Put the Boom in Your Bottom Line:

Build Loyalty & Engagement with the Almighty Boomer Consumer

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Fetching Communications, PetPR.com & Pet Living





Kristen Evine PET LIVING hapier & healthier together



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The Pet Industry Needs Boomers

Because...

- Baby Boomer generation has been a "cash cow" for the pet industry
- Boomer demo will remain pet parents for the next 5-20 years
- Pet ownership declines at age 70



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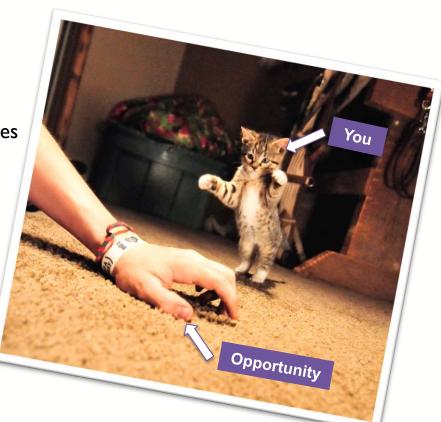
Source: APPA, Chuck Latham & Associates

Boomer Definition

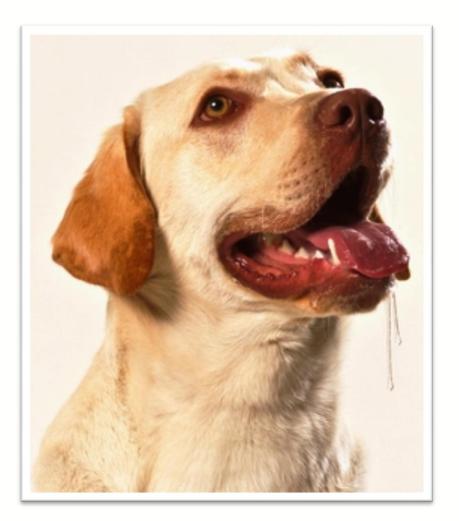


Boomer Market Opportunity

- \$2.5 trillion spending power
- Owns 65-70% of U.S. net worth
- 1/3 shop online, spending \$7 billion annually
- 67% plan to spend more on interests & hobbies
- Most affluent and largest growing segment of pet parents



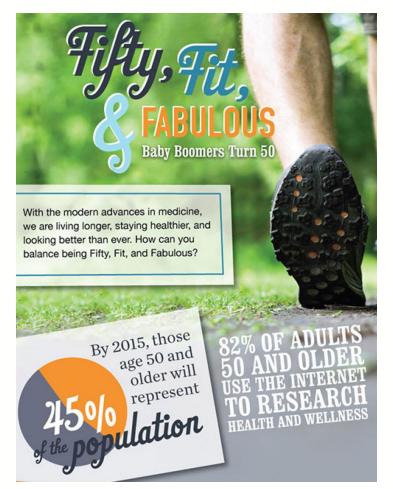
Drooling Yet?



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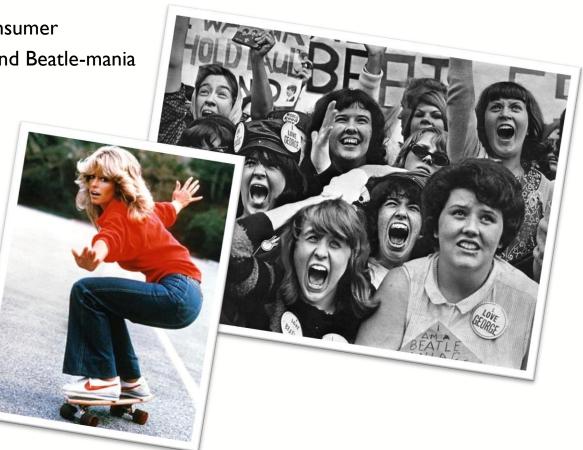
Boomer Pet Lover Profile

- Lassie, come home!
- Outspending younger pet parents
- 100% of women 45-65 consider pets "family"
- 73% spend \$50 or more per month on pet supplies
- 8% carry pet health insurance
- Pets contribute to longevity-they know it



Boomers are Trendsetters!

- "Not your average bear" consumer
- Generation of bellbottoms and Beatle-mania
- Not like their parents
- Re-imagining life



http://nabbw.com/free-resources/baby-boomer-trends/

Still Powering Trends

Redefining retirement...

- Play, travel, adventure
- Health, vitality, wellness
- Relationships
- Home



Women 50+ Then...



...and Boomers NOW!



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Not All Boomers Are The Same: NMI's Healthy Aging Segmentation



Traditionalists



Help Seekers

Home, health and happiness are marker of a life welllived

Lifestyle factors

- Oriented toward disease prevention
- · Live healthy to remain independent

Descriptors

- Family person
- Independent
- Traditional

Life is a challenge; but proper direction and guidance can turn challenges into opportunities

Lifestyle factors

- Seek new ways to manage health
- · Live healthy to get proper nutrition
- Control seekers
- Descriptors
 - Homebody
 - Loving

Stressed



Que Sera, Seras

Live for the day, you never know what tomorrow will bring

Lifestyle factors

- Tend to live in the moment
- Desire basic necessities
- Financially challenged

Descriptors

- Hard working
- Intelligent
- Skeptical

Convright NMI 2013: U.S. General Population



Balancers



Active Agers



First Adopters

Stay current;

seek out new

solutions to

stay at the top

Stay centered and keep all aspects of life balanced

Lifestyle factors

control

oriented

Descriptors

Spiritual

Fun seeking

Desire balance &

Nutrition focused

Environmentally-

Anti-aging seekers

Knowledge seeking

Live a good life by maintaining a positive attitude and staying healthy and active

Lifestyle factors

- Value relationships with family/ friends
- Good support system
- Health proactive

Descriptors

- Self confident
- Satisfied with life
- Optimistic

Descriptors

- Family oriented
- Hardworking
- Loving

of your game

Lifestyle factors

- Experimental
- Early adopters and influencers
- Seek ways to prolong health and vitality

The Age of 50 Appears to Be the Trigger for Taking Control of Health \rightarrow Other Behavior Changes?



An Optimistic View About Boomer's Future is Prevalent



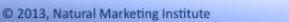


77% "I believe I am in control of my own destiny"



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nm



Baby Boomers: The Fastest Growing Mobile Market



50+ Media Consumption Habits

- 90% use the Internet
- 91% use email
- 52% have interacted with a brand online
- 98% prefer a brand's website to their social
- 33% of tablets are owned by Boomers or older
- Tablets are replacing print media and computer use
- 50+ say they use all devices less due to tablets (with exception of e-readers

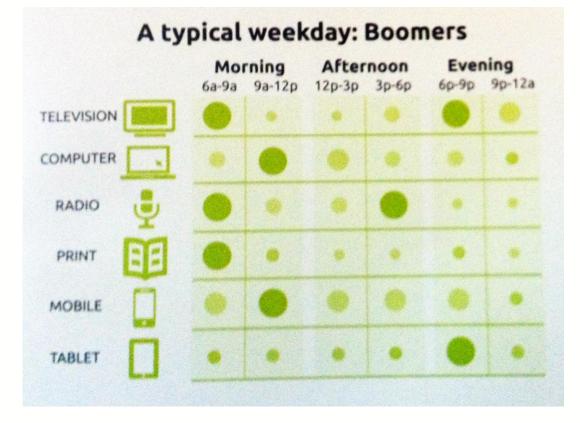


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Source: AARP, Media Horizons via Poytner, Google Ipsos, eMarketer, Forrester

A Typical Weekday: Boomers

- TV: 6 9 am and 6 9 pm
- Computer: 9 am 12 pm
- Radio: 6 9 am and 3 6 pm
- Print: 6 9 am
- Mobile: 9 am 12 pm
- Tablet: 6 9 pm



Messaging to Boomers

- I. The Boomer crowd is not all alike!
- 2. Peak of careers
- 3. Starting new careers
- 4. Re-defining retirement
- 5. Still parenting
- 6. Caregivers
- 7. Active, independent

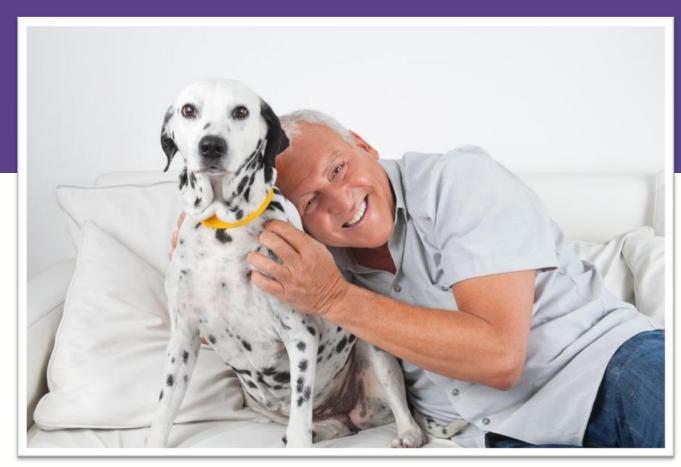


More Messaging to Boomers

- 8. They don't consider themselves "old"
- 9. Don't use "senior citizen"
- 10. Be authentic
- II. Stick to the facts
- 12. Avoid "hype"
- 13. Win mature people over gradually
- 14. Empathy peaks with women in their 50s
- 15. Give them content



Top 10 Tips on Marketing to 50+ Pet Parents



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#1 Website

- Clean, simple layout,
- Mobile friendly
- Pleasant colors
- Easy to read font
- Fast loading graphics

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PORTFOLIO		
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#2 Social Media Strategy

- Boomer women, fastest growing FB audience
- Use social to repurpose marketing content
- Diversify posts to various consumer demos
- Monitor and respond



#B Imagery







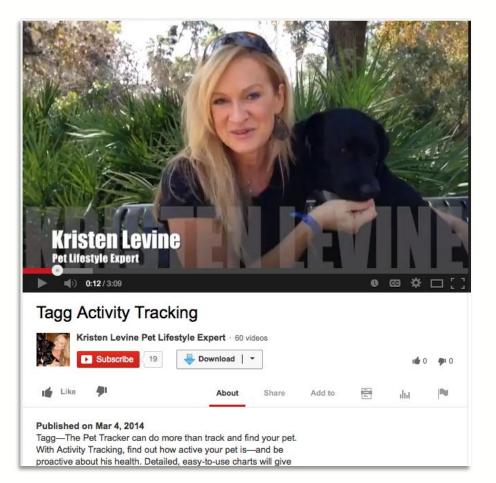




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#4 Video

- I in 5 digital video viewers is a Boomer
- Digital video is more popular with boomers than social sites
- Six in 10 Boomer Internet users downloaded or streamed video every month of 2012

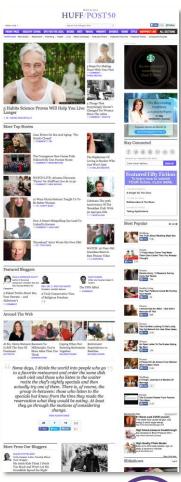


#5 Media Relations

- Ensure media outreach extends to longevity journalists
- Solicit reviews from bloggers age 50+
- Editorial calendars should include topics of interest to mature consumers

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#6 Leverage Experts



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#7 Reward Boomers

Boomers are brand loyal and appreciate being rewarded for their devotion to your brand.



#8 Boomer Consumer Events



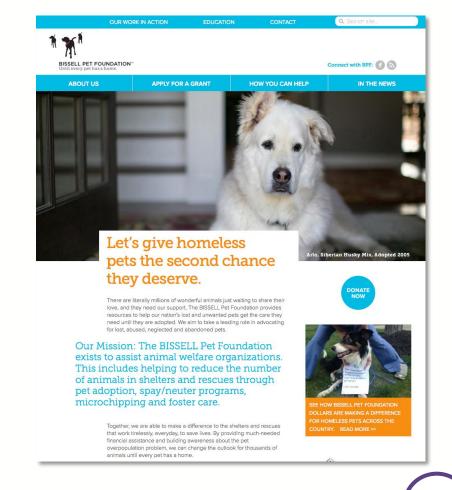
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#9 Charitable Partnerships

- 72% of boomers give
- Empathy peaks in women at age 50
- 91% of global consumers will switch brands to one associated with a good cause



#10 Follow the Longevity Market

- Attend 50+ marketing conferences
- Read Longevity market news
- Watch boomer, senior and caregiver trends; how is your offering meaningful or useful in these trends?

Top 10 E-Newsletters to Follow:

- Aging 2.0
- Silver Tsunami e-brief
- Gen Age Marketing
- Generation Beat Online
- Home Instead
- Media Post, Engage: Boomers
- Next Avenue
- Stanford Center on Longevity
- Vibrant Nation Report
- Vibrant Nation News



Boomer Engagement Treats

- 10 tips to engage the almighty boomer consumer
- 10 Longevity Market News Sources
- 20% discount on PetPR.com news distribution

Petpres The Pet Industry's Leading Resource for News Distribution

The code is **SHOWTIME14**, good for 20% off a distribution thru September 30, 2014.

Contact Info

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Boomers Need Pets

My cat gives me purpose. She needs me everyday, even if it is to open the porch door so she can get fresh air, and I make a point to sit on the porch with her. ~ Mary S. 92

I can't say I hate the empty nest, but I think a lot of us get used to nurturing another being that needs us and loves us, follows us around, and hangs on our every word. I was a dog person when I was younger; now I'm a cat person. Cats give you all the benefits of having kids around with none of the disadvantages! ~ Penny C. 50



My informal survey

- I. On a scale of I-I0, how important is your pet's diet to their health?
- 2. How would you rate the quality of the food you purchase for them on a scale of 1-10?
- 3. Do you look to your vet or anyone else specifically to advise you on your pet's diet?
- 4. Where do you buy your pet food? Why?
- 5. How much does packaging influence the food you purchase?
- 6. In your opinion, do you think pet food manufacturers give you enough information to make the right purchase?
- 7. If the pet food industry or manufacturers could do something better, what would it be?