

Messaging to Boomers

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Boomer Bookends



*Born in 1946, Former First Lady Laura Bush is an Oldest Boomer.
Born in 1964, First Lady Michelle Obama is a Youngest Boomer.**

Splitting the Generation

- Leading edge (older boomers) born between 1946-1955 -- 36.7 million
- Trailing boomers (younger boomers) born 1956-1964 and – 40.6 million

Wiring The Boomer Cohort

- Older boomers had a different upbringing with stay at home mom, good economy,
- Younger boomers – mom has gone to work, latchkey, lousy economy, more negative, divorce etc...

Major Differentiators

- Empty nesters
- 2/3rds have no living parents
- State of their health (50% have problems)
- Cost of health care
- Productive and useful...
- Outliving their retirement income

The Seasons of Life



Spring
Initial
Personal
Development

0 - 22 +

Play
(Learning)

Fantasy mode:
Dei ex machina –
everything will
generally work out
in my favor



Summer
Social/
Vocational
Development

18+ - 40+

Work
(Becoming Somebody)

Romantic mode:
Heroic – the
world is my oyster;
I can make anything
work my way



Fall
Inner Self/
Spiritual
Development

38+ - 60+

Life Balance
(Search for Meaning)

Reality mode:
Disappointment – not
as good as I thought;
who am I? What's my
life purpose?



Winter
Becoming
One with
All

58+ ?

Reconciliation
(Making Sense of Life)

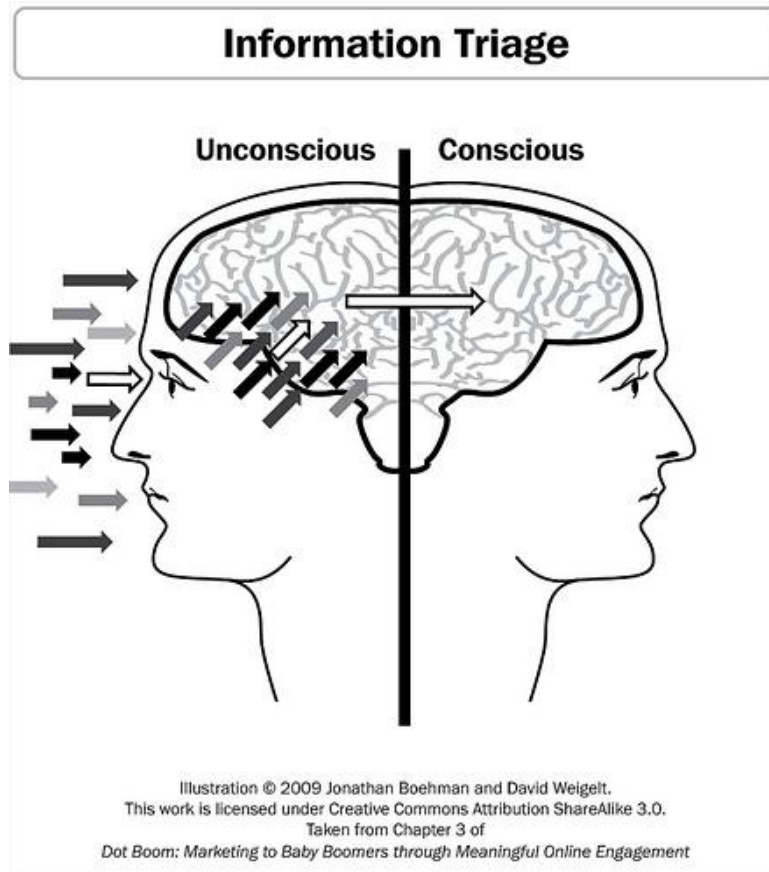
Ironic mode:
Acceptance – there's
some good in every
bad, some bad in every
good – *c'est la vie!*

Fall: The Boomer

- A search for the meaning of life & balance
- Focus turns from becoming to being
- Focus turns from things to experience
- Boomer decisions based on experience rather than fact
- Boomer choices are relative to the situation and context
- Boomer answers are more likely to be

“it depends

Biology



- A 25 and 55 year old are 99% alike
- Psychological differences make them unique
 - Meeting common core needs varies by cohort
 - Life experiences dictate what information gains brain landing rights

Whole Brain Thinking

- Program content requires emotional connection to survive triage
- Boomers prefer emotional messages than rational ones
- But an emotional appeal needs follow-up facts and logistics
- Lead with the right, follow with left.

Boomers are a Jaded Lot

- Bombarded with ads and hype all their lives
- Boomers are distrustful
- Boomers are good at spotting insincerity
- Boomers detect inauthenticity
- Boomers require and trust in philanthropic dealings

Gaining Boomer Trust

- Boomers trust institutions that they feel understand them
- Show me you know me

Motivating Boomers

- They listen to word of mouth
- They trust testimonials and user reviews
- They believe authentic endorsements
- Leveraging organizations that validate your integrity helps
- Want immediate gratification
 - They deserve it

Boomers: Making Emotional Connections

- Story telling
 - They don't relate to literal story telling
 - Consistency and authenticity
- Conditional positioning
 - Boomers must have openings into which they can insert themselves
 - Brain will finish incomplete pictures with personal experiences
 - Forcing Boomers to finish the story makes more brain connections

Boomers: Making Emotional Connections

- Keep things consistent with boomer likes
 - Boomers distrust stock photography
 - Boomers prefer informal settings
 - Boomers like images without camera eye contact
 - Boomers like bigger images, bolder color
- Nostalgia
 - Most boomers don't want to be 20 again
 - Nostalgia must resonate with modern day life

Social Media and Boomers

- Be transparent (don't think you can hide things)
 - Social media takes your message away from you and puts it in boomers' hands
- Don't assume you control information
 - Once it's out there you don't control it
- When you get involved in social media you have given up ownership
 - Boomers believe their opinions matter and are highly invested in their philanthropies
- If you ask boomers for feedback, respond to it!



On to the discussion group results



Core Values – the Regular Schedule



What PTV does for viewers

- *Understanding* - thought provoking
- *Self Esteem* - does not insult your intelligence
- *Self Improvement* – not a waste of time
- *Safe Haven* - I trust public television
- *Continuity* - giving a vote for a positive future
- *Surprising* - programming continually exceeds expectations
- *Sharing* – Allows them to be social, discuss
- Missing older generation sense of obligation
 - No satisfaction through fulfillment of duty

Descriptions of PTV service

- *Balanced perspectives* - viewers form opinions
- *Uninterrupted arc* - immersed, active viewer
- *Complexity* - depth of coverage
- *Variety* - supports different interests
- *Unique* - Not available elsewhere
- *Children's schedule* – now time to give back
- Missing calm discourse from older generations

Part of Something Larger

- The host makes you feel comfortable using words like “we” and “we are this group supporting this thing,” and “you and I, the viewer,”
- People moving together - it made you feel part of something.
- “People want to be part of a group of people”

Bridge to Others

- Pledge programming (music) is a bridge to others (friends, family esp grandchildren)
- A number of people independently said they gave premiums as gifts
- The regular schedule also works as a bridge to others – information that can be shared
- Boomers want to be with others that share their values
 - Becoming a member and sharing the programming does that

Small Gifts Pay Off

- I asked if I could pledge that small of an amount. They said, “Yes,” and I felt affirmed and included just being able to pledge that little bit.
- They didn’t put a limit. You were honored just as much if you sent a little

Applications

- Weave core value themes into scripts, all communications
- Rewrite quotes - this project, other testimonials
- Variety in themes and voices
- Gradually cover all areas not just a few
- Talk about being part of a group
 - Use “we”, “us”, “you and I” whenever possible
 - Be inclusive on pledge amounts, signal openness
- Talk about using premiums to watch with others, use as gifts

Program Appeals: Prime Them to Pledge



Program Engagement Process

- *Surprise* - I didn't know it was gonna be on and when I saw the show I said, "Oh, God. You know, I should pledge for this."
- *Engage* - It inspired me to pledge 'cause I like the program, and I found it very engaging.
- *Connect* - I have to admit, most of the time when I do pledge, there is something there that is connected with me.
- *Have To Do it* - Music brings out the urge to pledge
- *Appreciate* - We found something that was so appreciated, that we just ahead and did it.

More Descriptions of Engagement

- *Significant* - So, what I wrote down was, rock 'n roll, historic, which is the main driver for me. Like, something I didn't experience myself that I want to learn about.
- *Preservation* - He says, "If we don't do this, that music will go away." I think that's much more important than just hammering for donations.
- *Unique* - Wow! This doesn't happen anywhere else.
- *Watch again* - I watched the thing two or three times, and I kept thinking, "I want to get that." And then I think, "Oh, for heaven's sake, how many of these do you need?" ... "This is just stupid (it is the third time this drive)"
- *Nostalgia* - There are many descriptions...

Applications

- Use these themes:
 - Surprise
 - Engaged
 - Connected
 - Appreciated
 - Significant
 - Historic
 - Unique
 - Have to pledge
 - Watch again
 - Shared Experience
 - Positive Experiences
 - Personality Association
 - Mortality
 - Confluence of factors
- Weave through scripts using stories and quotes

Premiums as the Prize



Closing the Loop: The Process

- Affection for PTV, wanting to donate, membership renewal
- Viewing of significant, historic, extremely well liked programming
- Emotional, energized, eager state
- Accepting the exchange is the tipping point
 - Described as bonus, “free,” prize, gift
- Acknowledgement for doing something positive
 - If someone invites you into their home, you bring a gift

The End of a Long Path

- **The premium fulfills psychological needs**
 - Competence: They are afraid they won't remember – it will remind them
 - Self-esteem: It makes them feel important - they have captured an important event.
 - Connected: Share with family and friends – They can do it through the premium
 - Autonomy: This program and membership defines them as a person (nostalgia or just knowing about it)

Applications

- **Script points about premiums**
 - “don’t let this slip through your fingers”
 - “This is a very historic and important event”
 - “Your friends need to know about this and having these premiums will help you”
 - “These kinds of performances define who we are as a generation and as a people in the US”
- Premiums are perfect for boomers and they need to be subtly told why

The Lifecycle of a Drive: One size does not fit all



The Lifecycle of the Drive

- In the beginning of the pledge, you can approach us like we haven't given yet. But as it gets to the middle of the pledge, maybe reinforce the thank you for more information. And then towards the end of the pledge, focus more on those who have given, how much is given, where it's going.
- Give some thanks, a little more information, and kinda change the programming as you get towards the end of the pledge. And—and also change in what you're saying.

Build Team Spirit

- It's kinda fun to hear like how many people during this pledge break—we had 120 calls, you know, or 2,000 calls. It'd be kinda fun to hear that kinda thing sometimes. Or now that we've reached this goal, we're gonna be able to do such and such and such

Talk About Finances

- They were talking about why these contributions, and they explained where this money went, why it did what it did, what it prevented. And that kinda caught me.
- What did this cost to produce? How many people are seeing this? More than just give us your money

About the Talent

- Should be:
 - Positive
 - Not slick is ok
 - Authentic, Genuine, Sincere, Believable
 - Friendly, Likable
 - Familiar with the topic
 - Experienced
 - Enthusiastic
 - Say same thing in different ways
 - Variety of people
- Should not be: boring, dominate conversation, plastic

Applications

- Lifecycle Issues
 - Pre-produced spots run at different times
 - Super in goals and totals
 - Local opt outs
 - Local production
 - Discuss here
- Talent
 - Variety
 - Develop new faces

Summing Up...

