

## **Baby Boomers Show More Trust In Print Advertising Than Online Ads**

### **Reaching Baby Boomers through Print Advertising**

The Baby Boomer generation, those individuals who were born between 1946 and 1964, is now the largest group of consumer spenders. The Baby Boomers “account for nearly \$230 billion in sales for consumer packaged goods or 49% of total sales overall. In contrast, they are only targeted by a very small percentage of advertising totally at less than 5%. This is absurd!

While traditionally this generation is comprised of a very loyal consumer bunch, there is some difficulty in effectively targeting and advertising to baby boomers. According to Bloomberg, “Consumers over age 50 have 2.5 times the discretionary spending power of the coveted 18-to-34 age group. Yet ads aimed at boomers still seem to miss the mark.”

Additionally, while Baby Boomers are very active shoppers online, like most other people, they are more likely to trust ads found in other types of media over online ads. Because Baby Boomers are such a large diverse group it means advertising to them can get costly. Advertisers need to know about the variety of opportunity there is to reach baby boomers more effectively through traditional media.

### **The Challenge of Marketing to Baby Boomers**

The boomers represent a large group of people with diverse interests. Because of this, it requires a lot more thought to effectively market to them. These trailblazers don't like to think of themselves as easily characterized. Baby Boomers like to think of themselves as individuals who are forever young. Each generation is living longer than the one before and baby boomers are capitalizing on this. They are active and they feel younger than previous generations did.

Better yet, they have money to spend while they age. While Boomers can be a high potential, under-leveraged opportunity, targeting them will require brand spend. All marketing budgets have limits and no smart marketer wants to spread them too thinly across two or more target markets. Identify one or several small, high potency segments that will deliver a high ROI for a limited, highly targeted spend.

### **Marketing Approaches to Remember With Baby Boomers**

1. “We understand you.” This means it is helpful to focus your messaging. The focus should be on how your product or service solves a problem for them. Show them how your product or service can make their life easier.
2. Prefer a custom package. Look for something that is tailored to them and their needs. The baby boomers love to have information presented to them in terms of categories and options. However, they do not want to spend a ton of time figuring out what features and specifications they need. They expect it to be done for them.
3. Boomers are one of the largest generations ever which spawned competition. Because of this, it is good to take the time to explain how doing business with your organization can give them a competitive or positive advantage.

4. Focus on customer service. Show them that you are willing to go the extra mile and cater to their needs.
5. Show them the Facts. They will look for statistics, charts and graphs. Questions should be answered thoroughly with simple straight forward facts with which to make a decision
6. Show them know your Credentials. The baby boomers are the first ever generation of MBA holders. They appreciate titles and respect them as well as evidence of your expertise.

For advertisers who are looking to diversify their advertising campaigns and increase their ROI, this is good news. **Traditional forms of advertising like newspaper and magazine have a big appeal among the boomers and are a great way to improve the ROI of an advertising campaign.**

### **What Advertising Do Baby Boomers Trust Most?**

Baby Boomers show more trust in Print Advertising than online ads. Newspapers and magazine offer an uncluttered way for ads to be seen. **Studies also show that print ads display more of the information that consumers need in order to react and buy. Additionally, campaigns that include print have been found to have a more positive impact on purchasing behavior than those that do not.** By creating campaigns that include a variety of media including print, your marketing efforts are more likely to attract this generation of high earners. 76% of adults age 55 or older are newspaper readers.

### **When Do Baby Boomers Read Newspapers?**

Reading print, because it is something they have always done, Baby boomers still typically plot out time to read traditional printed publications on a regular basis. For many of them, it has always been part of their regular routine. Being able to see the same ads repeated in their favorite publications is a great way that advertisers can solidify themselves as a reputable brand with a baby boomer.

Forbes says, “Placing ads in publications such as specialty magazines can effectively reach niche audiences that may be more difficult to target online.” Printed news is seen as being much more credible than online advertising and is the perfect venue to reach boomer. Baby boomers have always read print publications and newspapers, so it still remains a habit. They trust what it has to say. In fact, according to Market Wired, Baby Boomers devote 2.87 hours per week to reading newspapers and magazines.

### **What Publications Do Baby Boomers Read The Most?**

For advertisers who are trying to capitalize on reaching this active market, it is important to make sure and place advertising in publications where they are actively looking. As baby boomers age they are going to have increasingly more time to devote to hobbies and interests that younger groups are not able to focus on. For this reason, placing advertising in niche publications that target this lucrative demographic.

## **Top Magazines for Boomers are Niche and Specialty Publications**

Niche publications offer advertisers an easy way to reach the ideal audience for their product or service. Audiences that subscribe to a magazine about their favorite hobbies or topics are typically very loyal readers who will spend upwards of an hour and a half enjoying each issue. The newspaper readership of publications consists of loyal subscribers who are affluent high earners. They also have ample time to spend enjoying their favorite past times and hobbies. Baby boomers are active individuals who still enjoy traveling and have more time to spend on leisure activities that they participated in during their youth.

This article was written by Raeanne Mayer and originally published in *Generational Marketing*