

International Advertising Marketing Techniques Targeting Baby Boomers

Chuck Nyren is an award-winning advertising producer, author, creative strategist, speaker, consultant, and copywriter focusing on The National and International Baby Boomers Market.



Advertising to Baby Boomers

Chuck Nyren

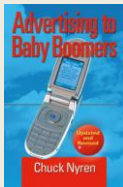
“Baby Boomers around the world are sophisticated consumers of advertising, having grown up in the heyday of mass marketing. Companies that don't understand this sophistication are doomed. Yet many rely on advertising agencies that believe Baby Boomers are easy to reach, and simply older ‘Children of The Sixties.’ The real story is that most national and international agencies are ill-prepared for tackling the 50+ consumer, but don't want you to know it.” – *Chuck Nyren*

Chuck's presentation covers:

- A history of advertising from a creative perspective
- Why ad agencies are not prepared for targeting Baby Boomers
- How to interface with your advertising agency (large or small)
- National and International campaigns targeting The 50+ Market
- Word-of-Mouth Marketing
- Inexpensive, practical ways to create advertising for Boomers

ADVERTISING TO BABY BOOMERS

has been selected as a classroom resource by **The Advertising Educational Foundation** and can be found in over one hundred libraries worldwide, including the universities of Harvard, Duke, Northwestern, and Cornell.



“I wanted to thank you for your presentation at the National Association of Homebuilders convention in Phoenix. I found it very rewarding. I am already trying to implement a few of the many ideas you provided to us.”

— R. Roux, CB Richard Ellis

“Your insights were terrific, and I so appreciate your time and preparation. You went far above and beyond what I had hoped for, and were a true delight.”

— E. Daily, Faith Popcorn Brain Reserve

“Thank you for the workshop last Friday, we learned a lot. Could you please email your presentation? This way, we can share it with our colleagues.”

— Z. Dolgun, Anadolu Hayat Emeklilik A.S.

“Thank you very much for your conference about this extremely interesting subject. I summarized your conference as a short presentation for my company and sector.”

— T. Acan, Global Bilgi

Chuck has been a consultant for a wide range of companies including Harris Interactive, AARP, AstraZeneca, Bayard Press (France), Plus Magazine (The Netherlands), Roularta Media Group (Belgium), The Seattle Direct Marketing Association, WPP's Commonhealth, and Omnicom Group. He is a consultant with The Faith Popcorn BrainReserve TalentBank, and is on the Advisory Board of GRAND Magazine and The International Mature Marketing Institute (IMMN).

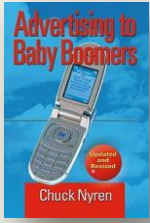
Through the years he has written copy and/or has been a creative strategist for Microsoft, Mackie Designs and various international professional audio manufacturers, many small Seattle-based ad agencies and companies, and numerous television and radio stations. Chuck has won three International Competition Cindy® Awards (Cinema in Industry), two Gold and one Silver.

He has presented at national and international business conferences and seminars in New York, Chicago, Phoenix, Stockholm, Oslo, Brussels, Utrecht, Augsburg, Paris, Madrid, and Istanbul.

Chuck has been interviewed by The New York Times, The Los Angeles Times, The Dallas Morning News, The Kansas City Star, BusinessWeek, CNBC, CBS Market Watch, [WNYC-FM \(NPR\)](#), KIRO (Seattle), WBIX (Boston), The Irish Times, [Ad Age's The Advertising Show](#), Selling to Seniors Magazine, Advantages and Counselor Magazines, U.S. News & World Report, [Sports Business Journal](#), Aging Today, and many other media outlets worldwide. Chuck was recently a talking head on The History Channel/AARP Television Series “Our Generation.”

2010 Istanbul Workshop: International Advertising Marketing Techniques Targeting Baby Boomers

Advertising to Baby Boomers



I haven't marked up a book so much since cramming the night before that last big college final exam ...

Chuck Nyren has written a guide to successfully advertise to boomers ... and gives great insights into the boomer market as well. Enjoy the wonderful humor, serious analysis, and gutsy commentary. – *Dr. John Migliaccio, Maturity Mark Services – now Director of Research, MetLife Mature Market Institute*

A strong advocate for making sure you nail the product story first and foremost is Chuck Nyren, whose book *Advertising to Baby Boomers* is a must-read. – *Excerpt from The New Old by David Cravit, Executive Vice President, ZoomerMedia*

We recommend *Advertising to Baby Boomers* to all of our GRAND Magazine advertisers to help them put together effective print and online ads to reach our Baby Boomer grandparent readers. – *Christine Crosby, GRAND Magazine*

Chuck Nyren's wit and charm only partially disguise the razor sharp teeth that he flashes at an industry in denial. – *Marc Middleton, Founder and President, The Growing Bolder Media Group*

I bought over 80 books on the subject of Boomers, Advertising, and Marketing for my M.A. Thesis on Images of Boomer Women. Chuck Nyren was the only writer who put it all together, brilliantly, in one source. – *Mary Duffy, Ford Models, Fashion Author*

Read Chuck Nyren's insightful, entertaining and refreshingly candid book. You'll avoid common mistakes and find the keys to motivating savvy boomers. – *Todd Harff, President, Creating Results*

Chuck Nyren is one the best writers on 50+ advertising and marketing – anywhere. He doesn't hide behind jargon, he shoots from the hip and tells it how it really is. – *Martin Smith, Millennium Direct UK*

Advertising to Baby Boomers is an easy, informative read that will resonate well with Boomers and will give non-Boomers some useful insights when advertising to this important market. As a member of the generation myself, I now know why so many advertisements leave me cold (e.g. either I do not understand the humor or I don't care enough to work at deciphering the advertisement). I thought it was just me, but after reading *Advertising to Baby Boomers*, I now put the blame squarely where it belongs.

The second section addresses the process of finding the best marketing or advertising agency. It identifies the myths that traditional ad agencies hold regarding Boomers and advises business owners who want to sell to this group to walk away from agencies that think this way.

The third and last section offers resources, a case study, and final thoughts. He sharpens some of his earlier points and cautions readers that some of the recent buzzwords in advertising, such as branding, are not all that they are cracked up to be. – *Excerpts from The Journal of Consumer Marketing, Dr. Joyce M. Wolburg, Marquette University*

Nyren employs wit, helpful asides and experts' citations to refute stereotypes that damage campaigns. He reinstates respect for the demographic that's often insulted by well intentioned but flawed advertising.

If you want to avoid pigeonholing boomers and confusing or angering the demographic with your humor, check out this readable 182-page foundation for reaching them. We promise it will be filled with underlines. – *Excerpts, Marketing Sherpa*

Chuck Nyren has contributed sections or chapters to these internationally published business books:

The 50-Plus Market by Dick Stroud (Kogan Page)

The Silver Market Phenomenon edited by Dr. Florian Kohlbacher and Dr. Cornelius Herstatt (Springer Press)
2nd Edition available Autumn 2010

Henry Stewart Talks Online Seminar 2009:

Latest Thinking in Marketing to the Older Consumer



Speaking/Consulting Promotional Video (2½ minutes)
2010 Review: Presentation (30 minutes)
Advertising to Baby Boomers Blog
Book Reviews

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