



Generational marketing to Boomers, X's, Millennials and Z's

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To plan any marketing strategy, consider 3 items

You MUST have a plan as it will become overwhelming

Focus on that group's needs and perspectives IGNORING your personal preferences*

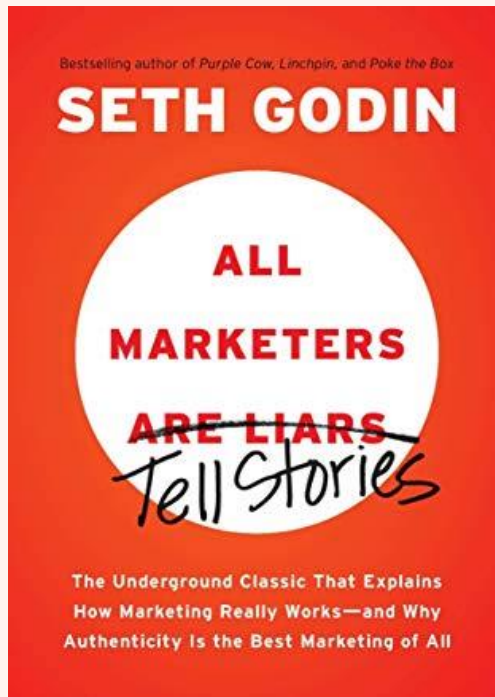
Do only what you can do well

**That is...the winemaker who makes wine to suit only his own palate goes bankrupt!!*

Then....

Regardless of the age group,
what is the MOST important
thing you can know about your
best customers?



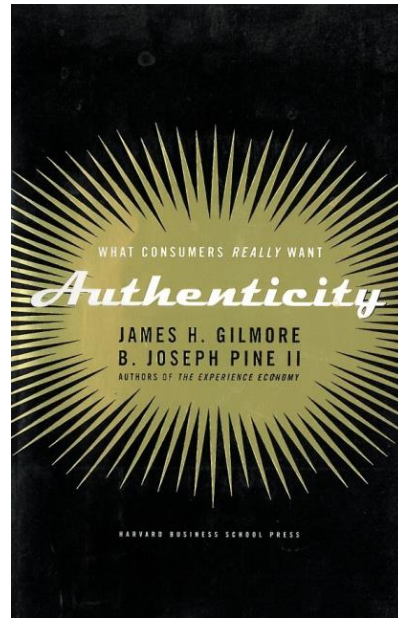
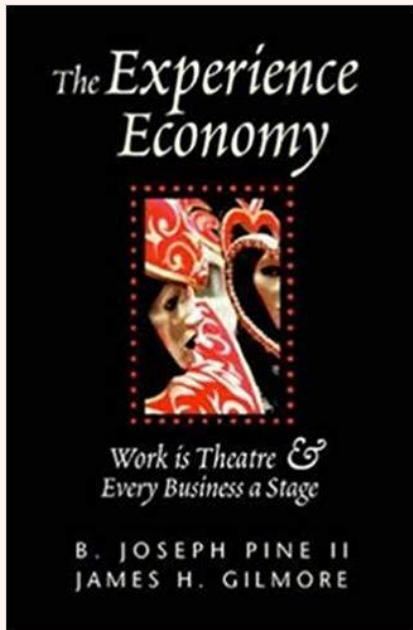


With ANY generation, you must have a vision of where you want to go and that the ‘story’ is truly key

Seth Godin:
Marketers are Liars/Tell Stories

Watts Wacker:
What's is your story?*
**Difficult reading, but powerful*





- Experience Economy
- Authenticity
 - Jim Gilmore and Joe Pine

Cash comes from authentic experiences

- You can charge for your experience and be 'real'
 - The fish on the wall story
 - Ice wine picking
 - Fall Harvest
 - Winemaker for a Day
 - Oregon Pinot Camp

Gender differences regarding Social Networking – very generic

Men

- Outwardly competitive
- Less verbally dexterous
- 15% more Twitter followers than women
- Direct, easy action – one click connection
- Sometimes wine insecurity – guy in the know
- One stop shop
- Appropriate images

Women

- Quietly competitive
- More collaborative
- With FB friends, conversations more extended
- Pinterest
- More attention to all Social media
- Emotional hooks
- Trust-honesty-respect
- Friendships
- Stress relief



From Brand Champs
blog -- this and next 2
slides

Generational Markers

you don't drink your fathers' drinks



- Shared life experiences
 - Financial, Social, Political
 - Depression, vs. roaring 90's vs. 2008 recession vs. current prosperity, coming recession??
 - Prohibition, women's lib, aids epidemic, opioids, marijuana legalization, Covid
 - Kennedy, Reagan, Clinton, Obama, Trump, Biden, Trump
- Shared 'links'
 - Values, Experiences, Music, Events
 - Definitions of faith, family, 'citizenship,' expanding diversity, gender issues
 - Extended family households, stable marriages, single parents, foster homes
 - Elvis, Jimmy Buffet, Garth Brooks, Eminem, Lady Gaga, Beyonce, Jay-Z, Taylor Swift
 - Womens' Lib, Woodstock, Iraq, 9/11, Katrina, Joplin hurricane, school shootings, 2008 financial crash, Covid

Generational Breakdown



Generation	Years of Birth	Ages
<i>Matures</i>	<i>Before 1945</i>	<i>Small numbers but younger group: lots of \$</i>
<i>Boomers</i>	<i>1946-64</i>	<i>Retiring, some inherited wealth</i>
<i>Gen X er s</i>	<i>1965-78</i>	<i>Kids or DINKS, height of earning power – retiring/empty nests on the horizon</i>
<i>Millennials</i>	<i>1979-95</i>	<i>Raised in boomer households, defined by interests – dominating workforce now</i>
<i>Gen Z</i>	<i>1995-2007</i>	<i>Perhaps can be convinced – if we do our homework, but we can lose them completely⁸</i>

Matures



- Younger group still vibrant but tiny and fewer each year
- Looking for convenience and accessibility
- Like their adult grand kids and look for ways to connect with them
- Enjoy lifelong learning
- Some still need financial planning

Reaching them

- Newspapers and magazines
- Direct mail
- Coupons
- Handicap parking and easy accessibility
- Mid week and shoulder season opportunities
- Travel groups – banks, agents
- Financial planner events
- Book clubs
- Music of ‘their’ era
- Tables and chairs, not booths or closed end picnic tables



- Chairs in waiting area
- Good lighting
- Larger print signage
- Perhaps a staffer without excessive tattoos and hardware

Boomers still very important

- 76 Million – millions retiring each year
- Younger segment: double income, no kids
- Inherited wealth
- Low savings – 'spending childrens' inheritance'
- Even though they are aging – many will not admit
- Independence
- Really like their grandkids and listen to them
- Somewhat socially conscious
- Eat out LOTS
- Definition of self: what do you do? Answer for those still working: their job
- Vietnam, Woodstock = drugs, sex and rock n roll
- Raised by Dr. Spock influence thus were permissive parents – are permissive grandparents
- DEMAND GOOD SERVICE



1946-1964

Reaching then marketing to them

- Newspapers – first wave
 - Radio but dramatic segmentation – plus Sirius
 - Magazines: for ‘dreaming’ not hard sell – need a follow-up call to action
 - SM: women on Facebook
 - Like status symbols: Gucci vs. Walmart
 - Luxury: small and large: spa, wine, fine dining – fancy cars
 - Promote: You deserve it!
 - Youthful images – perhaps not AARP
 - Grandparents buy lots for kids
 - Offer lots of options
- Red wine is healthy – maybe but now questions – focus on science here
 - Higher priced wines will sell
 - If it tastes good, it is ok
 - Part of the ‘fine lifestyle’
 - Sell with ‘hippy’ labels
 - Make it female friendly
 - Match with food
 - Offer in restaurants
 - Educate them casually



Gen X 1965-1978

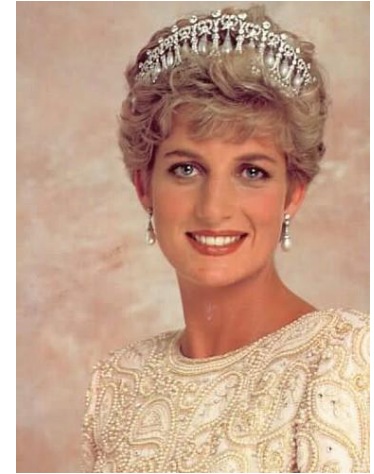


- Very small market
 - Less than 39 million
 - ‘Lost Generation’
 - Divorced parents, Latchkey kids
 - Beneficiaries of women’s Lib movement
 - More multi-cultural
 - Increasing number of stay-at-home moms
 - Independent, self reliant but skeptical

- Trendy retail shopping, brands important – Gap, Nike
- Childbearing years – worried about safety for their kids
- Babies later in life
- Perpetual ‘good times’
- Limited cash flow after affluent childhood
- Less loyal to ‘Made in America’

More Gen X

- Environmentally conscious
- Powerless to control layoffs, inflation, divorce, home foreclosures, gas prices
- Trust each other:
 - Group think
- Adventure travel
- Sesame Street!
- Michael Jordan
- Use seat belts
- Anti drunk driving
- Edu – tainment: ironic, edgy humor
- Cause or purpose driven marketing
- Non-traditional marketing: most marketed to generation in history



Marketing to Gen X



- Create group activities
- Use computers – they started at age 9 – but NOT as much on the internet for personal use as are the millennials
- Like things ‘retro’ [not sentimental] and ‘eclectic’ styles
- Focus on ‘family’ things, memberships
- Get rid of ‘hard sell’ – are skeptical about nearly everything – anti-commercials work
- Give them respect
- Be Authentic
- Canoeing, hiking
- Focus on ‘green’
- Make it fun and edgy/funny
- Like colorful ads
- Charity causes important
- Like ‘danger’ with a safety net: Survivor, roller coasters

Millennials

1978-1995

- Huge market – nearly 80 million
- 2 Tiers: before and after 2008 recession
- Second wave: Young families or singles
- Grew up with ‘boomer parents’
- All about technology
- Connected ----- nearly ALWAYS
- Continual motion, multi-tasking
- 1 in 4 single parent family
- 1 in 3 not Caucasian
- Ethnically diverse, do not notice
- Major events really major: 9/11, Katrina, Iraq, Recession, Covid
- They like their grandparents
- Segments more patriotic than X’ers or Boomers



Millennial markers

- Multi taskers
- Social media inter-twined with their lives/not necessarily dominate it
- Tech savvy
- Very curious
- Self assured
- Spiritual but not 'religious'
- Want instant gratification and positive feedback
- Volunteering important
- Collaborative – group projects, outings
- Authenticity critical: B-S meter sensitive
- Transparency critical
- Career advancement important
- Diversity important



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More Millennials

- Not just grades – community involvement
- Fast paced – edgy
- Life is fun - social networking
- Self reliant – working moms
- Very family focused – ‘will make soccer moms look like child abusers’ – helicopter moms
- Positive view of future – winning video games --
- American Idol
- ‘Pack mentality’ – do not ‘date’ –internet dating
- ‘WE’ focused
- Inured to advertising
- Jobs secondary to life – but \$ important
- Live anywhere, work remotely



Appealing to Millennials

- Penetrate with the internet, e-marketing, SM
- Save them time, they will pay more
- Create unique and identifiable logo
- Use technology: podcasting, YouTube, TikTok, Smart phones, text messaging, Facebook, Apps, Responsive web site, QR codes
- ‘Nice’ people are ‘in’
- Faith based marketing
- Create multi-generational opportunities
- Stress group opportunities
- Figure out what is trendy early and climb on board
- Engage THEM – FB, YouTube, TikTok, Crowd Sourcing



To cater to Millennials

- 2 questions when they visit your winery
- WiFi your tasting room
- Offer 'dry' wines, varietals
- Be authentically 'green'
- Make sure tasting room staff is both nice and their age
- Make sure your logo/labels are 'cool'
- Bigger table options in your tasting room
- Make some accommodation for family activities [including grandparents]
- Great web site: clean, 2 clicks, soft education
- Frequent changes – first page search



Z's:

1995-2007

WE ARE LOSING THEM: they do not drink wine

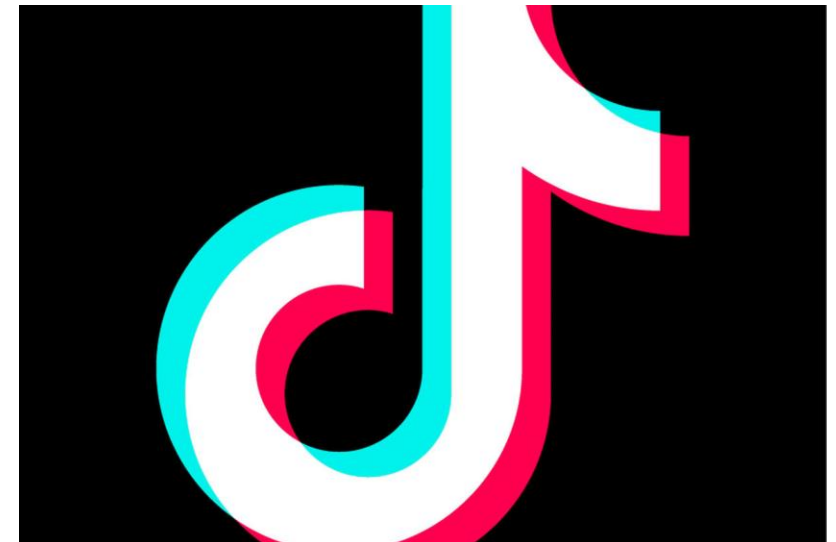
- 2008 financial crisis
- Climate change concerns
- Obama then Biden, Trump elections
- Opioid, Fentanyl, and Covid impacts
- Marijuana legalization
- Suicides
- Shooting crises
- Racial riots
- Me too movement
- Gender identity discussions
- Adventure seeking
- Dobbs decision
- Pragmatic, practical
- ALWAYS connected
- Will not read much copy

- 24% of population
- 2022: 3 trillion in purchasing power
- 25% of workforce by 2030
- 26% abstain from alcohol completely



A little about Z's

- Hours per week: 28+ phone/SM, 13 on TV, 10 on laptop [Millennials: 14 phone, 16 laptop, 14 TV]
- Especially like 'cool' products, even over cool experience
- Trends in clothing brands change often
- Neon colors
- Very entrepreneurial [72% in HS wants own business] – future business owners? Hobbies to part time jobs to careers
- 'Edgy' = good
- Want to be taken seriously
- Smart phones ONLY from birth



More about Z's

- Time is a valuable commodity - impatient
- Retro interesting: vinyl
- Do good to do good
- ATM's -- \$3 to get \$20 – ticket upcharges
- Rely heavily on reviews
- Like loyalty programs
- Eclectic palates
- Experimentation popular
- Short attention spans – 2.3 seconds
- < 2 minute videos – TikTok, Snap
- NOT Facebook
- Edu-learning popular
- Follow influencers
- Listen to podcasts
- Text vs. phone calls

Marketing to Z's

- Make things convenient – limit long form anything [except perhaps podcasts]
- Offer a variety of beverages
- Get rid of jargon/ pretention
- Find some retro things like record players and vinyl – old FP toys
- Authentic charities – Polar Bear, Autism – participation opportunities
- Loyalty programs – for ‘belonging’ and savings
- Social media – NOT FB, newspapers, magazines – not even e-mail as a focal point
- Text vs phone calls – collect phone numbers – they remain with moves and job changes
- Influencers: lots of genres – research
- Ask those you know!! And hire them too.



For every generation

- Prioritize your targets among the various groups
- Only do what you can do well
- Do not impose your standards on your target audience
- Craft different message for these groups – have a handful of approaches ready
- Whatever you do: Michael Mondavi quote: Manage the Mystery, Maintain the Magic
- **Then hire ‘them’**

