



Database Demographics

Targeting the generational divide: who sees your direct mail?

When it comes to marketing, there has been a lot of talk in the media about “the generational divide”—the fact that younger consumers have different media affinities than their older counterparts.

According to an MTV Networks and Associated Press April 2007 survey, nearly one in five teens and young adult consumers can’t live without their iPods; nearly half can’t live without their cell phones. Clearly, your media choice is critical to bridging this divide. But you might need to target to the generational divide within each chosen medium.

Speak Their Language

Let’s say you own a flower shop, and you’re planning a direct mail campaign that involves sending out 2,500 postcards within a certain ZIP code. Now, say that you know the basic age categories of your target audience. To those in their 40s and up, you might use the headline: “Flowers—A Better Way to Say You’re Sorry!”, along with a split graphic: on one side, an image of a husband sheepishly doing the dishes; on the other, the husband bringing home an armful of colorful flowers, with the dishes still in the sink.

To effectively speak to the largely single and heavily mobile 20s and 30s culture, however, you might use the headline, “Good...”, with a picture of a cell phone screen and the message “PLZ 4GV ME.” On the split side of the graphic, the headline might continue “...Better!”, along with a picture of a large bouquet and a bottle of wine.

Don’t Stop There

In either case, 1:1 personalization can build on this segmentation with an additional hit of relevance. For instance, you might consider tacking on a flag at the top that greets the recipient by name, with the text adjusted by gender. “Bob, were you a naughty boy this week?” or “Jane, were you a naughty girl?” Of course, you can personalize other aspects of the text as well.

Think this kind of personalization is too expensive? Reach out to us for a consultation. Unimac Interactive’s experienced account representatives can help you determine an approach that is commercially and cost effective.