

When you're talking to my generation . . .



. . . drop the stereotypes, says Kevin Lavery, director of Millennium.

☞ Please ask your columnist **Keith Wiser** if he would like to join IMMN (the International Mature Marketing Network; fondly referred to as I'm In). As I am the president of this organisation, he is man after my own heart.

His article on the boomer generation (*DMI* September) spoke absolute sense and I hope all direct marketers take heed - it is time the mature market were treated as intelligent and discerning customers.

Recent research from Millennium concerning the attitudes towards advertising to the over-50s complements his arguments. It revealed that less than a fifth of mature individuals believe marketers understand them. More than half feel advertising targeting 50+ individuals is patronising, while a third think ads stereotype

them as being old-fashioned and adverse to technology. It also provided insight into their channel preferences. Online, unsurprisingly, is growing in importance. More than a quarter of respondents claimed that web advertising or emails most influence their purchasing decisions, whereas TV advertising, for example, scraped a sixth of the respondents and newspapers and magazines only 12 per cent. But it is radio, at less than one per cent, which really turns off the mature market.

The good news is the majority believe advertising is better today than it was 25 years ago, yet clearly there is still work to be done if marketers want to engage this market.

The global economic downturn looks set to gather pace over the coming months and, as consumers reign in their spend, marketers will change their approach - positive news for the mature market. ☞