

Put the Boom in Your Bottom Line:

**Build Loyalty & Engagement with the
Almighty Boomer Consumer**

Kristen Levine, President
Fetching Communications, PetPR.com & Pet Living

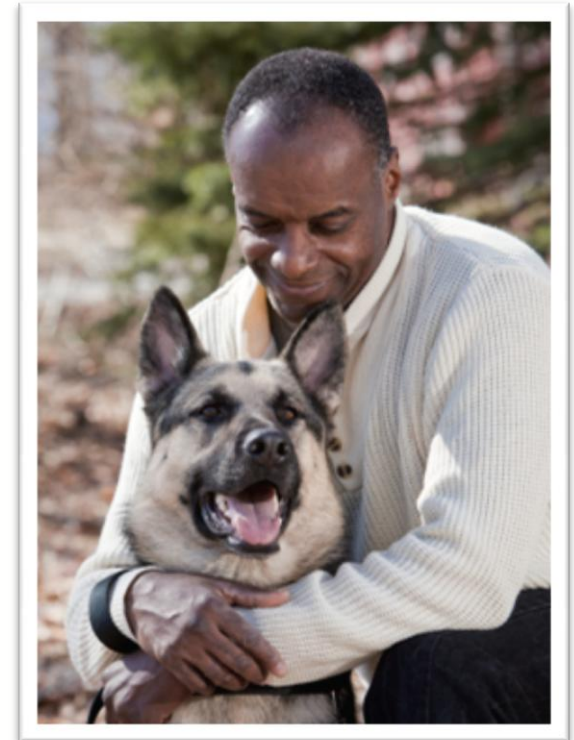




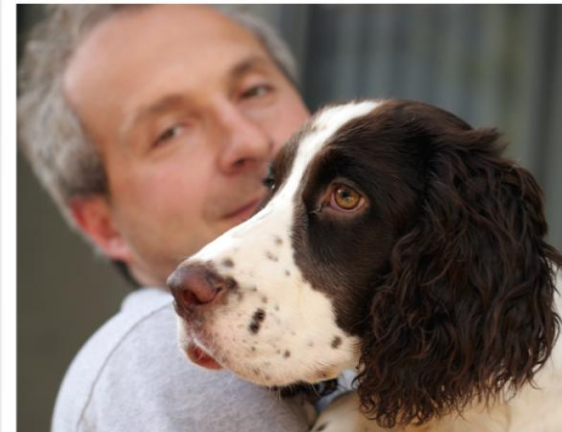
The Pet Industry Needs Boomers

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



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?



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

Fifty, Fit, & FABULOUS
Baby Boomers Turn 50

With the modern advances in medicine, we are living longer, staying healthier, and looking better than ever. How can you balance being Fifty, Fit, and Fabulous?

By 2015, those age 50 and older will represent **45%** of the population

82% OF ADULTS 50 AND OLDER USE THE INTERNET TO RESEARCH HEALTH AND WELLNESS

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...

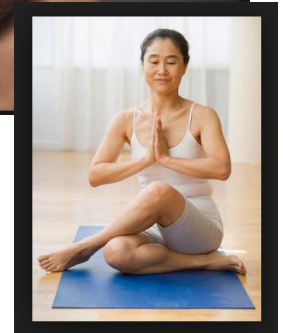
- Play, travel, adventure
- Health, vitality, wellness
- Relationships
- Home



Women 50+ Then...



...and Boomers NOW!



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



Traditionalists

Home, health and happiness are marker of a life well-lived

Lifestyle factors

- Oriented toward disease prevention
- Live healthy to remain independent

Descriptors

- Family person
- Independent
- Traditional



Help Seekers

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



Balancers

Stay centered and keep all aspects of life balanced

Lifestyle factors

- Desire balance & control
- Nutrition focused
- Environmentally-oriented
- Anti-aging seekers

Descriptors

- Knowledge seeking
- Spiritual
- Fun seeking



Active Agers

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



First Adopters

Stay current; seek out new solutions to stay at the top of your game

Lifestyle factors

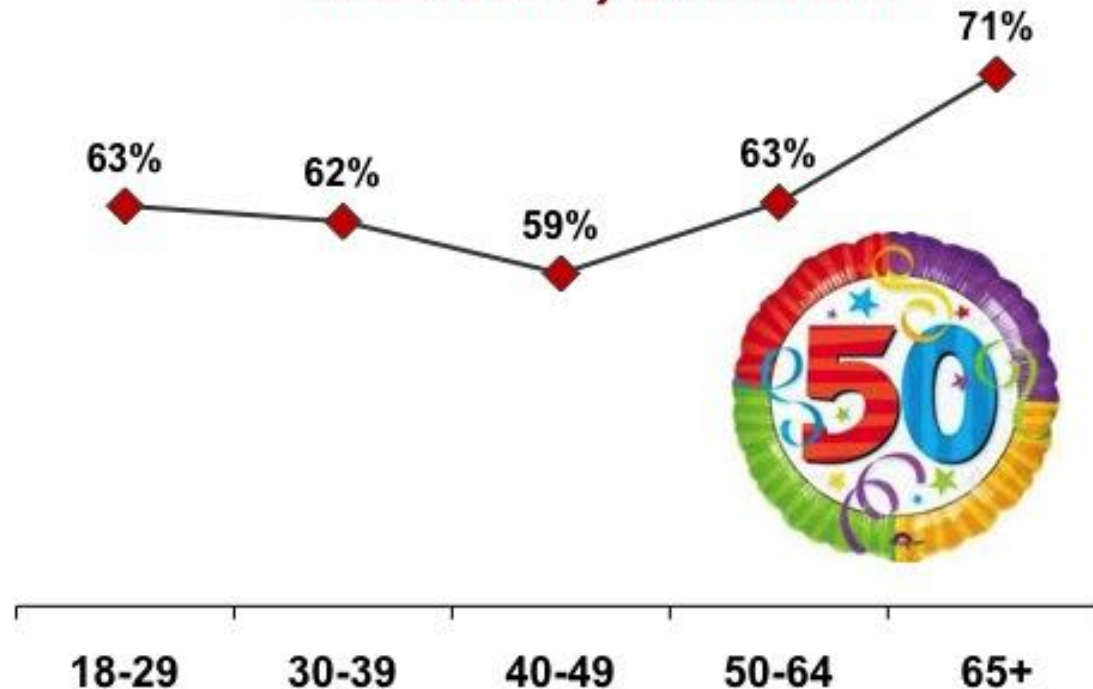
- Experimental
- Early adopters and influencers
- Seek ways to prolong health and vitality

Descriptors

- Family oriented
- Hardworking
- Loving

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

“I will take whatever means necessary to control my own health”



An Optimistic View About Boomer's Future is Prevalent

71% “The best years of my life are still ahead of me”



77% “I believe I am in control of my own destiny”



Baby Boomers: The Fastest Growing Mobile Market



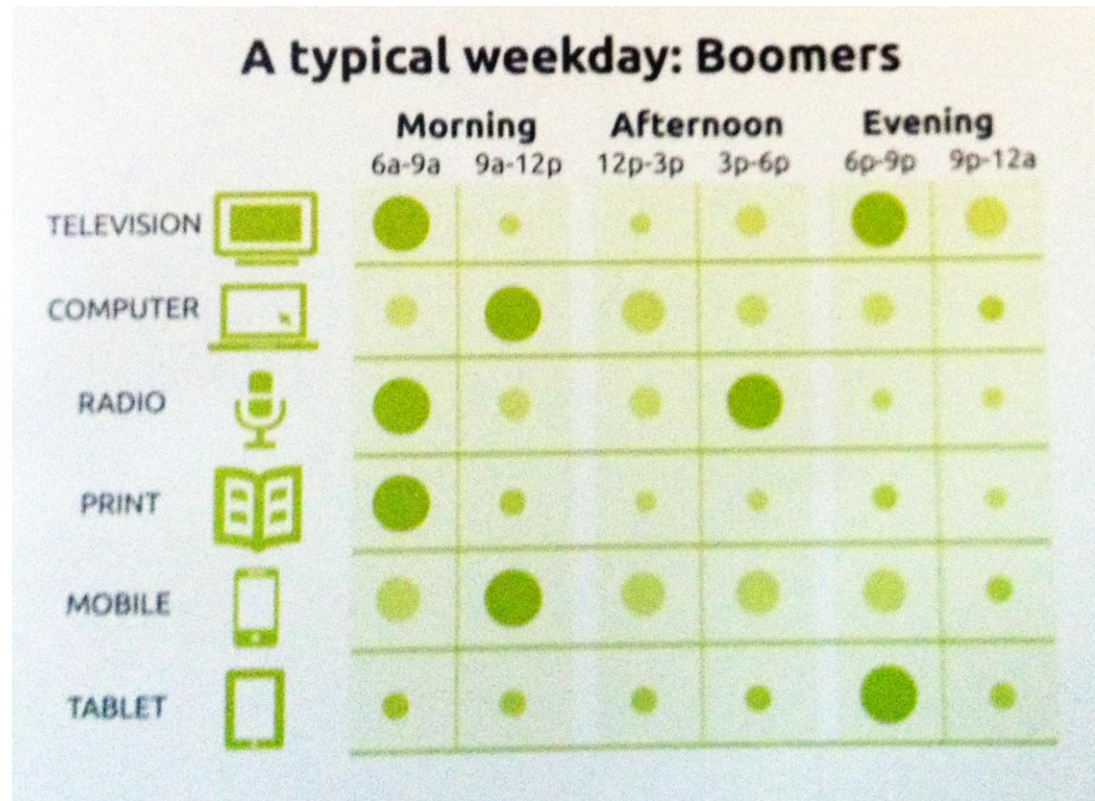
50+ Media Consumption Habits

- 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)



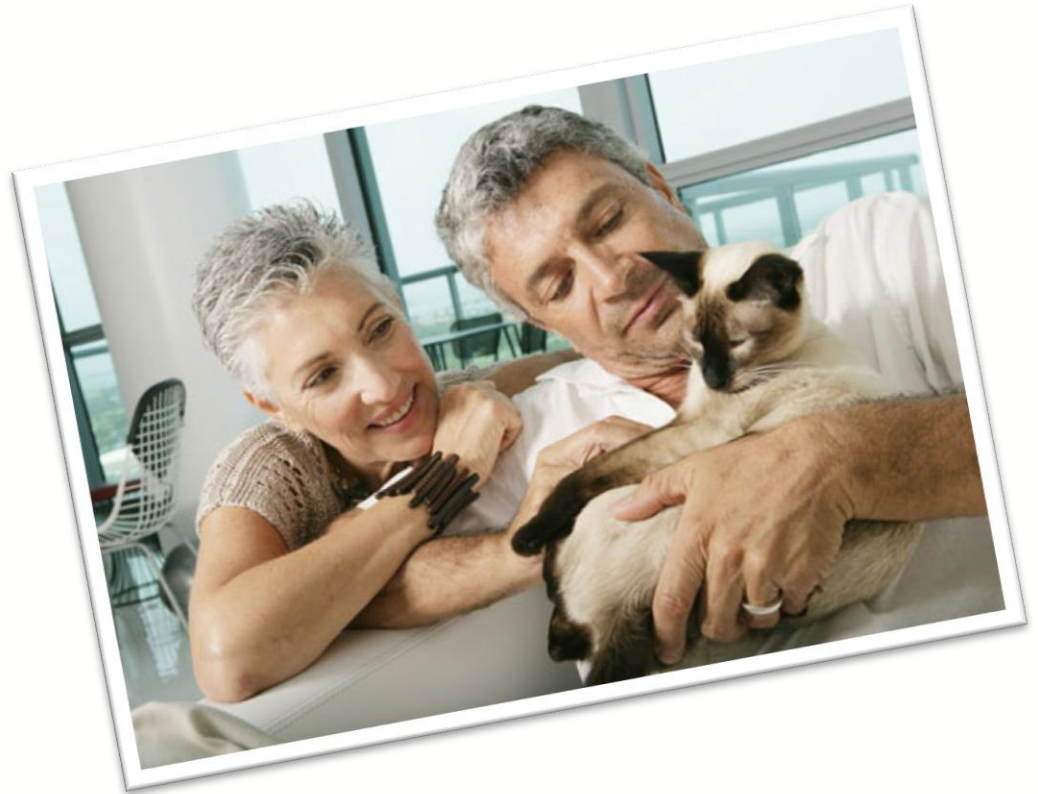
A Typical Weekday: Boomers

- 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

1. 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
11. 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

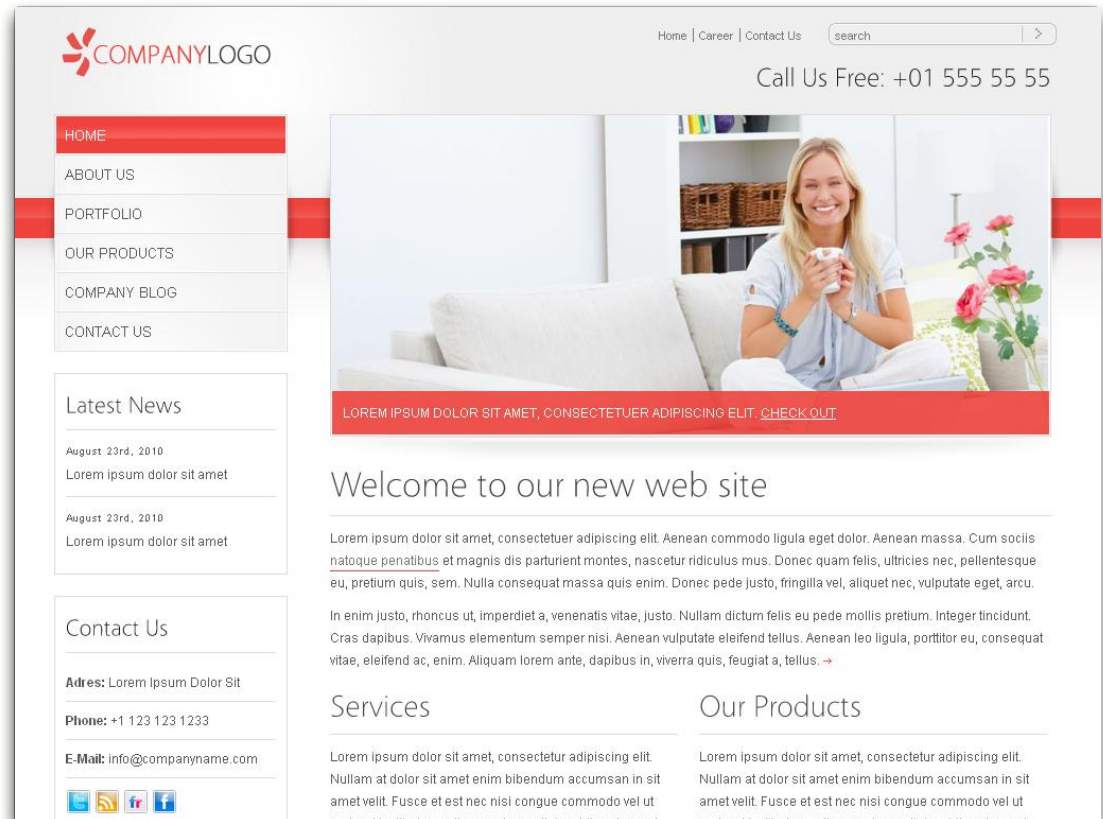


Top 10 Tips on Marketing to 50+ Pet Parents



#1 Website

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



#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

Kristen Levine
Pet Lifestyle Expert ✨ Author ✨ Advocate

Explore the healing power of pets

Companion Animals are fur covered bundles of unconditional love that make life better!

Kristen Levine: Pet Lifestyle Expert
95,795 likes · 42,849 talking about this

Public Figure
Animal Advocate, Author, Radio Host, Spokesperson, Public Speaker, Pet Lover

About Photos YouTube Kristen's Blog Pampered Pets

Highlights

Status Photo / Video Offer, Event +

What have you been up to?

Kristen Levine: Pet Lifestyle Expert shared a link.
4 hours ago

Decorating your pet home? Houzz shows you how "Canine Goes Contemporary". <http://ht.ly/uWifr>

Canine Goes Contemporary
ht.ly

Celebrate your furry family member in a contemporary or modern setting with these 8 decorating ideas

18 Friends
Like Kristen Levine: Pet Lifestyle Expert

Invite Your Friends to Like This Page See All

Type a friend's name... Invite

Morgan Michels Invite ✕

Jo El Snyder Invite ✕

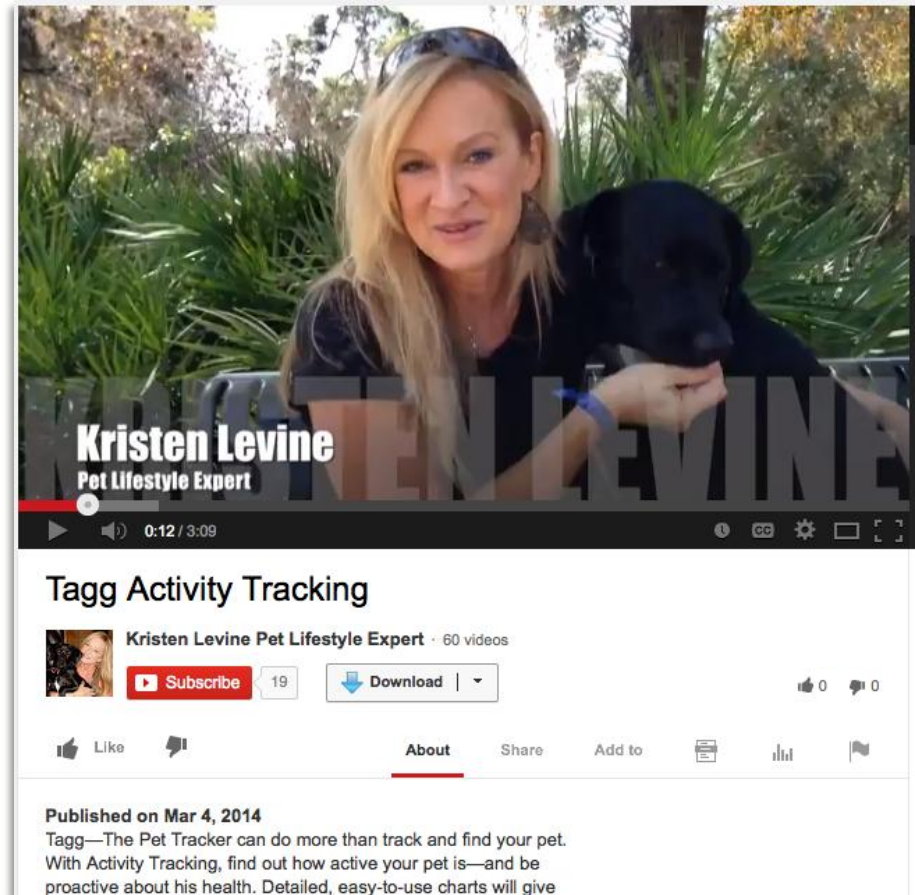
Frank W. Spencer IV Invite ✕

#3 Imagery



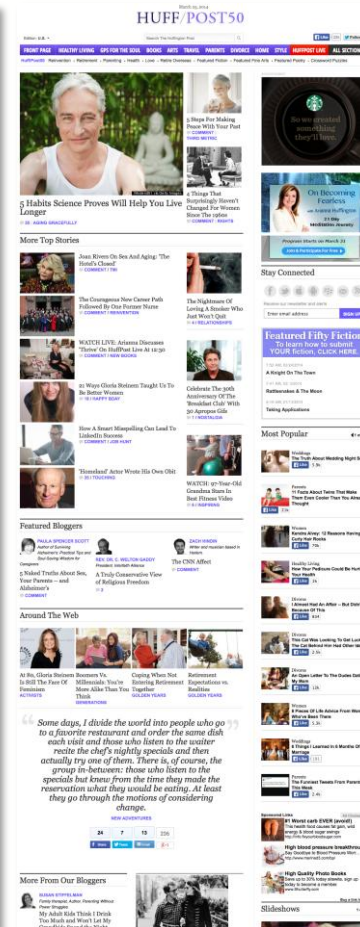
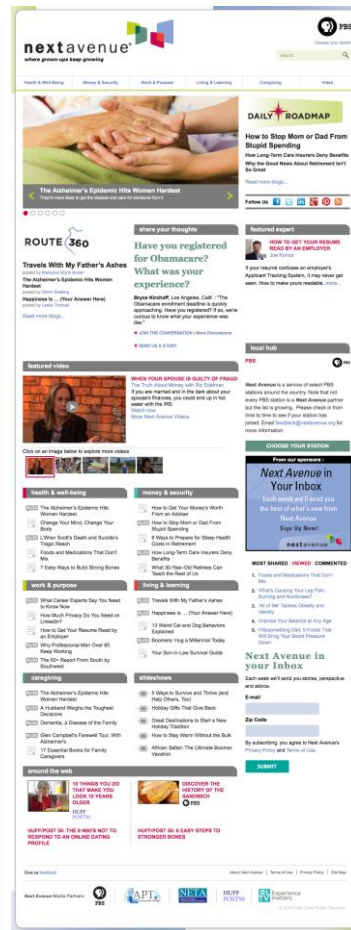
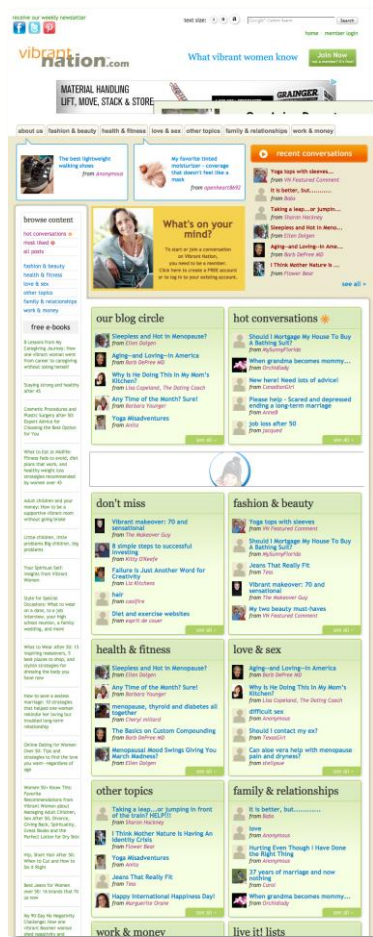
#4 Video

- 1 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



#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

OUR WORK IN ACTION EDUCATION CONTACT Search site...

BISSELL PET FOUNDATION™
Until every pet has a home.

Connect with BPF: [f](#) [s](#)

ABOUT US APPLY FOR A GRANT HOW YOU CAN HELP IN THE NEWS

Let's give homeless pets the second chance they deserve.

Arlo, Siberian Husky Mix, Adopted 2005

[DONATE NOW](#)

There are literally millions of wonderful animals just waiting to share their love, and they need our support. The BISSELL Pet Foundation provides resources to help our nation's lost and unwanted pets get the care they need until they are adopted. We aim to take a leading role in advocating for lost, abused, neglected and abandoned pets.

Our Mission: The BISSELL Pet Foundation exists to assist animal welfare organizations. This includes helping to reduce the number of animals in shelters and rescues through pet adoption, spay/neuter programs, microchipping and foster care.

Together, we are able to make a difference to the shelters and rescues that work tirelessly, everyday, to save lives. By providing much-needed financial assistance and building awareness about the pet overpopulation problem, we can change the outlook for thousands of animals until every pet has a home.

SEE HOW BISSELL PET FOUNDATION DOLLARS ARE MAKING A DIFFERENCE FOR HOMELESS PETS ACROSS THE COUNTRY. [READ MORE >>](#)

#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



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

Contact Info

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Helping businesses to help people, to help pets
live their best lives together!

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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

1. On a scale of 1-10, 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?