



# GENERATIONAL TARGETED MARKETING

**ANN A. FISHMAN**  
President

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[ann@annfishman.com](mailto:ann@annfishman.com)

## Hello!

G.I. Generation  
1901 • 1924

I am delighted to have this opportunity to talk to you about Generational Targeted Marketing, a fact of life that touches us all. It reveals who we are and how we respond to the world around us.

Silent Generation  
1925 • 1942

The study of generations is based on the concept that there are six, unique American generations alive today and that there are critical differences among these generations *other than age*.

Baby Boomers  
1943 • 1960

Too often, there exists an age-based marketing mentality. In reality, the six American generations are distinct, with each having its own values, attitudes and lifestyles. Generational Targeted Marketing recognizes that individuals are shaped by the history through which they lived during their formative years.

Generation X  
1961 • 1981

These generations are quite different in what they like, what they don't like and what causes them to make up their minds about a product, service, donation, vote or even a job. Good communication and marketing include some common traits, but what touches the head and heart of a Baby Boomer will not satisfy the needs of someone from Generation X or Y. Even some generational traits of America's newest generation, Generation 9/11, can be predicted.

Generation Y  
1982 • 2000

Generation 9/11  
2001 • Present

Generational Targeted Marketing matches its expertise of America's six generations with your expertise of company strengths, competitor threats and industry challenges, to create something new that accomplishes your marketing goals. From a keynote speech for 500 people to a hands-on workshop for ten — and most everything in between — GTM serves as a catalyst, enabling clients to apply generational knowledge from day one to years later.

Should you be interested in obtaining more information about generational-targeted marketing for your specific needs, please don't hesitate to contact me. Again, thank you for your interest in our agency. Best regards,

**ANN A. FISHMAN**  
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## ANN A. FISHMAN BIO

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Baby Boomers  
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1982 • 2000

Generation 9/11  
2001 • Present

Ann Fishman is President of Generational Targeted Marketing LLC, the company she founded in 1995, whose purpose is advising clients how to better market their products and services to America's six uniquely different generations.

It was during her stint as Research Fellow for the U.S. Senate in the early 1990s that Ann began to notice the strong influence of generational trends on society. She created Generational Targeted Marketing to answer the needs of the private, public and non-profit sectors, enabling them to use generational knowledge as a tool for more effective marketing, sales, product development, workforce management and fundraising.

The idea of focusing marketing efforts to generations has had great appeal to a diverse client base including Knouse Foods, Color Marketing Group, The Committee of 200, Time Warner, Allstate Financial, Blue Cross Blue Shield, the National Geographic Society, PBS, Acxiom, the American College of Cardiology and Volvo, as well as government agencies, the military, travel companies and home furnishing organizations.

Ann authored several U.S. Senate Information Papers on generational trends. And, she has informed other countries how generational-targeted marketing can impact their businesses, for example, as keynote speaker to the insurance industry in Brazil, and as speaker to an international audience of hosiery designers and manufacturers.

Her expertise as a leading generational authority has been recognized and called upon by every major American newspaper as well as major news magazines, cable and network media outlets including Fox News Network and CNN.

Ann holds a B.A. degree from Newcomb College. She has also studied at Harvard, Tulane and Loyola. And, she served as a member of New York University's Adjunct Faculty.

For additional information on Ann Fishman, Generational Targeted Marketing or generational information, please visit [www.annfishman.com](http://www.annfishman.com).



## CV HIGHLIGHTS

G.I. Generation  
1901 • 1924

### **President**

Generational Targeted Marketing LLC

Silent Generation  
1925 • 1942

### **Speaker/Consultant**

Generational Marketing/Workplace Management/Product Development

Baby Boomers  
1943 • 1960

### **Adjunct Associate Professor (former)**

New York University  
Marketing & Management Institute

Generation X  
1961 • 1981

### **Recipient**

Four Research Fellowships  
U.S. Senate Special Committee on Aging

Generation Y  
1982 • 2000

### **Principal Developer**

National Mentor Corps  
Federal legislation to place trained elders in public schools

Generation 9/11  
2001 • Present

### **Principal Developer**

Senate Workshop on Intergenerational Issues

### **Author**

"Generational Marketing: Reaching the Hearts and Minds of Consumers"  
*Circulation Management*

### **Author**

"Lifelong Learning for an Aging Society"  
U.S. Senate Information Paper

### **Author**

"Intergenerational Mentoring"  
U.S. Senate Information Paper

### **TV Co-Host**

Weekly Community Affairs Series

### **Board Member (former)**

Raoul Wallenberg Committee of the United States

### **Education**

B.A. Degree, Newcomb College, undergraduate  
Harvard University, undergraduate  
Loyola University (New Orleans), undergraduate  
Tulane University, graduate hours

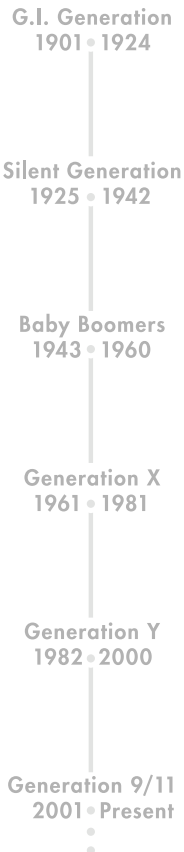


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## MEDIA



### Television

CNN  
Fox News Channel  
WBZ Boston  
New Jersey News Channel 12  
KUSA (Denver, CO)  
News 12 (Hartford, CT)  
WISN (Milwaukee, WI)  
WXII (Greensboro, NC)  
WJXT (Jacksonville, FL)  
WRGB (Albany, NY)  
WFRV (Green Bay, WI)  
KYTV (Springfield, MO)  
WAND (Champaign, IL)  
WSJV (South Bend, IN)  
WJTV (Jackson, MS)  
WQAD (Davenport, IO)  
WFMJ (Youngstown, OH)  
KHGI (Lincoln, NE)  
WPVI (Philadelphia, PA)  
WMTV (Madison, WI)  
WJBK (Detroit, MI)

### Radio

BBC (Scotland)  
National Public Radio  
CKNW Vancouver  
WWL New Orleans  
WBIX Boston

### Magazines

U.S. News & World Report  
Entrepreneur  
Kiplinger's Investment Newsletter  
American Demographics  
Des Moines Business Journal  
HR on Campus  
HR Reporter  
Marketing to Women  
Marketing to Kids  
Age Wave Report

### Newspapers

The New York Times  
Wall Street Journal  
USA Today  
Washington Post  
Los Angeles Times  
Chicago Tribune  
Detroit Free Press  
Seattle Times  
Miami Herald  
Boston Herald  
Austin American-Statesman  
Dallas Morning News  
The Denver Post  
Arizona Republic  
Palm Beach Post  
Times Picayune  
Milwaukee Journal Sentinel  
The Trentonian  
Richmond Times-Dispatch  
Florida Times-Union  
Providence Journal-Bulletin  
Joliet Herald-News  
Bergen Record  
Gambit (New Orleans)  
Cox News Service  
Sweden-America Today

### Trade Publications

Gifts & Decorative Accessories  
Selling Christmas Decorations  
Circulation Management  
Senior Marketwatch  
Footware News  
Successful Meetings  
Home Office Computing  
Home Furnishings Network  
LDB Interior Textiles  
Selling to Seniors  
Catalog Age  
Cable World  
DM News



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## CLIENTS

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Generation X  
1961 • 1981

Generation Y  
1982 • 2000

Generation 9/11  
2001 • Present

### Business & Industry

Acxiom  
Allstate Financial  
ARAMARK  
Business Technology Association  
Knouse Foods  
Modern Postcard  
National Association of Senior Move Managers  
Soyfoods Association of North America  
The Hosiery Association  
The Worth Collection, Ltd.  
Time Warner Cable  
Volvo Car Corporation

### Education

Elderhostel  
Tulane University

### Government

National Security Agency  
National Air and Space Intelligence Center  
United States Senate

### Home & Furnishings

American Furniture Manufacturers Association  
American Nursery and Landscaping Association  
Building Industry Association of Southern California  
Color Marketing Group  
Forty-One Madison/The New York Merchandise Mart  
International Furnishings and Design Association  
Plaid Enterprises, Inc.  
Western Home Furnishings Association

### International

FenaPrevi (Brazil)  
LIMRA

### Medical Organizations

American College of Cardiology

### Non-Profits

Chorus America  
The Committee of 200

### Publications & Media

PBS-TV  
Reader's Digest  
The National Geographic Society  
Time Warner Cable

### Travel & Tourism

Education Travel Conference  
International Association of Conference Centers  
Louisiana Tourism Summit  
National Heritage Development Conference  
Nevada Governor's Conference on Tourism  
South Carolina Governor's Conference on Tourism  
Thomson Safaris  
Travel Council of North Carolina

### Utilities

Tennessee Valley Authority



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## COMMENDATIONS

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Generation 9/11  
2001 • Present

### Sid Smith

President & CEO, National Association of Hosiery Manufacturers

*"I hope every business enterprise, particularly those with consumer products, gets to hear this presentation. Without it, they're going to miss the boat when it comes to marketing to this diverse population."*

### Jane Simmons Bickford

VP Institutional Advancement, Tulane University

*"Ann Fishman's workshop on generational marketing gave our fundraising office tools to reach a larger audience and create the University's first-ever generational strategy. By segmenting the alumni and friends of Tulane University by generation, and soliciting each with a specially targeted message, the annual fund office achieved tremendous success. A generational marketing approach led to the number of donors increasing by 10% in the first year and contributed to the University's meeting its annual fund dollar goals."*

### Caroline A. Davis

President, The Worth Collection, Ltd.

*"Ann was the hit of our national meeting. The most valuable single thing she brought to Worth was her knowledge of the company, the way we work, our point of view!"*

### William Cohen

Former US Secretary of Defense and Ranking Minority Member, US Senate Special Committee on Aging

*"Committee Fellow Ann Fishman brings her enthusiasm and dedication to this examination of educational opportunities for older adults. She merits special recognition as the principal author and editor of Lifelong Learning for an Aging Society."*

### Joan L. Eisenstodt

President, Eisenstodt Association

*"Ann Fishman gets to know her audiences' issues and then, with warmth and humor, delivers targeted messages. Ann's willingness to direct content to a specific audience ensures immediate application to an individual's and an organization's work and mission."*

### David Pryor

Former Chairman, U.S. Senate Special Committee on Aging

*"I want to applaud the tremendous efforts of the Committee's Legislative Fellow, Ann Fishman, whose creative spirit and commitment to the concept of intergenerational mentoring was the foundation for the success of this Roundtable."*

### Diane Brady

President, Consumer Products Marketing Group, Inc.

*"Ann researches and documents the behavioral aspects of these groups and...provides specific examples of how to market to a given generational audience. She's a top professional and a delight to work with."*

### Nan Powell

Color Marketing Group, Research Director, Cheskin Research

*"Outstanding speaker. Fascinating and useful information. Good delivery, visuals and totally new information."*

### Chris Rosati Yoos

Director of Marketing & Creative Services, Central Region, Time Warner Cable

*"Your lectures on generational marketing trends to our markets throughout the state were invaluable. They obviously served as critical information to our industry and further helped us to reinforce a strategic credibility with our clients. You were able to not only offer intriguing information, but solutions as well which is critical to our business... We would recommend you highly to others and we look forward to future relations."*

### Judi Wineland

Director, Thomson Safaris

*"It has been months since you arrived into our office and took us by storm. The depth of information was extraordinary and the reconfirmation that we know a lot about our potential guests but not enough was remarkable! The dust has settled and we find ourselves looking through a different refined lens to understand our guests and talking to them in a new way. From the Boomers to the Xs and Ys who constitute our markets, your recommendations to us have made a big and successful impact. You were spot on! Thanks for your insight!"*