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What Do Baby Boomers Want Now? According to Onesixtyfourth's CultureQ Research, More Enrichment and Security, Less Exploration and Discovery

Marketers need to address this still-powerful cohort's hopes and fears

New York, June 21, 2013 – Once the poster child for optimism, and a generation that would boldly grasp opportunity, many Baby Boomers are feeling bruised and battered by the prolonged downturn and lack of political governance, according to a recent study by **CultureQ**, branding consultancy Onesixtyfourth LLC's ongoing research initiative that helps brands understand audiences.

"Many boomers increasingly find their belief in the future diminishing at the same time they know they have a lot left to contribute," said Anne Bahr Thompson, Founding Partner of Onesixtyfourth. "They tell us the way the country is developing is not necessarily aligned with their values and they want to ensure that their needs are seriously being recognized."

She adds, "Achieving financial security, maintaining health and fulfillment are now their top hopes, and continued economic uncertainty followed by war, crime and terrorism are their primary fears. Marketers need to understand that Boomers are seeking clarity and evidence that things are genuinely progressing and moving forward, rather than unsubstantiated and shifting rhetoric."

Ms. Bahr Thompson suggests the following strategies for brand managers in targeting Baby Boomers:

1. **I'm not a stereotype.**
Rather than pigeonholing Boomers into traditional aging or senior populations, brands should segment Boomers based on who they are, not the life stage they represent. Acknowledge the breadth and diversity of their attitudes, ambitions and lifestyles.
2. **Help me first.**
Brand credibility begins with helping Boomers address their daily challenges. Deliver tangible benefits that enable them to maximize their budgets, pay their bills, proactively manage their debt, find alternative ways to increase their income so they can provide for their kids' college education, and contemplate or enjoy retirement.
3. **Go back to the basics.**
Ensure your products and services are reliable, and help Boomers feel more empowered and in greater control. Use your brand's influence to advocate for a more respectful society that values transparency; clearly communicate your progress and the benefits of your actions.
4. **Make me feel good about myself.**
Baby Boomers are weary of living with the uncertainty imposed upon them by the prolonged economic downturn. They are searching for opportunities to relax, feel more productive, enrich their skills or develop new ones.
5. **Involve me in the solution.**
Give Boomers opportunities to connect with their favorite causes. Empower them to co-create collective campaign concepts that connect them to one another and broader communities...and that drive solidarity.

CultureQ reports are available individually or as a subscription service with opportunities for customization. For more information about *CultureQ*, visit www.onesixtyfourth.com.

About Onesixtyfourth

Onesixtyfourth is a trend-based, brand and communications strategy boutique that uses its unique understanding of cultural shifts & social movements to inspire innovation and growth.

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