



What gives with Generation X?

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Talkin' 'bout my generation

- ⌘ Characteristics of Generation X today
- ⌘ Marketing/fundraising issues and approaches
- ⌘ The goal – getting GenXers committed to a cause (your cause)

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The elusive X factor

“X remains a marketing nightmare. Xers are a notoriously elusive and cynical bunch. (“What do they want?”, ad-men say on bended knee). And sometimes we even like it that way. Defying definition : both our weakness, and our greatest source of power”
(Beth Spencer)

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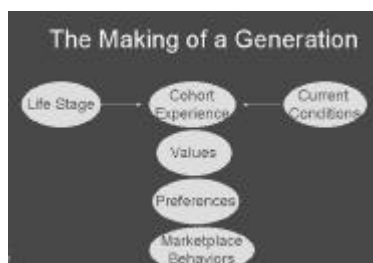
What makes a generation?

“Men resemble their times more than they do their fathers”
(Ibn Khaldun, C14 Tunisian philosopher of history)

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What makes a generation?



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The Xer outlook

Early life experiences are formative in creating generational worldviews

- ⌘ Born between early/mid 1960s and mid/late 1970s (aged 25-40 today)
- ⌘ Formative memories include the oil crisis, strikes (The Winter Of Discontent), recessions and unemployment, threat of nuclear destruction, rise in divorce and abortions, and HIV/AIDs

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The Xer outlook

Metaphors that characterise Xers

- ✍ Questioning
- ✍ Nomads
- ✍ Liberty
- ✍ Survival
- ✍ Risktaking

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Key issues to consider

- ✍ Sense of alienation/dissatisfaction with the world, but not optimistic it can be fixed
- ✍ Awareness of their own economic vulnerability
- ✍ Marketing savvy
- ✍ Techoliterate
- ✍ Hands-on immediacy
- ✍ Entrepreneurial / individualistic / iconoclastic

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Key issues to consider

Dissatisfaction and pessimism

- ✍ Contrast with Baby-Boomer optimism (War on Poverty, War on Drugs, War on Terrorism)
- ✍ Can't fix the whole – mixed outcomes / tradeoffs

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Key issues to consider

Awareness of their economic vulnerability

- ✍ High house prices
- ✍ Looming pensions crisis
- ✍ Student loans
- ✍ Employment insecurity
- ✍ Less social security

Focus on value for money

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Key issues to consider

Marketing savvy

- ✍ Exposed to adverts since birth
- ✍ Enjoy and appreciate the 'black art' of marketing

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Key issues to consider

Technoliterate

- ⌘ A tool and a toy
- ⌘ Good at information processing
- ⌘ How do Xers like to get their information?
- ⌘ Pull, not push



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Key issues to consider

Hands-on immediacy

- ⌘ Cash-poor, time-generous
- ⌘ Quick strikes rather than long-term investments
- ⌘ Impulse buying / impulse giving
- ⌘ The Lone Ranger



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Key issues to consider

Entrepreneurial

- ⌘ Focus on self-reliance
- ⌘ “Sez who?” (questioning attitude, iconoclastic)



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Marketing your cause to Generation X

1. Because of their sense of economic vulnerability, most Xers are unlikely to give large sums of money
2. Remember their marketing savvy

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Xer economic vulnerability

Cash poor / time generous

- ⌘ Emphasise volunteering / gifts in kind
- ⌘ Begin to think that stewardship is about expanding your human resource base, not just your financial resource base

“Give value to Time and Talent as well as Treasure in your future marketing efforts to recognise and better connect with your donors”

(“Recruiting Younger Donors”, Mary Beth MacIntyre, Mal Warwick & Associates)

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Xer economic vulnerability

Crises and immediate needs resonate with Xers

- ⌘ More likely to see impulse giving to specific needs, rather than to long-term development or general funds
- ⌘ Cross-selling / up-selling works on their impulse preference and desire for value

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Xer economic vulnerability

Looking for value / impact / immediate ROI



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Xer marketing savvy

- ✍ Do it well
 - ✍ Dislike of anything that smells of hype or spin (all information can be manipulated)
- “This is a generation that doesn’t want to be ‘sold’. You’ve got to be straight with them. They are the most media-savvy generation in history” (Bruce Tulgan, author of “Managing Generation X”)

Aim to become a trusted information broker

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Xer marketing savvy

Build brand awareness over the long term

- ✍ Xers filter out interruption marketing
- ✍ Product positioning and event sponsorship is more effective with Xers
- ✍ Role of brand in identity formation



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Summary

GenX keywords :

questioners, risktakers, nomads

Key issues to remember :

economic vulnerability, marketing savvy, technoliterate, hands-on, entrepreneurial

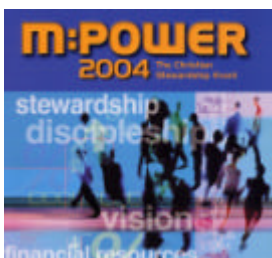
Key approaches :

Impulse giving, show your impact, provide good information, invest in your brand



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The End

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