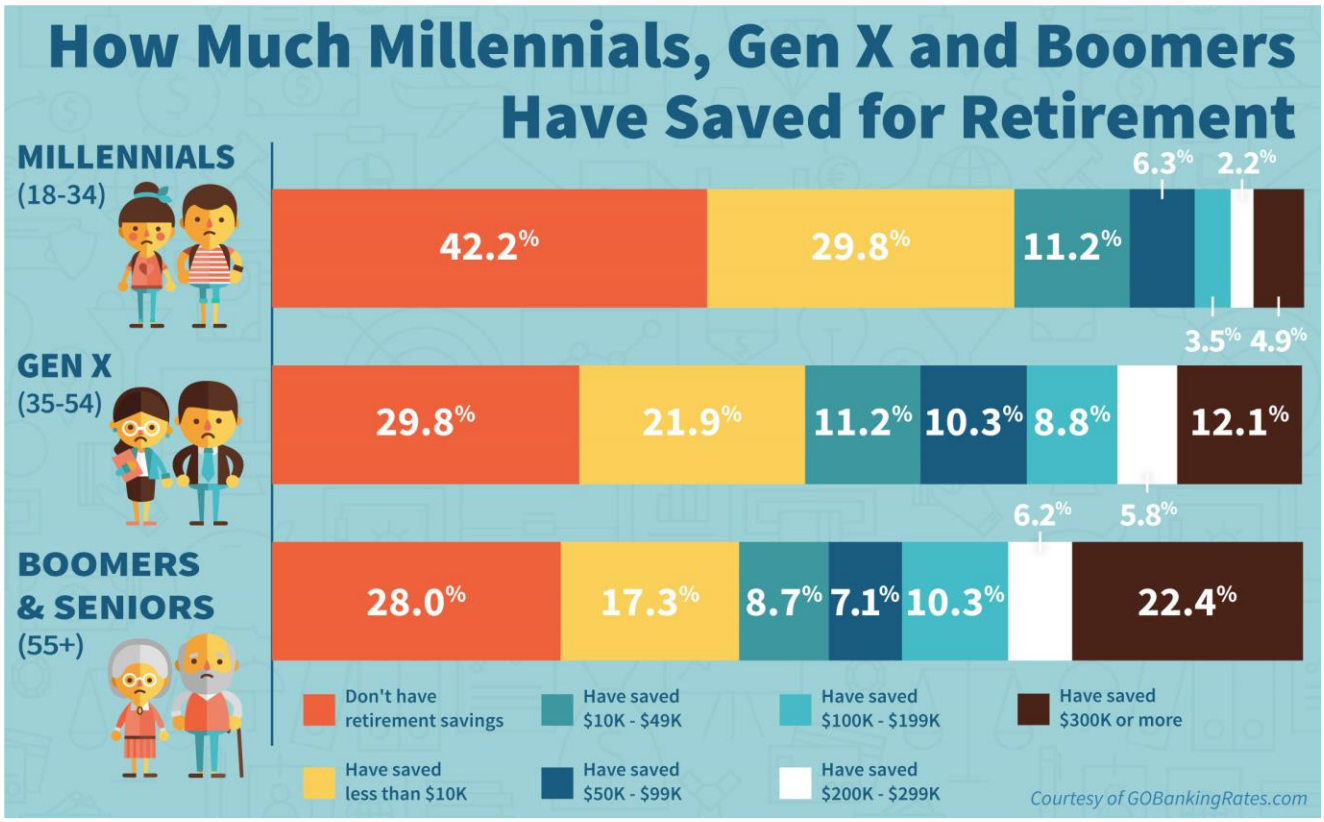
According to a 2013 Consumer Expenditure Survey, the 50+ consumer market spends $3.2 trillion annually on the people and brands they love. This means their purchasing power eclipses the entire Gross Domestic Product (GDP) of countries such as the United Kingdom, Russia, Italy, France and Brazil.

~ Chapter 8 ~

REFOCUS & RENEW YOUR BRAND

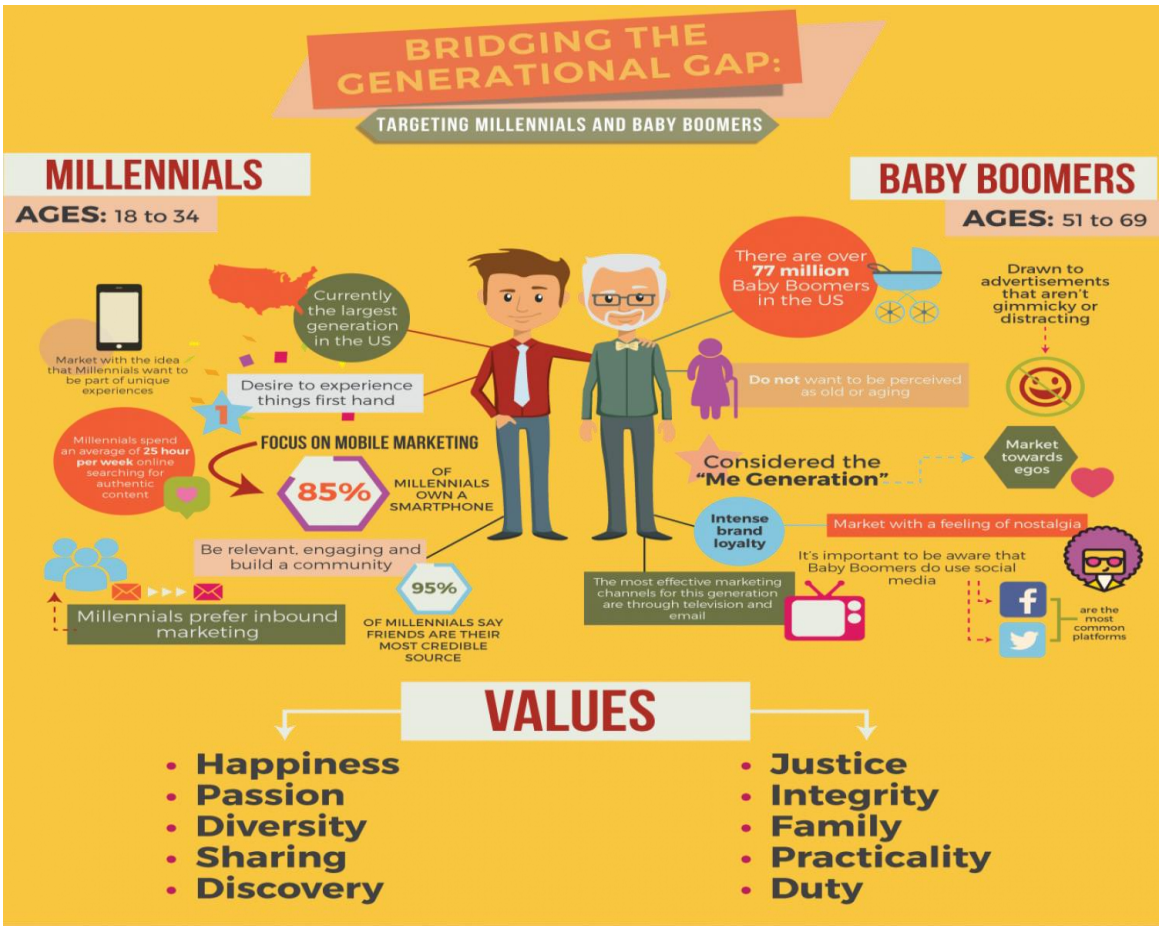
The future is now, and yet, so many companies are basing their present-day profits and future of their brand on an archaic system. For instance, although data suggests Millennials are a growing economic force, and Generation X is in their prime revenue generating years, both generations have yet to reach the level of savings or purchasing power of the 50+ market.

Despite the reality of the numbers, as we have clearly seen the investment of ad dollars and resources are based more on myths. This is not new, as it's been ongoing now for nearly a decade. On top of that, when you factor in that the 50+ market will grow by as much as 16 million people over the next 10 years, the importance of genuinely catering to the 50+ consumer right now can no longer be looked at as a luxury but a necessity.



The data and statistics of the 50 and over market does not support the myth of a slow, obsolete, unsexy and out of touch consumer. In fact, it's quite the opposite. On the other hand, the data and statistics of the Millennial market do not support the myth that youth sells.

When companies refocus their perception away from the myth of aging, they will see an abundance of brand revitalization opportunities with the Baby Boomer market. This renewed perception dovetails into lucrative opportunities with the soon to be 50+ demographic of Generation X, and what is becoming the largest consumer market in the world, Millennials.



Refocusing and renewing your brand with the 50+ market is more than a strategic move. It is ***brand revitalization which is a brand revival.*** By ensuring your message is genuine and emotionally relevant to the 50+ market you revive their zest for being acknowledged, while revitalizing their interest in your band.

The more interest the 50+ market shows in your brand, the longer your brand will remain relevant. Don't take my word for it, though. There is statistic evidence to support this.

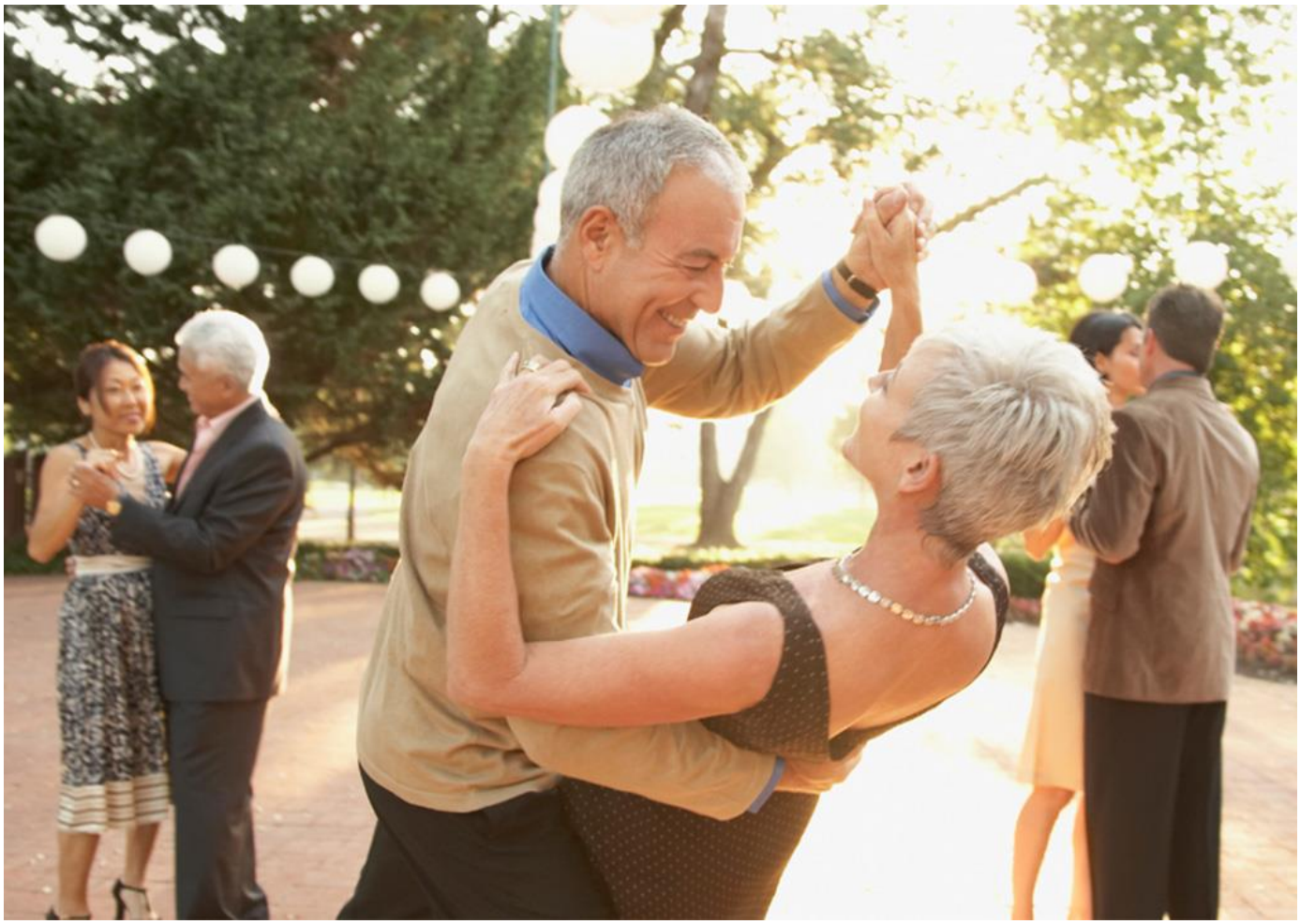
To understand how Generation X and Millennials are influenced by their parents and grandparents, a survey conducted by Elite Daily and Millennial Branding, discovered that 60% of Millennials said they are loyal to brands and 43% said they use the same brands as their parents.

This indicates the brands Millennials and their families are loyal to right now will stand a very good chance of being the brand of choice for the 18 to 34 market for several more decades. That hinges on the way these brands choose to evolve with the buying preferences of both the Millennials and those of their parents and grandparents.

For instance, Generation X represents the additional 16 million consumers who will be over 50 in the next decade. And before you know it, the first set of Millennials will pass the century mark. Considering the influence boomers and Generation X have on Millennials, the way they are treated by brands of today says a lot about where the loyalties of Millennials and Generation X will lie in the near future.

~ Chapter 9 ~

NUMBERS DON'T LIE, DO THEY?



For a consumer base largely underutilized in advertisements, the 50+ market sure can move the needle in consumer spending. In late 2012 an extensive report on Baby Boomer spending was conducted through ABC News. **It estimated that boomers, on a whole, spend a whopping $35 billion a year on their grandchildren.**

When it comes to gift buying, no demographic can come close to those numbers. And they are not shy about gifting themselves. In a 2012 Forbes magazine article the myths about the boomer generation and what they were spending their money on was turned on its head after their startling purchasing patterns were detailed.

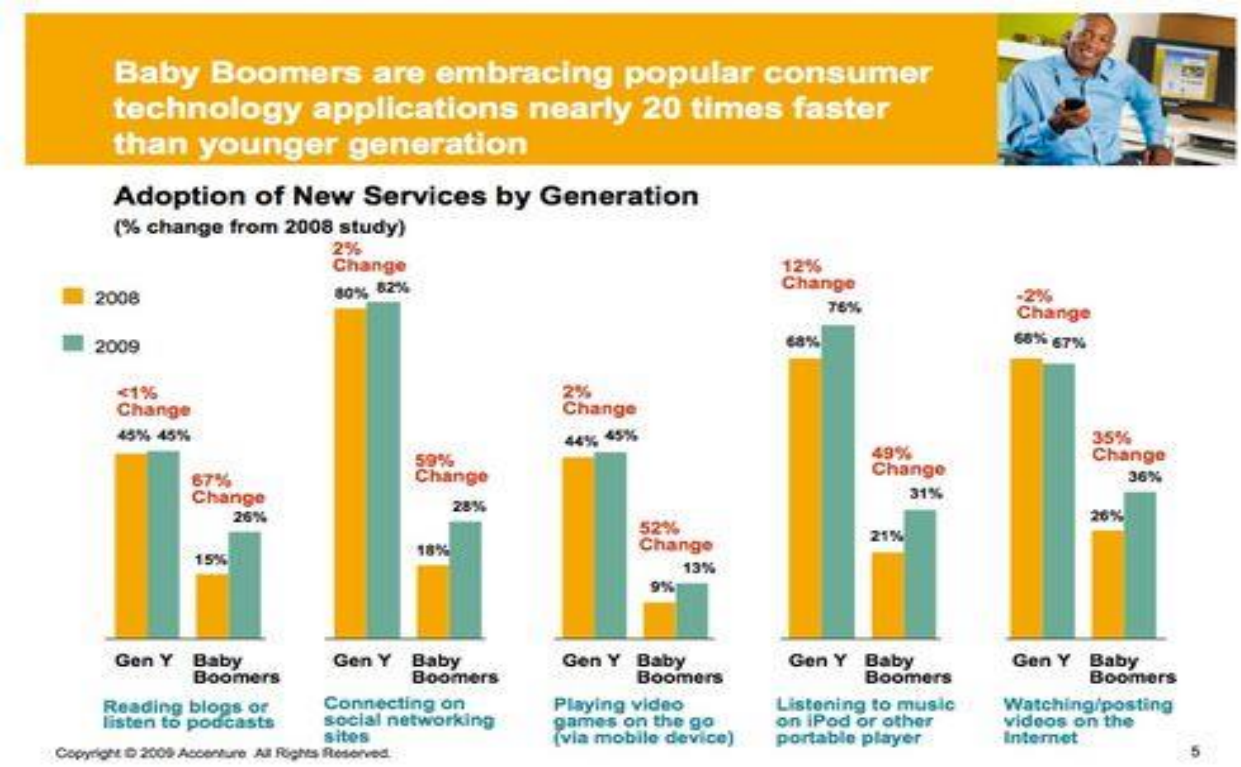
Startling purchasing patterns of the 50+ market, as identified in a 2012 an article by Forbes magazine:

- Baby Boomers are the leading consumers in 119 out of 123 CPG (Consumer Packaged Goods) categories
- Baby Boomers spend more money on technology than Gen X or Gen Y by an average of $650 per month.
- Baby Boomers account for over 40% of all customers who pay for wireless service.
- 53% of all Baby Boomers are actively on Facebook and over 70% go online every day.
- 66% of all Baby Boomers send text messages daily to friends, family and co-workers.
- Baby Boomers spend $7 billion online annually.
- 62.5% of new cars are purchased by Baby Boomers.
- 80% of luxury travel expenses are covered by Baby Boomers.

If major brands are going to remain ambivalent to the purchasing power and buying patterns of the 50+ market, the entrepreneurial and start-up crowd are primed and ready to take full advantage of it. In 2016, CNBC ran a story that revealed with an annual economic footprint of $7.6 trillion, according to AARP, enterprising start-ups are refocusing their attention from Millennials and Generation X to Baby Boomers.

Companies such as Amazon, Honor, Stitch and the aforementioned mentioned, The BoomShop, do not see the 50+ market as a here today, gone tomorrow fad. This is an investment in immediate returns as much as it is taking a long view of a market that is only going to keep growing.

Innovative technology may be at the forefront of these companies offerings, but at the core of this strategy to connect with the 50+ consumer is genuinely engaging content, positive based marketing campaigns, and most important, services that are emotionally relevant and products that are easy to use.



Take the subscription service, Stitch, as prime example of balancing traditional marketing with a customer centric approach rooted in reality that has won over the 50+ market.

Founded in 2014 by Marcie Rogo and Andrew Dowling, Stitch focuses on helping Baby Boomers socialize, travel, make friends and find companions. In their report, CNBC indicated that Stitch has amassed over 50,000 members in 50 cities across the globe at a cost of $15 per month.

In an interview with CNBC, Rogo says they initially used strategies to reach their audience. This ranged from posting fliers, visiting senior homes, to leveraging word of mouth. She added that boomers are, “brand loyal. This is what I love about them. They like the real talk. If they trust you as a brand, they will stay with you. They're not going to hop around like Millennials."

It wasn’t just boomers who found Stich’s business model appealing. She and her co-founder Andrew Dowling have been approached by numerous companies including apparel, travel, and matchmaking services, who are showing keen interest in partnering with Stich to reach the 50+ audience.

Jody Holtzman, senior vice president of market innovation at AARP, reinforces this when he recently said, "The market opportunity here is huge and growing. Many entrepreneurs and VCs have underestimated this space for a long time now, not realizing that the boomer generation needs and wants technology, too. In the beginning, we would go to annual VC events, and the initial reaction to us being there was, 'What the heck are you doing here?' People didn't get it. … But once we started sharing data, it was like, 'Wow you have to be an idiot to turn your back on this growth market.”

~ Chapter 10 ~

DRIVE-THRU, MAKE IT YOUR OWN®

Compelled to do my part in positively changing how the 50+ consumer is perceived and treated, in late 2012, I created a character called, McGranny, and began writing a script for three spec-commercials based on my copyrighted tagline, *Drive-Thru, Make It Your Own®.*

The McGranny character symbolized the vibrant reality of a Baby Boomer, while the commercials served as an example for how companies can cost-effectively build brand loyalty by positively engaging with the 50+ market in a campaign that is rooted in reality. The message behind the Drive-Thru, Make It Your Own® campaign is that this is our life, our story and our time. We will make our experiences our own and we like to share in the good times with family and friends.

To reach the audience this message resonates with I understood the importance of utilizing online and offline platforms that could distribute inspiring, humorous and thought provoking content. The intent of this content is reality based and designed to reinforce the idea that Baby Boomers are a powerful and influential force to be admired, respected and genuinely honored.

THE INVISIBLE CUSTOMER WITH ALL THE MONEY™

AN EXCLUSIVE E-BOOK BY JOANIE MARX & PETER CLARK NELSON

The new and refreshing way Baby Boomers can be portrayed in advertisements, as shown in the *Drive-Thru, Make It Your Own*® spec-commercials, helped propel my book to a #1 Amazon Best Seller status. It also spurred the interest in redefining how Baby Boomers are portrayed in advertisements.

With the success of the book and message of *Drive-Thru, Make It Your Own*® resonating with more people, in 2015 I was hired to play, Mary the Bird Expert, in a hugely popular campaign for Zyrtec. Although the commercial and campaign takes a humorous approach to the benefits of Zyrtec, it portrayed my character in a reality based setting. The spec-commercials, book and my role in the Zyrtec campaign has helped reshape the image of Baby Boomers around the world.

"You took my words and created a multi-dimensional performance with heart. You brought an abundance of life, passion and enthusiasm to the project."

~ Sarah Chase - Lead Copywriter, Walter Thompson, New York ~

"You were a big hit for us."

~ Howard Lenn – Group Creative Director, Walter Thompson, New York ~

~ Chapter 11 ~

IS YOUR BRAND READY FOR THE 50+ CONSUMER?

With Generation X already knocking on the door of the 50 and over market, the overall size of the 50+ audience is expected to grow by as much as 16 million people in the next decade, according to the U.S. Census Bureau. Can the value of connecting with this highly lucrative and financially viable audience truly be overlooked any further?

If you're in charge of crafting campaigns for Baby Boomers and believe the myth that people over the age of 55 are slow, unsexy and obsolete, you may be prone to irrevocably damaging the credibility of your brand with an audience that is only going to grow in size.

HOW CAN JOANIE MARX ADVISE YOUR COMPANY?

A graduate of the University of California, Berkeley, with a Degree in Psychology, the multi-faceted career of Joanie Marx spans both the world of Hollywood and business. With 30 years as a full-time actress, spokespeerson and ***having founded and sold a multi-million dollar consumer product business, she knows how to represent brands and communicate a positive message when and where it matters most.***

Whether it is through a one-on-one advisory capacity, serving as your brand's spokesperson to the Baby Boomer market, or both, when it comes to refocusing and reinventing a brand's relevance with those over the age of 50, Joanie uses her unique expertise and engaging personality to transform your organization's image and message in innovative and highly effective ways.

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JOANIE ADVISES COMPANIES ON:

- Where and how to create multi-generational campaigns that broaden your market reach without diluting your brand's core message.

- The 'Seven Baby Boomer Myths' and how to reinterpret them – so as to maximize your profits and brand credibility with the 50 and over market.

- The truth about how Baby Boomers view age, sex, money and technology, and how companies can effectively leverage this reality in their online and offline campaigns.

- Hot markets for Baby Boomers that range from financial services, entertainment, healthcare, care-giving, and travel.

- Crafting reality baseed, emotionally relevant campaigns, online and offline, with Joanie as your spokesperson that fosters goodwill for your brand and creates compelling conversations around your brand and the 50+ market.

SCHEDULE A COMPLIMENTARY CONSULTATION

Do you know of a brand exploring new opportunities to engage the Baby Boomer and 50+ market on an emotionally relevant level? Or perhaps you work for a company seeking new and authentic ways to inspire their employees to shine in the spotlight when it matters most?

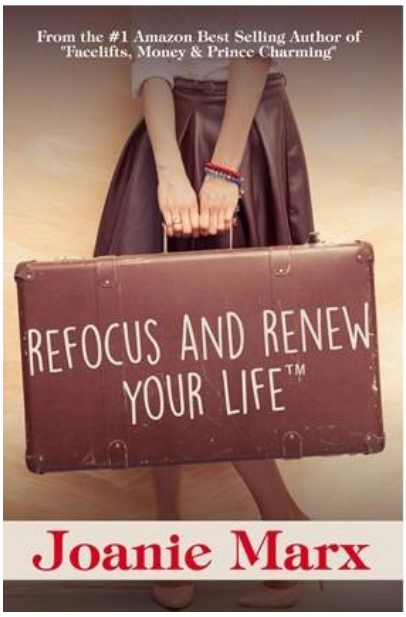
If so, call 1-818-317-4415 or email Joanie and schedule a complimentary consultation on how she can provide timely and profitable guidance on your next campaign to the 50 and over market, as well as explore having Joanie serve as your 50+ spokesperson.

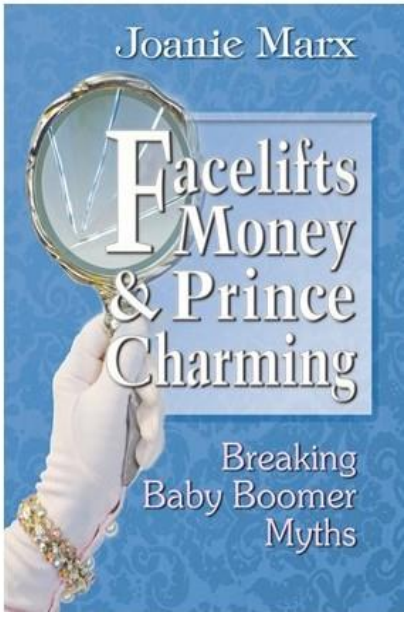
Joanie Marx
Refocus & Renew Your Life™

www.JoanieMarx.com

www.Facebook.com/refocusandrenewyourlife

MEET JOANIE MARX





Joanie Marx
Refocus & Renew Your Life™

www.JoanieMarx.com

www.Facebook.com/refocusandrenewyourlife

THE INVISIBLE CUSTOMER WITH ALL THE MONEY™

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A leading authority on refocusing and renewing your life, ***Joanie Marx*** is on a mission to revolutionize the way all generations perceive love, aging and happiness.

Joanie is the author of the acclaimed #1 Amazon Best Seller, ***"Facelifts, Money & Prince Charming: Break Baby Boomer Myths & Live Your Best Life"*** and the author behind the soon to be released book, ***"Refocus & Renew Your Life™."***

As a ***highly sought after Baby Boomer Advisor and brand spokesperson for companies,*** Joanie addresses how companies can reinvent their brand and build life-long loyalty with ***"The Invisible Customer with All the Money™"***.

A graduate of the University of California, Berkeley, with a Degree in Psychology, Joanie's multi-faceted career spans both the world of Hollywood and business.

With ***30 years as a full-time actress and brand spokesperson in Hollywood,*** she has appeared in several national commercials and co-starred in dozens of television shows, films and stage plays. Along the way, ***Joanie also founded and sold a multi-million-dollar consumer product business.***

To schedule a meeting with Joanie to discuss purchasing the rights to the *Drive-Thru, Make It Your Own*® tagline and spec-commercials, or to explore how she can help revitalize your brand with the 50+ market, call 1-818-317-4415 or email Joanie@JoanieMarx.com.

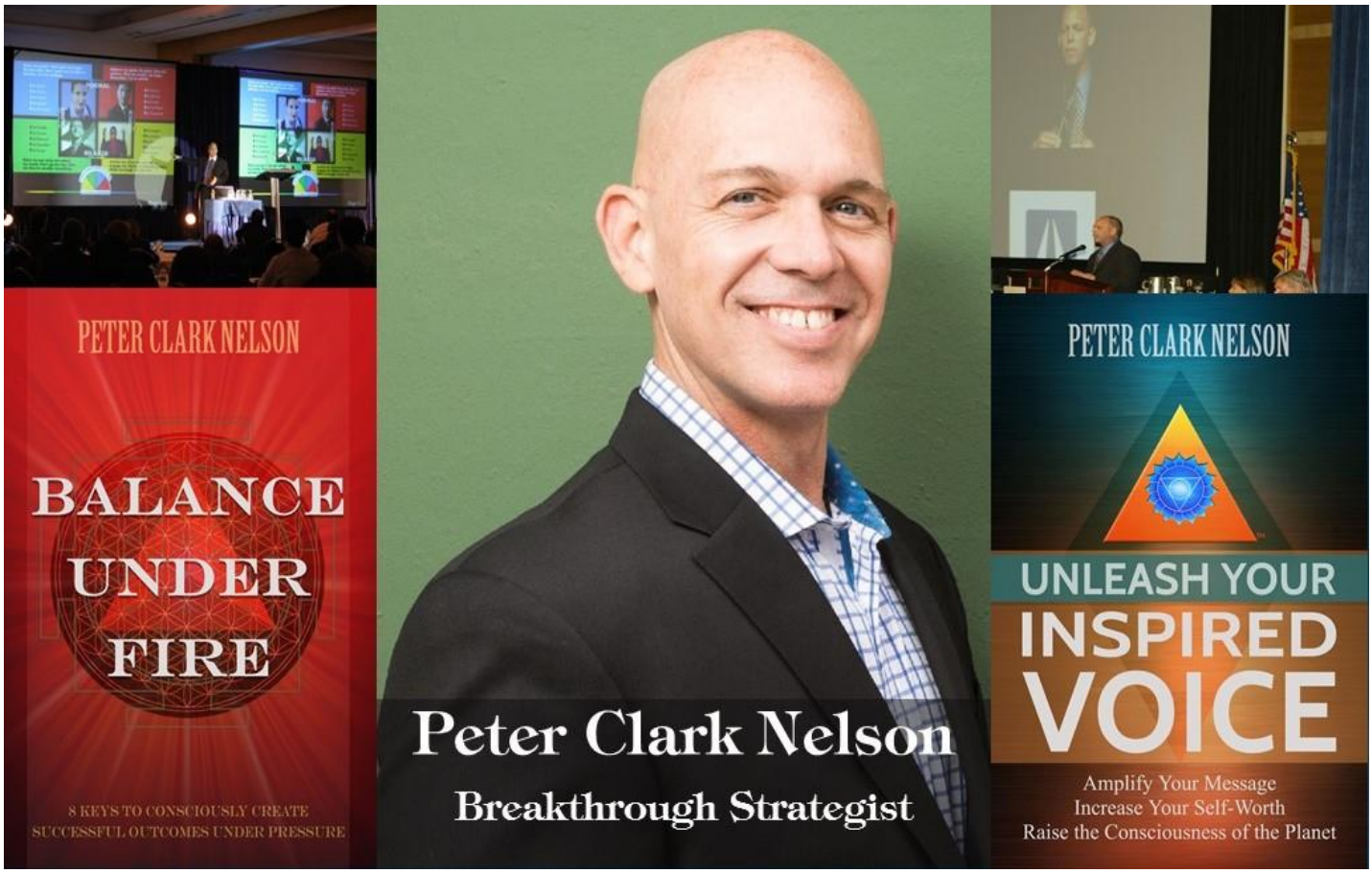
Learn more about Joanie and please visit www.JoanieMarx.com.

On Facebook Visit:

www.Facebook.com/refocusandrenewyourlife
www.Facebook.com/McGrannySecret

Joanie Marx
Refocus & Renew Your Life™

MEET PETER CLARK NELSON



THE INVISIBLE CUSTOMER WITH ALL THE MONEY™

AN EXCLUSIVE E-BOOK BY JOANIE MARX & PETER CLARK NELSON

For over 20 years Peter Clark Nelson has served as a breakthrough strategist, marketing and sales advisor and content strategist for thousands of business owners, Fortune 500 corporations, public speakers, professional athletes and authors who are ready to harness the power of their inspired message to positively transform the quality of people's lives.

Along with being a prolific writer and ghostwriter for clients, Peter has also been an active public speaker and creator behind some of the most impactful marketing, sales, and goal setting courses over the past two decades. From 2000 to 2009 he delivered public seminars, workshops, private trainings, and virtual programs on sales, marketing, goal setting, and content strategy to over 20,000 professionals across North America and Europe.

From 2002 to 2005 Peter oversaw a three-year research study on peak performance whose findings were turned into the acclaimed book, ***"Success Under Fire: Lessons for Being Your Best In Crunch Time"***, which he co-authored with NBA Hall of Famer, Jamaal Wilkes and renowned business psychologist, Dr. Gail Schaper-Gordon.

The direction of Peter's career took a dramatic turn between 2008 and 2009. While delivering a seminar in Los Angeles, Peter suffered a minor stroke which had a severe effect on his central nervous system. In order to uncover the root cause of this life-altering health scare, and regain balance in his life, soon after his stroke, Peter sold off his interest in multiple businesses he was involved in, significantly scaled back his client work and stepped away from public speaking engagements.

Embarking on a journey to reconnect with his Soul's purpose, Peter discovered the importance of living, serving, and creating from a conscious minded and heart-centered perspective in everyday life, as well as in the high-pressure world of business. This journey has allowed Peter to become a go-to-resource and profitable collaborator for companies and entrepreneurs seeking to align their vision with the heart of their customer in a genuine and emotionally empowering way.

Today, Peter collaborates with clients as a breakthrough strategist, ghostwriter, energy intuitive and content and marketing advisor. He has several online courses launching in 2017, along with two more books including, ***"Unleash Your Inspired Voice" and "Balance Under Fire".***