Addressing the Generation Gap: Branding & Messaging to the Right Audience

Francesca Vereb | Cvent
Forward Looking Statements

This presentation contains forward-looking statements. All statements other than statements of historical fact contained in this presentation, including statements regarding macroeconomic trends that we expect to influence our industry, plans for capital expenditures, expectations regarding the introduction of new products, changes to the competitive marketing or regulatory landscape affecting our industry, and plans for growth or future operations are forward-looking statements. These forward-looking statements are only predictions and are subject to a number of risks, uncertainties and assumptions. It is not possible for the company to predict all risks, nor can it assess the impact of all factors on its business or the extent to which any factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking statements. Accordingly, you should not rely upon forward-looking statements as predictions of future events.
Segmenting to Targeting

- Demographics
- Psychographics
- Socio-cultural factors
How Would You Describe Yourself?

1. Optimistically focused on the present
2. More confident of self than authority
3. Disciplined and detail-oriented
4. Content and optimistic about the future
5. Realistic and able to deal with uncertainty
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DEMOGRAPHICS

SILENT GENERATION
1928-1945
70-87

BABY BOOMERS
1946-1964
51-69

GENERATION X
1965-1980
35-50

MILLENNIALS
1981-1998
21-35

GENERATION Z
1999-present
Under 21
U.S. POPULATION COMPOSITION

Millennials have surpassed Baby Boomers in size

TOTAL: 323M
Female: 50.8%
Male: 49.2%

- Baby Boomers: 23.3%
- Generation X: 20.5%
- Millennials: 24.7%
- Generation Z: 21.6%
- Silent Generation: 8.7%
- Greatest Generation: 1.2%
Millennials today are twice as likely to have never married as Silents were when they were young.
Millennials are on track to have the greatest percentage of bachelor's degrees compared to any generation to date.

Note: The educational attainment question was changed in 1992. So for Boomers and Silents, this refers to those who completed at least four years of college. Educational attainment was not available for the 1963 Current Population Survey. The education of Silents was approximated using 18-33 year-olds from the 1962 Current Population Survey.

VALUES, KEY EVENTS, AND MOTIVATORS

Understanding attitudes shapes messaging and marketing tactics

Silent Generation
- Conformist, disciplined
- WW II, Depression
- Being respected, security

Generation Z
- Happy and hard-working
- 9/11, Great Recession
- Entrepreneurial, edgy, visual

Baby Boomers
- Personal growth, work, youth
- Cold War, Walk on the Moon
- Being valued, money

Generation X
- Self reliant, life balance
- AIDS, computers
- Freedom, time off

Millennials
- Self confident, now!
- Internet, terrorism
- Collaboration, time off

Silent Generation
- Conformist, disciplined
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New Reality: Traditional values like getting married, having children and buying a house are still relevant for Millennials and Gen Z – just not a top priority
YOUR BUSINESS

Group Business

Business Transient

Leisure
Who's Our Target?
Who's Our Target?

beauty has no age limit

pro-age | Dear
## APPLYING WHAT WE'VE LEARNED

### BUSINESS

<table>
<thead>
<tr>
<th>Group is 30% of the business. Know your target for this important segment - planners</th>
<th>19% of total planners</th>
<th>47% of total planners</th>
<th>35% of total planners</th>
</tr>
</thead>
<tbody>
<tr>
<td>90% of planners start sourcing from a computer - Both Millennials and Generation X are computer savvy and value time off – delivering streamlined process and being responsive to expectations increases RFP success. Remarketing a must!</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Over 50% of planners plan 1-5 events per year and 92% return to a trusted venue. Word of mouth and repeat business costs much less — Referral Programs are a must</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>

### LEISURE

| Invite participation through a contest – gear towards demographics and motivators | X | X | X |
| Promote "Stat Lists" - 10 fun things to do and see in and around your location – gear towards motivators | X | X | X |
### Our Poll: How would you describe yourself?

<table>
<thead>
<tr>
<th>Attitude</th>
<th>Generation</th>
<th>% of US</th>
<th>Room Poll</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Optimistically focused on the present</td>
<td>Millennial</td>
<td>24.7%</td>
<td></td>
</tr>
<tr>
<td>2 More confident of self than authority</td>
<td>Baby Boomer</td>
<td>23.3%</td>
<td></td>
</tr>
<tr>
<td>3 Disciplined and detail-oriented</td>
<td>Silent Generation</td>
<td>8.7%</td>
<td></td>
</tr>
<tr>
<td>4 Content and optimistic about the future</td>
<td>Generation X</td>
<td>20.5%</td>
<td></td>
</tr>
<tr>
<td>5 Realistic and able to deal with uncertainty</td>
<td>Generation Z</td>
<td>21.6%</td>
<td></td>
</tr>
</tbody>
</table>
For your visit to Cvent CONNECT, did you add days for leisure activities?

Yes

No
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LIFESTYLES - DINING

- All desire healthy food options (>50%)
- It’s not older consumers with time & money who eat out most often.
- 6 in 10 millennials eat out at least once a week
Watching TV has universal appeal for all except Generation Z, who prefer listening to music and reading.
Big and little spenders book online

Leisure travelers spend most overall

**LIFESTYLE – TRAVEL**

**Millennials**
- 38% Biz / 7% Leisure
- Crave adventure/unique
- 90% book online
- Spend $527/day

**Generation X**
- 23% Biz / 79% Leisure
- Family trips/relax
- 82% book online
- Spend $522/day

**Baby Boomers**
- 8% Biz / 82% Leisure
- Authentic experiences
- 84% book online
- Spend $522/day

**Silent Generation**
- 85% Leisure
- Love cruises
- Loyal to travel advisors
- Spend $471/day, highest overall

**Generation Z**
- Multi-task/multi-screen
- 8 sec. attention span
- Prefer apps
- Connectivity a must

- 85% Leisure
- Love cruises
- Loyal to travel advisors
- Spend $471/day, highest overall

- 38% Biz / 7% Leisure
- Crave adventure/unique
- 90% book online
- Spend $527/day

- 23% Biz / 79% Leisure
- Family trips/relax
- 82% book online
- Spend $522/day
Poll Results

Perfecting Bleisure

Mix Pleasure with Business

Would you extend a business trip into a leisure trip?

- Millennials: 55%
- Gen X: 28%
- Baby Boomers: 25%

- Would you extend a business trip into a leisure trip? 
  - Millennials: 55% 
  - Gen X: 28% 
  - Baby Boomers: 25%
Who's Our Target?

What's in Your Name?
Discover facts about your name then share them with friends.

Click bottle to start.

A Coca-Cola and Google Collaboration
# APPLYING WHAT WE'VE LEARNED

## BUSINESS

<table>
<thead>
<tr>
<th>Offering Planners and guests special rates before/after events to prompt bleisure time</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>

## LEISURE

<table>
<thead>
<tr>
<th>Work with DMO’s and local companies for family friendly options</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Work with DMO’s and local companies for nearby adventure options/package</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>X</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Post most valuable images to Pinterest, Instagram, YouTube, etc.-- they're booking online, love images, and want information</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>
Would you be willing to share personal data to access additional services?

Yes

No
Insert Web Page

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Please enter the URL below.

https://api.cvent.com/polling/v1/api/polls/sp-gfc2q7

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While Gen X carries the most debt, it’s primarily mortgages.

Baby Boomers outspend younger adults online 2:1.
Frugality is back in fashion – Gen Z, Millennials, and Gen X are more cost conscious than the Baby Boomers

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>S</td>
<td>Put it away/pay cash</td>
<td>Brand loyalists</td>
</tr>
<tr>
<td>B</td>
<td>Buy now, pay later</td>
<td>Loyal to styles</td>
</tr>
<tr>
<td>X</td>
<td>Cautious, conservative</td>
<td>Recommend once convinced</td>
</tr>
<tr>
<td>M</td>
<td>Earn to spend</td>
<td>Loyal to causes</td>
</tr>
<tr>
<td>Z</td>
<td>Work to earn</td>
<td>Avoid ads</td>
</tr>
</tbody>
</table>
Who's Our Target?

TOMS has given more than 60 MILLION PAIRS of NEW SHOES to children in need. ONE FOR ONE.®
New Reality: While 8 in 10 Americans carry debt, Gen Xers & Millennials are more debt averse. Silent Generation views debt more favorably as expanding opportunities.
DIGITAL INFLUENCE

How much?

- Baby Boomers spend more time consuming content than any other generation

When?

- Between 8 p.m. and midnight

What Content?

<table>
<thead>
<tr>
<th>#1</th>
<th>Baby Boomer</th>
<th>Generation X</th>
<th>Millennials</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blogs</td>
<td>Blogs</td>
<td>Blogs</td>
<td>Blogs</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>#2</th>
<th>Images</th>
<th>Images</th>
<th>Images</th>
</tr>
</thead>
<tbody>
<tr>
<td>Images</td>
<td>Images</td>
<td>Images</td>
<td>Images</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>#3</th>
<th>Comments</th>
<th>Comments</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Comments</td>
<td>Comments</td>
<td>Comments</td>
<td>Comments</td>
</tr>
</tbody>
</table>

Mobile?

- Baby Boomers: 14%
- Generation X: 34%
- Millennials: 52%

Favorites?

- Baby Boomers: Email, Google+
- Generation X: Email, Twitter
- Millennials: Texting, Facebook
- Generation Z: Texting, YouTube
DATA SHARING

Our Poll:

Yes

No

>50% of Millennials expect to “hand over data to access certain free services.”
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## APPLYING WHAT WE'VE LEARNED

| BUSINESS | | | | |
| --- | --- | --- | --- |
| **Group-clearly identify negotiable items—46% would be willing to switch venues for a savings of less than 10%** | X | X | X |
| **Work with local entertainment to enhance RFP options – Live music & entertainment are top strategies for memorable events** | X | X | X |
| **Remarketing to remain top of mind is likely to impact decisions** | X | X | X |
| **Incentivize Planners to refer/promote – colleague recommendations are significant** | X | X | X |
# APPLYING WHAT WE'VE LEARNED

## LEISURE

<table>
<thead>
<tr>
<th>Best communications methods</th>
<th>Face-to-face</th>
<th>Online research</th>
<th>Families first</th>
<th>Strong visuals</th>
<th>Visual depth</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Simple images</td>
<td>Face-to-face</td>
<td>Quick and easy</td>
<td>Social causes</td>
<td>Story telling</td>
</tr>
<tr>
<td></td>
<td>Respectful</td>
<td>Email</td>
<td>Short</td>
<td>Experiences</td>
<td>Progressive</td>
</tr>
<tr>
<td></td>
<td>tone</td>
<td>Energetic</td>
<td>blogs</td>
<td>Impulsive</td>
<td>Never trashy</td>
</tr>
<tr>
<td>Language and medium to fit audience</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Blog consistently</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Consider data for discounted services</td>
<td></td>
<td></td>
<td>X</td>
<td>X</td>
<td>x</td>
</tr>
<tr>
<td>Loyalty programs</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Promote experiences as gifts</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Offering add-on discounted services as booking completes</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Clearly defined family options and conveniences</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Post to deal sites (i.e. Slickdeals)</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Who's Our Target?
Remember

• Use data to identify your target
• Always consider your target audience motivations
• Use this information to shape your tactics, promotions, and messaging
Don’t forget to take the session survey!
Sources

- [http://www.pewresearch.org/fact-tank/2015/03/19/how-millennials-compare-with-their-grandparents/#113](http://www.pewresearch.org/fact-tank/2015/03/19/how-millennials-compare-with-their-grandparents/#113)
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- Cvent Planner Loyalty Study