



Marketing to Gen Z *and* Boomers: Insights & Strategies to Bridge the Generation Gap


Morning Light
STRATEGY
The future is old.

AgeTech
Collaborative™
FROM AARP®

Morning Light Strategy is a participant in AgeTech Collaborative™ from AARP®


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Brands can build stronger connections with both Boomers *and* Gen Z by avoiding the reinforcement of stereotypes and focusing on inclusive, authentic & positive messaging. In doing so, brands can enhance their market presence, foster stronger loyalty, and drive growth.



Bridging the Generation Gap: What are the Upsides for Brands?

Expand Market Reach

- Reach a wider demographic & increase your customer base
- Resonating across generations enhances brand recognition & penetration

Enhance Brand Image

- Brands that communicate across generations are seen as inclusive, adaptable, and forward-thinking.

Increase Loyalty

- Families often share brand preferences & influence across generations
- Brands that appeal to older and younger tend to be seen as more trustworthy.

Improve Innovation

- Engaging with both generations provides diverse feedback, helping brands improve and innovate their offerings and content.

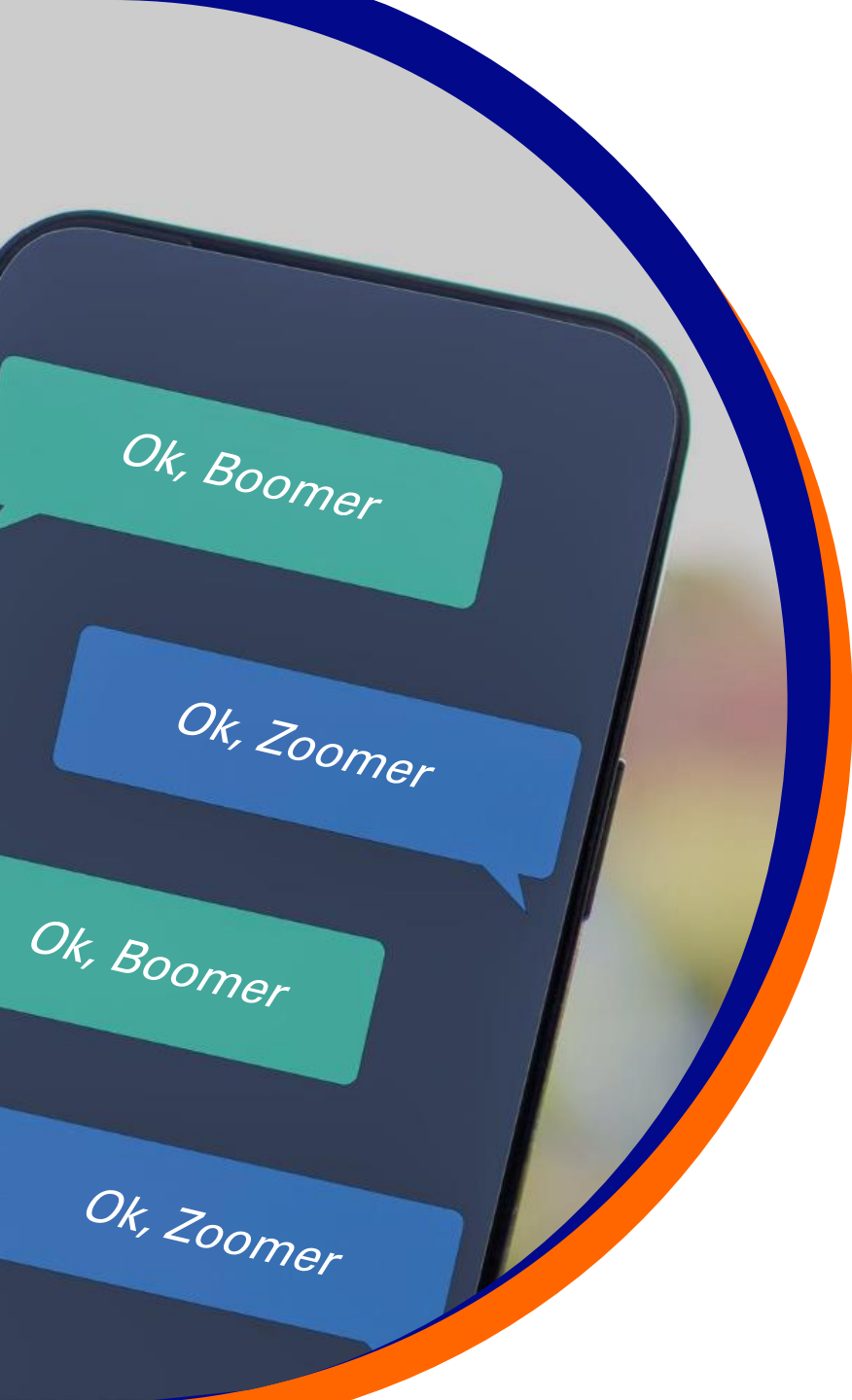
What We Did

We conducted qual-quant research among Baby Boomers and Gen Z individuals in order to:

- Uncover how Boomers and Gen Z perceive each other and themselves
- Identify common ground and key differences between these generations
- Develop marketing strategies that resonate across both groups.

Method Details:

- Digital Data Collection
- Fieldwork Period: July 10, 2024
- N = 100 US Sample of Gen Z and Baby Boomers
 - N = 50 Gen Z Age 13-27
 - N = 50 Baby Boomers Aged 60-78



Bridging the Gap: Implications for Marketing

How to Reframe Perceptions & Avoid
Stereotypes

Strategies for Cross-Generational
Marketing



REFRAMING BABY BOOMERS & GEN Z IN MARKETING



Marketing to Boomers should **respect their values** and **emphasize their strengths**. Highlight the **adaptability & continued relevance** of Boomers, showing respect for their experiences while also demonstrating openness to change.



Marketing to Gen Z should leverage their **creativity, inclusivity, and adaptability**. Highlighting opportunities for **genuine engagement & contribution** can resonate with their self-perception as hardworking and motivated.

RE-FRAMING GEN Z IN MARKETING

Show Me Like This...



Technologically Savvy



Hardworking & Motivated



Open Minded & Accepting



...Not Like That

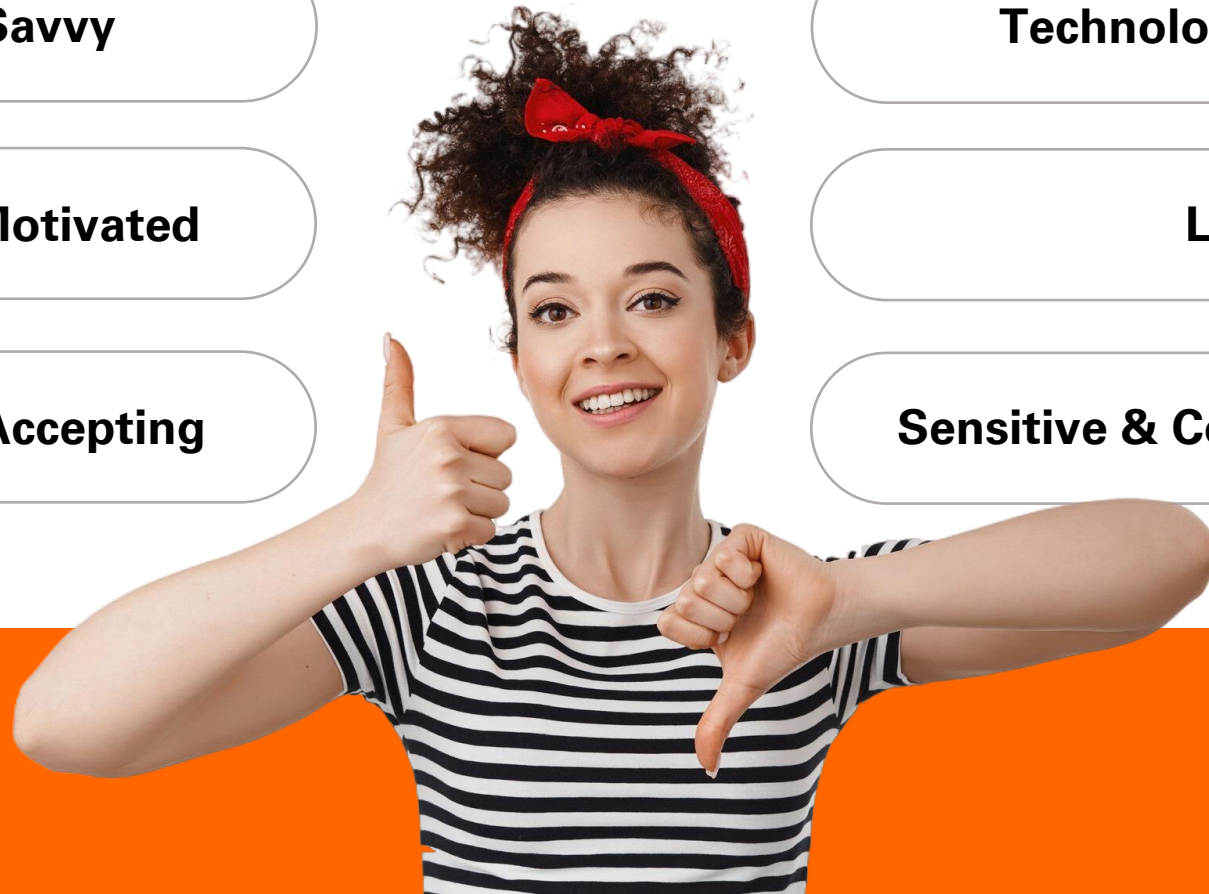
Technology-Dependent



Lazy & Entitled



Sensitive & Confrontational



RE-FRAMING BABY BOOMERS IN MARKETING

Show Me Like This...



Technologically-Adapted



Traditional Values



Experienced & Wise



...Not Like That

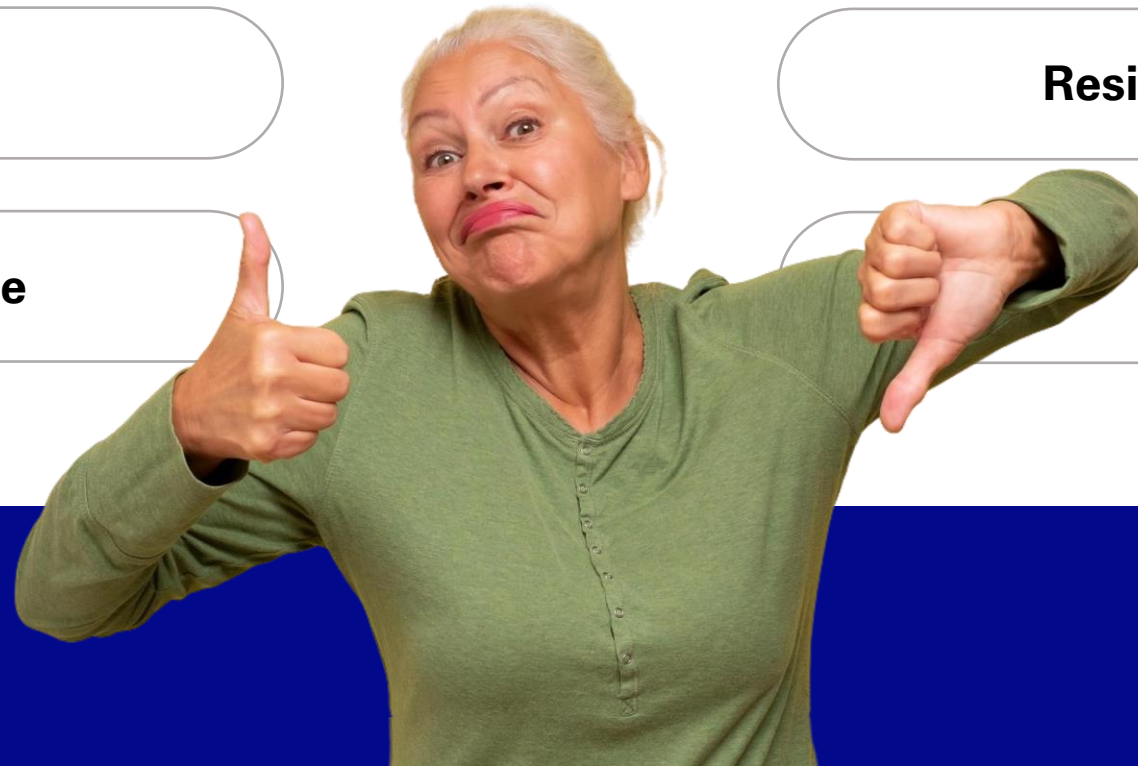
Technologically-Challenged



Resistant to Change



Old & Outdated



CREATING COMMON GROUND

There is enough common ground between Baby Boomers and Gen Z to develop effective marketing that resonates with both groups. By focusing on shared values such as hard work, adaptability, financial security, and community, marketers can create campaigns that bridge generational gaps and appeal to a broad audience.

1. Emphasize Shared Values:

- **Message Example:** “Building a better future together” can appeal to Boomers’ desire for stability and Gen Z’s concern for social justice and the environment.
- **Execution:** Use stories and imagery that show both generations working together to solve problems, highlighting intergenerational cooperation.

2. Highlight Work Ethic and Contributions:

- **Message Example:** “Celebrating hard work and innovation”
- **Execution:** Showcase stories of both Baby Boomers and Gen Z contributing to their communities, workplaces, and families. Emphasize the value of hard work and resilience via content that features Boomers sharing their life experiences and work ethic alongside Gen Z individuals who are pursuing their dreams and working hard to overcome modern challenges.

3. Promote Lifelong Learning and Adaptability:

- **Message Example:** “Never stop learning, never stop growing”
- **Execution:** Offer content that encourages continuous learning and skill development. Highlight examples of Boomers learning new technologies and Gen Z developing new skills. Develop content that showcases Boomers and Gen Z learning from each other.

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4. Focus on (Financial) Security:

- **Message Example:** “Secure your future, no matter your age”
- **Execution:** Share success stories of Boomers who have successfully planned for retirement and Gen Z individuals who are taking steps to secure their financial future. Feature financial experts from both generations giving advice on financial security, demonstrating that financial wisdom is valuable across ages.

5. Build Community and Connections

- **Message Example:** “Stronger Together”
- **Execution:** Create platforms or events that foster community building and intergenerational connections. Highlight shared activities, such as family gatherings, volunteering, or community projects.

TAILORING THE EXECUTION

While there are themes that can resonate with both Boomers and Gen Z, there are also areas where tailored approaches may be more effective for each group due to their differing values, experiences and preferences.

Technology & Digital Engagement:

Gen Z: Highly tech-savvy and digital natives

- Emphasize the latest technology trends, innovations, and digital-first experiences.
- Use influencers and content creators to reach them, and leverage engaging short-form videos and interactive content on platforms like TikTok, Instagram, and YouTube.

Boomers: *Maybe less familiar with tech trends and prefer straightforward, practical tech*

- Highlight ease of use, reliability, and practical benefits.
- Offer detailed guides, tutorials, and support and reach them with more traditional digital channels like Facebook, email newsletters, and informative websites.

Health & Wellness:

Gen Z: More aware and open about mental health and holistic wellness.

- Emphasize mental well-being, stress management, and work-life balance.
- Use platforms like Instagram and wellness apps to reach them with inspirational and supportive content, resources, tools, and products

Boomers: More focused on physical health and managing chronic conditions

- Highlight the importance of staying active, regular check-ups, and maintaining a healthy lifestyle.
- Use traditional media like TV, radio, and health magazines, along with online resources to provide information on preventive care, and to promote tailored fitness routines and health supplements.

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Financial Planning & Stability

Gen Z: At the beginning of their financial journey

- Emphasize the importance of starting early, financial literacy, and achieving financial independence.
- Use apps, social media, and online financial influencers to reach them with educational content on personal finances, investing basics, and managing student loans.

Boomers: More focused on retirement planning, asset management, and legacy planning

- Highlight security, peace of mind, and ensuring a comfortable retirement.
- Use financial advisors, webinars, and print materials to provide in-depth information on topics like retirement savings, estate planning, and healthcare costs in retirement.

Values & Lifestyle

Gen Z: Values diversity, inclusivity, and social justice

- Emphasize brands' commitments to social causes, diversity, and environmental sustainability.
- Use inclusive language and imagery, promote ethical and sustainable practices, and engage on platforms and in support of movements that resonate with their values.

Boomers: *Some* may hold more traditional and conservative values

- Highlight reliability, tradition, and community.
- Use traditional media like TV, newspapers, and community events and focus content on family-oriented products and messages and brand heritage.

Key Insights

How do Boomers/Gen Z perceive their own generation?

How do Boomers/Gen Z perceive the other generation?

How do Boomers/Gen Z perceive themselves?



A photograph of three young people (two women and one man) standing outdoors in front of a body of water and a pier. The woman on the left has long dark hair and is smiling. The man in the middle has a large afro and is looking towards the camera. The woman on the right has curly red hair and is looking slightly to the side. The background shows a clear blue sky and a concrete pier structure.

Gen Z:

How You See Me, How I See Me

When asked to describe themselves, *Zers* highlight their creativity, compassion, motivation, open-mindedness, and self-confidence.

I would describe myself as...



How You See Me

Boomers on Gen Z

"Those kids that use technology"

"They never take their eyes off the phones"

"Addicted to their phones"

Gen Z on Gen Z

"A creative, smart person."

"Creative"

"Innovative."

"Athletic, smart; I play football and I receive good grades."

How You Don't

How You See Me

Boomers on Gen Z

"Entitled and lazy. They have no work ethic."

"Privileged because they had it easy"

"Entitled. Because they don't believe they should have to work hard to get stuff."

Gen Z on Gen Z

"Hard working because I always work for what I want and need."

"Motivated and hardworking. Because I'm dedicated to making sure the job is done properly."

"Hardworking because I have a job, and I take care of stuff at home."

How You Don't

How You See Me

Boomers on Gen Z

"Sensitive because they seem to get offended easy."

"Wimpy. They are emotionally sensitive."

"Confrontational."

"Immature and sensitive."

Gen Z on Gen Z

*"Kind because I'm **accepting** of everyone."*

*"**Open minded** because I'll hear out all sides."*

*"**Caring**; I'm always there for my friends when they need me."*

*"**Open-minded**; I like to give strangers the benefit of the doubt."*

How You Don't

A photograph of an elderly couple walking outdoors. The woman in the foreground has short, white hair and is wearing a blue collared shirt. She is smiling broadly and looking towards the camera. The man behind her has white hair, a beard, and glasses, and is wearing a light-colored sweater over a collared shirt. He is also smiling. The background shows a street with buildings and a clear sky, suggesting a sunny day.

Baby Boomers:

How You See Me, How I See Me

How You See Me

—— Gen Z on Boomers

*“Old-fashioned, because they tend not to understand **technology**.”*

*“**Tech deficient** because they don’t keep updated.”*

*“**Not able** to adapt to **technology**.”*

—— Boomers on Boomers

*“Unusually **tech advanced** because my kids make sure I am.”*

*“I’m **trying** to adjust to the changes, in the phones.”*

*“I am **curious**, love **learning** and **growing**.”*

*“Old but **willing** to learn because I like to keep up with new things.”*

How You Don’t

How You See Me

Gen Z on Boomers

"Outdated; they don't know how to change."

"Old-fashioned because they don't like to adjust their viewpoints."

"Stubborn because they are stuck in old habits."

Boomers on Boomers

"Experienced, mature."

"Wise and empathetic because I think before I act and speak."

"Experienced and calm."

"Experienced of life."

How You Don't

How You See Me

—— Gen Z on Boomers

*“Rude because they grew up **entitled**.”*

*“Arrogant and **dismissive** because the world has changed.”*

*“Think they’re **better** than everyone.”*

*“They’re so hard on younger generations and think they’re **superior**.”*

—— Boomers on Boomers

“Conservative; I like rules.”

“Idealistic. There is so much good and beauty in the world.”

“Informed and educated.”

“We went through a lot in our lives.”

How You Don't

A photograph of two women standing back-to-back in a meeting room, both smiling warmly at the camera. The woman on the left has grey hair and is wearing a green sweater. The woman on the right has dark hair and is wearing a light pink shirt, holding a cardboard box. In the background, other people are visible, including a woman in a blue sweater and a man in a yellow shirt, suggesting a collaborative work environment.

Finding Common Ground: How We See Ourselves

HARD WORK & RESILIENCE

Baby Boomers often highlight pride in their hard work and resilience.

Despite criticisms from others, many members of Gen Z also view themselves as hardworking and motivated.

“

A worker who earned everything I have because nothing was given to me but the basics & many of those were hand me downs.



Female
Age 70

“

Motivated and hardworking because I'm dedicated to making sure the job is done properly.



Female
Age 22

DESIRE FOR STABILITY & SECURITY

Baby Boomers value financial stability and security, often emphasizing conservative financial values.

Though facing different economic conditions, Gen Z also seeks financial security and stability.

“

*A retired Boomer. I made it to retirement age and **have savings** to keep us on firm ground.*



Male
Age 72

“

[Baby Boomers] still think it's the 1950s where everything is still cheap.



Male
Age 17

ADAPTABILITY & LEARNING

Many Baby Boomers are actively trying to adapt to new technologies and learn new skills.

Gen Z considers themselves naturally adaptable and quick to learn new technologies.

“

I perceive myself as a mutt of Baby Boomer/Gen X, sprinkled with Gen Y & Z, because I am curious, love learning and growing.



Female
Age 60

“

*Growing, because I'm still learning how everything works...**constantly changing** at a much faster speed.*



Male
Age 17

VALUE OF COMMUNITY & RELATIONSHIPS

Baby Boomers tend to emphasize family, community, and long-term relationships.

Gen Z values friendships, inclusivity, and social connections.

“

I support conservative values: God, Faith, Family, Job, Community.



Male
Age 74

“

Kind because I'm accepting of everyone.



Female
Age 24

CONCERNS ABOUT THE FUTURE

Baby Boomers indicate worries about the future of the country and the world.

Gen Z also expresses concerns for the future, particularly regarding climate change and social justice.

“

*[[I'm] really active for an 83 year old person. And **involved and worried** about this country and the world.*



Male
Age 83

“

*I want to take the best parts of my parents and my grandparents and apply them to **my life and my community.***



Male
Age 17

About Us

Accelerate Your Growth in the 50+ Market





The future is old.

We are an insights & advisory agency on a mission to help brands and organizations **plan and position** for the global shift toward an older demographic.

We can help you make the strategic business, marketing & innovation decisions that will **accelerate your growth among 50+ consumers and their caregivers.**

Founded by experts in human understanding.

We founded Morning Light Strategy to help organizations like yours plan and position for the global shift toward and older demographic.



Dana Keilman

CEO, Co-Founder

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For the past 25 years, Dana has worked with Fortune 500 clients to develop and launch new products and services. For Dana, innovation is grounded in thoroughly understanding people's needs and identifying opportunities for her clients to meet those needs better than competitive options. Dana optimizes initiatives for a successful launch by defining the core consumer target, ensuring the proposition is communicated clearly and the user's experience meets expectations.

Combining her interest in human culture with business, Dana has a B.S. in Russian Area Studies from The Colorado College and an M.B.A. from George Mason University.



Nicole Munsey

President, Co-Founder

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Nicole is an innovative, senior human insights leader with a proven track record of consultative business growth. She is adept at delivering strategic recommendations that enable clients to position their brands for success. Nicole is a trusted advisor to senior-level marketers (including the C-Suite) and insights clients. Her 20+ years of consultation span a wide variety of business challenges across sectors, including FMCG, Durables, and Pharma. Additionally, she is experienced with global work in developed and emerging markets.

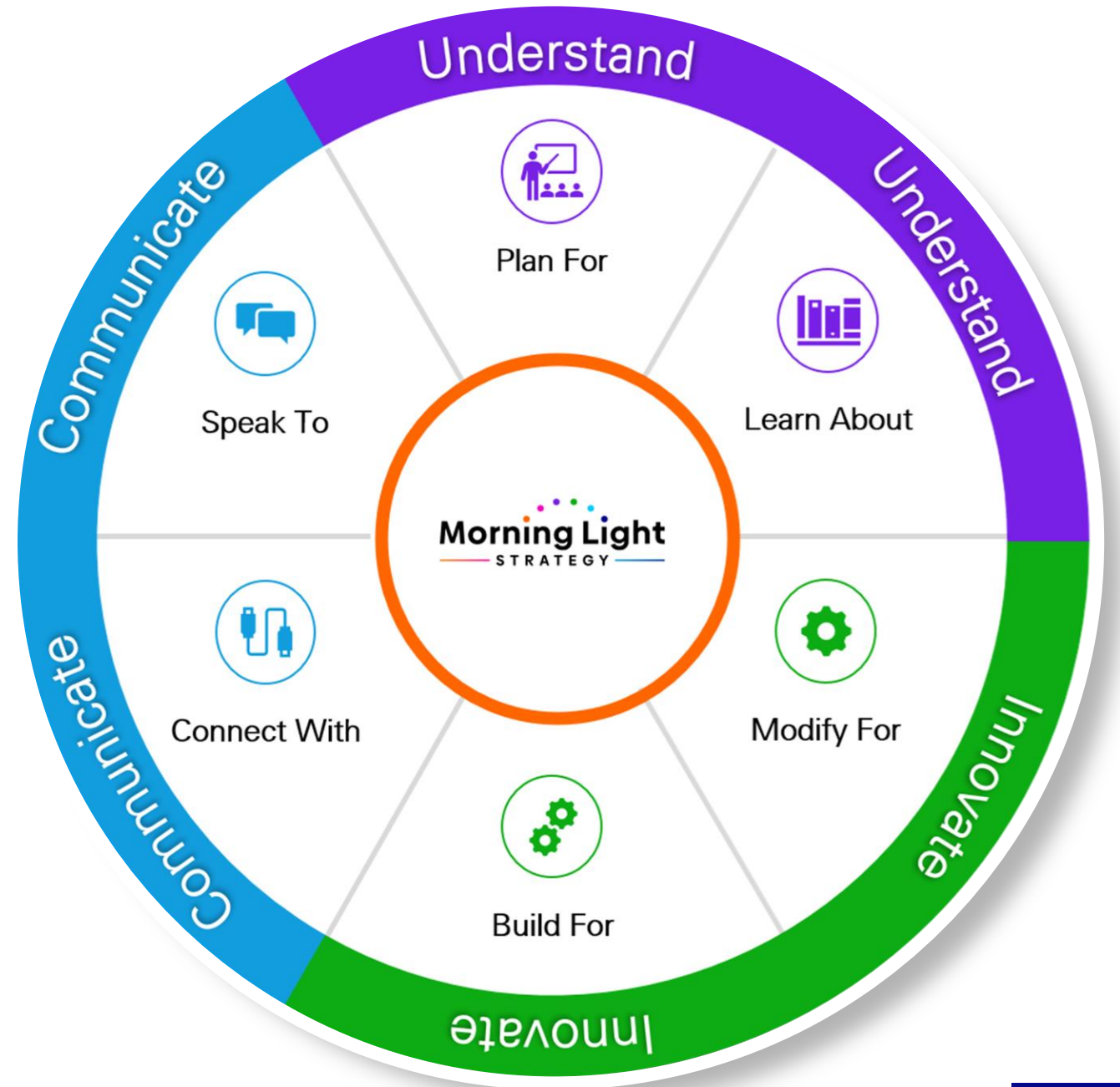
Nicole earned two Masters degrees from Tulane University: her M.B.A. and M.G.M. (Master of Global Management), after completing her B.S. in Marketing and Finance from DePaul University.



Future50 Growth Framework

Our proprietary framework based on 6 core pathways to strategically accelerate growth by leveraging learning among older adults.

Grounded in the belief that the strategic path to future success for any organization is found at the intersection of understanding, innovating for, and communicating with older adults and their caregivers.

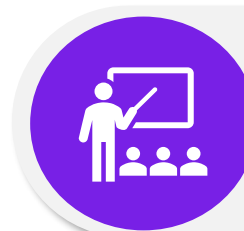




Future50 Growth Framework

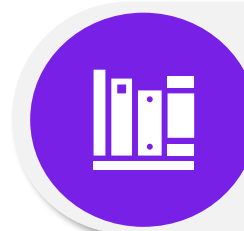
Understand

Build your strategic foundation for the future with organizational alignment based on consumer intelligence about people aged 50+ and their caregivers.



Plan For

Assess your organization's current practices, create empathy within your team and identify strategic focus areas.



Learn About

Generate foundational intelligence about people aged 50+ and their caregivers





Future50 Growth Framework

Innovate

Develop and launch new products, services & business models to meet the needs of people aged 50+ and their caregivers.



Modify For

Adapt existing offerings to better meet the needs of people aged 50+ and their caregivers



Build For

Innovate specifically for the needs of people aged 50+ and their caregivers.

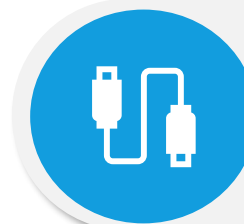


Future50

Growth Framework

Communicate

Optimize advertising, marketing and retail strategies & activations to reach and resonate with people aged 50+ and their caregivers.



Connect With

Develop **brand positioning and activation strategies** aligned with the decision journey and the ecosystem of decision makers.



Speak To

Create **marketing and sales materials and messages** that are relevant, unique, inclusive and effective

How we do it: Bringing the best thinking to every challenge

Insights & Strategy

By combining the voice of people aged 50+ and their caregivers with our consumer research, strategy & analytical capabilities, supported by the expert knowledge of our senior-level founders and network partners.

1 | Intel

Our Methods include:

- Quantitative survey (digital, mail, phone, mixed method)
- In-depth interviews (in-person, digital)
- Focus groups (in-person, digital)
- Ethnography/Immersion
- Product Testing
- Communities

2 | Insight

Our Analytics include:

- Segmentation/Clustering
- Equity Mapping
- Journey Mapping
- Perception Mapping
- Innovation Forecasting
- Discrete Choice/Conjoint/MaxDiff
- Text Analytics

3 | Impact

Our Network includes:

- Longevity/Aging Experts
- Agency Partners
- Qualitative/Community Moderators
- Ethnographic Experts
- UX/Design Experts
- Statisticians/Modelers
- Sample Recruiters

So, why work with us?

Experts on the Aging Population

- We focus specifically on the aging population and caregivers and engage a panel of relevant experts on all our engagements.
- You get tailored guidance and actionable recommendations grounded in key success principles, developed in consultation with thought leaders in the longevity space.



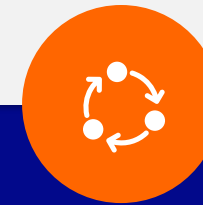
Strategic Business Impact

- Senior-level consultative support from consumer research and strategy leaders
- Richer, more powerful business recommendations through an agile, holistic approach to insight generation



Flexible & Comprehensive

- Total ecosystem engagement considers all influencers in the decision journey, such as caregivers and adult children
- We can partner to address your needs, from syndicated market reports to foundational learning to innovation & communication development





**The future is old.
Are you ready?**

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