

Generations Activity

Segmenting the Market by Age

Background)

Here are some common labels used to segment the population by generation:

- Baby Boom Generation
- Generation X
- Generation Y

*Marketers alter their strategies depending on which generation they are marketing to.

Group Task)

Conduct research to find the following information for your assigned generation (you may bullet your responses).

- Current age of the population; years born
- Lifestyles (be specific)
- Preferences (types of products/services, features & benefits preferred)
- Marketing strategies that can be/have been used to reach the population; why do those strategies work?

*You will have approx. 25 minutes to complete this.

*Upload your completed work (**save as a PDF**) to the Dropbox Folder "Generations" (katonmic@gmail.com)

*Elect 2-3 people from your group to present your findings to the class.