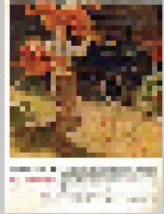
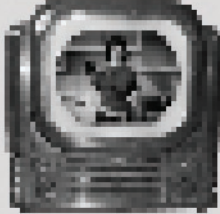
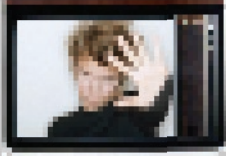



# Marketing communications and the generations

	Telling it	Selling it	Questioning it	Protesting it
				
<b>How they learn</b>	Passive	Formal Monologue	Programmed Dialogue	Interactive Multi-modal
<b>What appeals to them</b>	Authoritarian Sense of duty & loyalty Argumentative - Apologetic	Rational - Factual Technical data Evidence	Rebellious postering	Spontaneous Multi-sensory Participatory
<b>How messages were/are executed</b>	Naive images and copy blending emotive and rational appeals	Product comparison Demonstration	Anti-ads Visual examples Pop culture references	Experiential marketing: viral, ambient, stunt Web communities with user-generated content. (i.e. YouTube, MySpace etc).
<b>Media used to reach them</b>	Retail Promotion Print Radio	Television Print Direct sales	Television Print	Internet SMS
<b>How they relate to technology</b>	Digital Aliens	Digital Immigrants	Digital Adaptives	Digital Natives
<b>How they view brands</b>	Then & Now: A product identifier and a marker of trust	Then - a marker of trust Now - diminishing loyalty	A philosophy	A community
<b>Slogans of their times</b>	Ford: "Freedom for the woman who owns a Ford"	Volkswagon: "A Volkswagon is never changed to make it look different, only to make it work better"	Nike: "Don't insult our intelligence. Tell us what it is, tell us what it does, and don't play the national anthem while you do it."	YouTube: "Broadcast Yourself"
	<b>BUILDERS</b>	<b>BOOMERS</b>	<b>GENERATION X</b>	<b>GENERATION Y</b>
				<b>GENERATION Z</b>