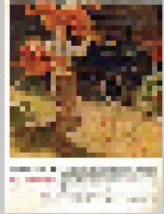
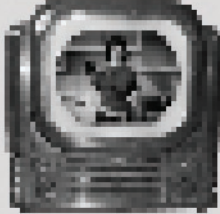
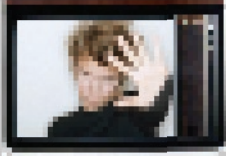



Marketing communications and the generations

	Telling it	Selling it	Questioning it	Protesting it
How they learn	 Passive	 Formal Monologue	 Programmed Dialogue	 Interactive Multi-modal
What appeals to them	Authoritarian Sense of duty & loyalty Argumentative - Apologetic	Rational - Factual Technical data Evidence	Rebellious postering	Spontaneous Multi-sensory Participatory
How messages were/are executed	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).
Media used to reach them	Retail Promotion Print Radio	Television Print Direct sales	Television Print	Internet SMS
How they relate to technology	Digital Aliens	Digital Immigrants	Digital Adaptives	Digital Natives
How they view brands	Then & Now: A product identifier and a marker of trust	Then - a marker of trust Now - diminishing loyalty	A philosophy	A community
Slogans of their times	Ford: "Freedom for the woman who owns a Ford"	Volkswagen: "A Volkswagen 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"
	BUILDERS	BOOMERS	GENERATION X	GENERATION Y
				GENERATION Z