



CANADA POST SMARTMAIL MARKETING™

GENERATION GAP

Connecting Brands and Customers of All Ages



Smartmail Marketing
The Science of Activation

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POST



POSTES
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™

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ABOUT THIS E-BOOK

Drawing on Canada Post's proprietary research and expert commentary, this e-book has been designed to help marketers navigate their conversations and their engagement with the most relevant generations that will drive better marketing results for their business.



INTRODUCTION

It's getting more difficult to grab the attention of consumers – even more so when you're marketing to a cohort of individuals as large as a generation. As many of us are turning to generational marketing to help devise their strategies and communications, understanding what those generations value, believe and are motivated by is beneficial for all marketers.

Over the years, a number of perceptions have formed about millennials, Gen Xers and boomers. Some of these are still true, but as consumers evolve, these perceptions need to be reformed, re-adjusted or rejected altogether.

Canada Post recognizes the importance of generational understanding to drive better results for marketers. As generations develop and emerge, we gain more knowledge of who they are, how they operate and how they differ. This is what drove us to compile findings from four proprietary research studies and expert consults – to provide marketers with insight into millennials, Gen Xers and boomers.

Read on for the generational understanding you'll need to help shape the marketing and communications strategies for your next campaign.



CONNECTING WITH MILLENNIALS

MARKETING'S MILLENNIAL OBSESSION

Millennials are Canada's fastest growing employee segment and soon will surpass boomers as the country's largest demographic cohort. Little wonder they are attracting increasing attention and investment from marketers. And with the coming rise of generation-Z, it is even more important for marketers to understand as much as they can about them to ensure their marketing efforts are smart and deliver meaningful results.

While marketers have developed a greater understanding of millennials over the years, there remains a number of misconceptions about the generation. The need to continue to unpack this generation is critical, as it will impact messaging, creative and channel choice. For example, a common assumption is that – as digital natives – millennials only engage with social, video and display ads. But that isn't the case.

Research and expert consultation reveal how to better connect, engage and drive action with millennials.



MILLENNIALS BY THE NUMBERS

Born between
1981-2000

27%
of the
population¹

9.5 million
in Canada¹

85% are
financially
independent²



8 WAYS TO DRIVE BETTER RESULTS WITH MILLENNIALS

1 GET PERSONAL

Millennials have a collective sense of their generational identity – of their 'tribe.' But as a generation, they also strongly identify as unique individuals. Therefore, it's important to strike the right balance of playing to the uniqueness of the individual without neglecting their collective interests. Millennials are comfortable switching platforms, channels and devices to collect and share information. If you can get them to like you, they'll tell others about you. In practise, messaging could be developed to address the unique needs of the individual while utilizing channels that promote sharing to their tribe.

It is likewise important to remember that millennials are not a homogenous group. Young millennials living with their parents have a different set of interests, concerns and behaviours than older millennials with careers, children and homes of their own. Their generation spans approximately 20 years, so it contains a number of life stages that need to be considered in developing marketing strategies and communications.

“MILLENNIALS REALLY WANT TO FEEL LIKE THEY ARE UNIQUE, so it's important to communicate with them in a very personalized way. But they are also attracted to group trends, and things that will get the agreement of their peers. So, you have to act in both ways – look very personalized but, at the same time, capitalize on trends that are common to the whole cohort.”

- LUC DURAND,
President Ipsos Quebec

“PERSONALIZATION ISN'T JUST HAVING YOUR NAME IN THE GRAPHICS or the creative or the copy. It's about really making sure that you're talking about the transactions – their history with your brand. And there's no excuse not to. We have so many wonderful tools that allow us to merge personal data, transactional data, demographic data.”

- JEANETTE MCMURTRY,
Consumer Behaviour and Psychology-Based
Marketing Expert

Generational experts believe that real power of personalization goes well beyond personal addresses and customized graphics. Leveraging the power of data, marketers can speak directly to an individual based on a wide range of variables – including personal history with the brand.





2 BE HONEST

Millennials can be a tough and cynical cohort, so building brand trust can be a challenge. Generational experts stress the importance of being honest with millennials – especially since this generation is more likely to share with their tribe.

And channel choice matters when it comes to gaining the trust of millennials. Direct mail is a key channel, as its tactile nature improves its trust appeal with this group.



“EVERY GENERATION HAS A TOTALLY DIFFERENT WAY OF TRUSTING BRANDS, believing them and wanting to engage with them, and unfortunately our younger generation has grown up very skeptical. They’ve seen a lot of scandals, they’ve heard a lot of lies.”

- JEANETTE MCMURTRY,
Consumer Behaviour and Psychology-Based
Marketing Expert



“WE’RE FINDING A LOT OF RESEARCH COMING OUT RIGHT NOW...that (shows) we tend to trust communications a lot more when we can actually touch them...There’s something emotionally engaging...that we don’t get on a screen.”

- LUC DURAND,
President Ipsos Quebec





3 SHARE VALUES

Understanding how your brand aligns with millennial values and life stages – and then amplifying it – is critical. For example, research from Mintel suggests that drawing attention to your corporate philanthropy will help your brand stand out. Furthermore, consumer behaviourist Jeanette McMurtry notes that brands that align values with their customer allows for lifetime relationships to be built with their tribe.



“MORE THAN EVER, PEOPLE ARE EXPOSED TO INFORMATION and they’re expecting more from brands. They’re expecting brands to take a stand on important issues. I think this represents a really great opportunity for brands.”

- CAROL WONG-LI,
Senior Lifestyles and Leisure Analyst, Mintel



“YOU HAVE TO TELL THE WORLD WHAT YOU’RE ABOUT. It’s no longer about promoting a product... it’s about promoting a brand, because we are all looking for tribes. And as we’re looking for brands we want to associate with and continue to purchase for our lifetime, or for even the next year or so, you’re kind of agreeing to be part of a tribe.”

- JEANETTE MCMURTRY,
Consumer Behaviour and Psychology-Based
Marketing Expert



4 TAILOR OVER TIME

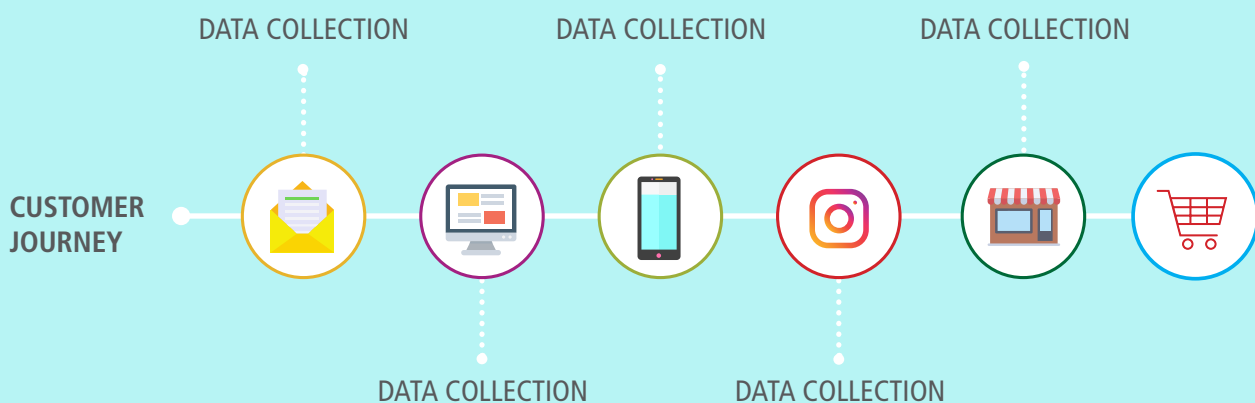
Mintel's *Marketing to Millennials* research, published in January 2018, notes that customization is noticed and probably even expected. It suggests that, "this 'appreciation' of personalized content on social media speaks to a broader expectation of a more tailored experience with brands overall. In terms of marketing efforts, millennials will pay attention to pieces that give them something back in exchange for their attention, e.g., entertains them or tells them something new. In terms of the actual shopping journey, customizing discounts or rewards or even suggesting products will go a long way in connecting with this segment, both in terms of gaining attention and generating loyalty."

This understanding is critical in developing touchpoints, tracking and collecting data across the journey. Data, collected over a period of time, can be leveraged to learn who your customer is, what they want and what will trigger the next step to win with them. With the vast amount of data available to marketers today, it is easy to get fixated on collecting the data and not on putting it to use – creating a barrier rather than a connection between a customer and a brand.



“WE’RE INCREASINGLY LIVING IN THESE ECHO CHAMBERS. So, as the information that we see gets funneled down, it creates the potential for the distance between brands and their consumers to grow really quickly.”

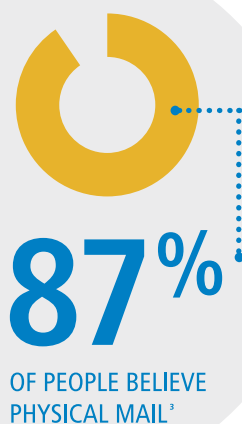
- CAROL WONG-LI,
Senior Lifestyles and Leisure Analyst, Mintel





5 INTEGRATE ANALOG

Don't underestimate the importance of tactile experiences. Millennials have come of age in the digital era, which has resulted in an attraction to the novelty of analog. David Sax notes, we relate to things in physical spaces – things we can touch, smell and hear. And that's always going to resonate more with people than pixels do. In fact, recent research from the U.K. found that 87 per cent of people there believe what they read in physical mail, while only 40 per cent feel the same about its digital counterpart.³



This is key, as analog can allow for brands to connect more deeply with consumers. Research shows that millennials eagerly engage with print because they value the physical and have a desire for real experiences. Canada Post's

Generational Connections survey in 2017 found that a person's age has more impact on their views on – and engagement with – digital advertising than it does on their interaction with direct mail.

42%

KEEP PROMOTIONAL
PIECES FOR FUTURE
REFERENCE⁴

50%

ARE EXCITED TO
SEE WHAT'S IN
THEIR PHYSICAL
MAILBOX⁴



“WHEN YOU LOOK AT WHO IS DRIVING THE RETURN OF THINGS LIKE VINYL RECORDS, PRINT BOOKS, PAPER BOOKS, NEW MAGAZINES, NICHE PUBLICATIONS, it's exactly that demographic of millennials. That's because they don't view digital as special. Digital is the norm. To them, there's a uniqueness – a romance even – and something higher value when someone presents them something in an analog format. Millennials see it as novelty. A welcome respite from a cluttered inbox and incessant digital interruptions.”

- DAVID SAX,
Journalist, Author of *The Revenge of Analog:
Real Things and Why They Matter*

“MARKETERS CAN USE ANALOG TO CONNECT WITH THEIR CUSTOMERS ON A DEEPER LEVEL because analog is able, uniquely, to connect with people much more deeply than digital does. Digital is great at reaching large numbers of people very quickly, very inexpensively. But when you look at the research, it shows that people engage with it less. If you were given an email or a post on social media, you're less likely to look at it for a longer period of time than you are a catalogue.”

- DAVID SAX,
Journalist, Author of *The Revenge of Analog:
Real Things and Why They Matter*



Direct mail provides marketers with a strong connection and engagement opportunity. While digital is often seen as cost-effective, research reveals that people engage with it less. They're far more likely to spend 10-20 minutes with a physical catalogue than they are with the same content online.⁵



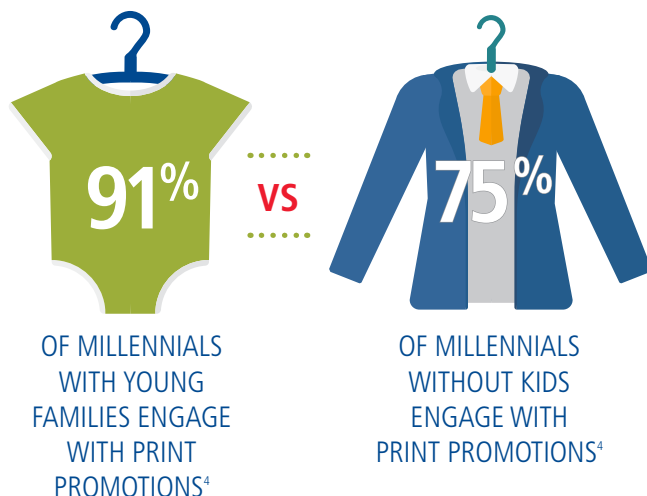
10-20 mins
WITH PHYSICAL
CATALOGUE
VERSUS ONLINE⁵

“...YOU CAN TAKE YOUR CATALOGUE, SIT IN YOUR BATHTUB WITH A GLASS OF WINE, SIT BY A FIRE AND ENGAGE IN COMFORT SHOPPING. You don't do that on a screen. You don't do that when you're shopping on your mobile on the subway – whatever you're doing – or you have many different distractions around you.”

- JEANETTE MCMURTRY,
Consumer Behaviour and Psychology-Based Marketing Expert

Life Stage, Not Age

We know millennials aren't a homogenous group, and this is no different when it comes to their engagement with direct mail. In fact, Canada Post's most recent study revealed that there is a 16 per cent increase in print engagement when kids are in the home.⁴ Life stage is more important than year of birth – especially when it comes to channel engagement.

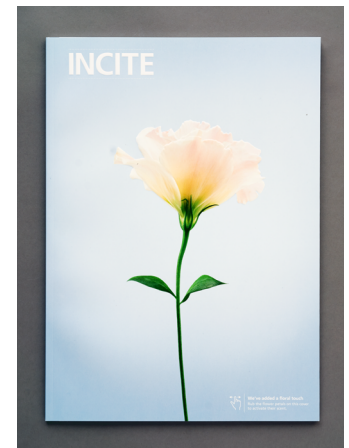
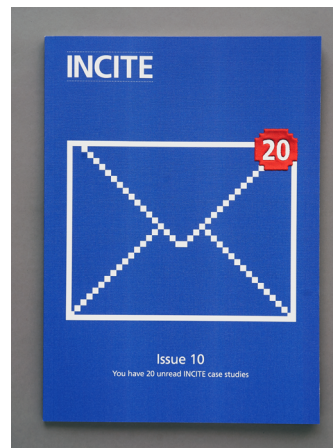
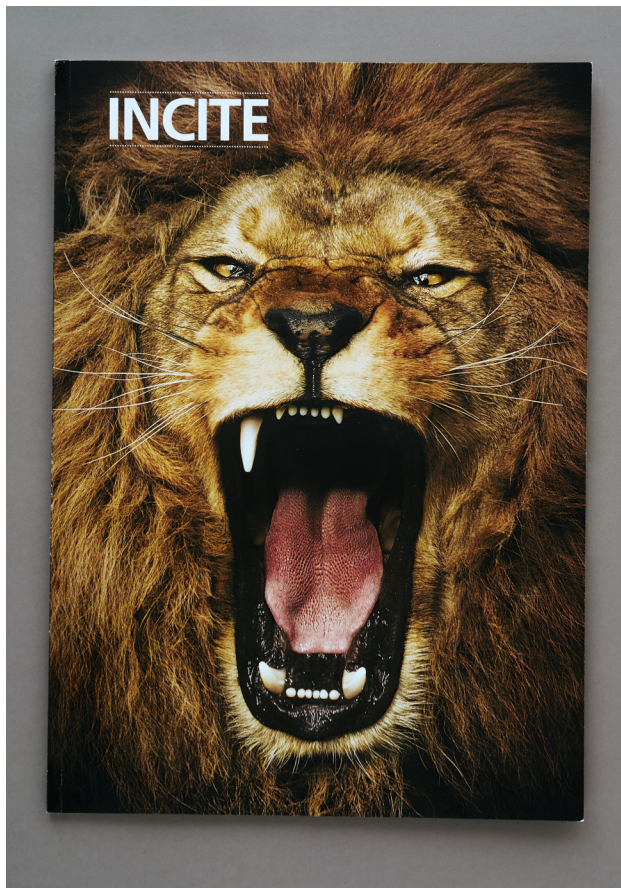




6 CREATE EXPERIENCES

The always-on consumer, and the multitude of channels that millennials engage with, are making it harder for marketers to be impactful. Direct mail provides a unique and valuable opportunity to break through and create one-on-one experiences. Direct mail can be plain and simple, or it can be wildly creative; the key is to ensure it stands out and offers value. Unlike other channels in the marketing mix, the tactile nature of direct mail allows marketers to engage millennials with all five senses. Think about how a message could come to life with sight, sound, smell, touch and even taste! And with continual innovations in print technologies, the possibilities are endless.

Canada Post's *INCITE* magazine highlights some of the most innovative and effective examples of direct mail from around the world. *INCITE 11* includes campaigns targeting millennials from companies and organizations as diverse as Foot Locker, Hershey's, Lexus, Visa and more. You can view the case studies at canadapost.ca/incite





7 INTEGRATE AND MULTIPLY

Channel integration is incredibly important today. With the always-on, digitally saturated consumer, a marketer's channel mix can never be an either-or decision. Canada Post's Generational Connections research reveals that all generations use and follow promotions via both physical and digital media. Most importantly, millennials use physical media just as much as other generations.

The power of campaigns that touch customers at multiple points, with multiple experiences, is integral to a marketer's success.

“...TODAY'S MARKETERS WANT MULTI-TOUCH CAMPAIGNS WHERE YOU DON'T HAVE STRAIGHT DIGITAL OR STRAIGHT PHYSICAL – there's not just one or the other. (You use) a physical piece to drive to a digital experience...although they're in front of their phones most of the day – if something comes across in the mail that's personalized, they'll drop that phone and interact with the piece.”

- ANDREW MACEACHERN,
President, Information Packaging

In 2016, Canada Post conducted neuro-marketing research to understand the power of combining digital and physical channels. We found that integrated campaigns elicit 39 per cent more attention than single media digital campaigns.⁶

The powerful combination of physical and digital can be further explained by the fact that millennials are displaying signs of being overwhelmed by their inboxes.

With both business and personal correspondence to manage, that's not surprising. Recently Canada Post found that of millennials



By integrating physical with digital experiences, you can drive deeper engagement, more attention and amplify marketing results with millennials. Major digital players are already integrating analog experiences into their marketing efforts. eBay is creating pop-up locations, Google and Amazon are using direct mail, and Facebook is sending out postcards using the trusted home addresses. Canada Post can uniquely help marketers drive impact and better results by leveraging the intelligence of the home address and the physical influence of direct mail to amplify their mix.



**ADD DIRECT MAIL TO DIGITAL
CAMPAIGNS FOR MORE ATTENTION.**



8 FOCUS ON LASTING, SHARING AND MEASURING

The beauty of direct mail for marketers is multi-dimensional: there's targeting precision, its measurability, its longevity and its shareable nature.

Targeting Precision

Marketers are able to leverage the advanced targeting capabilities of the home address to reach audiences with greater precision. This means reaching the right people with your message.

Measurability

With a strong offer and call-to-action in place, direct mail is a measurable marketing tool that is highly valued by generational experts. And with variable messaging, both creative and content can be tested in market to understand impact and refine further communications.

“YOU'RE ABLE TO ACTUALLY CAPTURE SOMEONE USING A PARTICULAR PROMOTION, promotion code or coupon.

It's scanable, it's grabbing a database, it enhances all of the other information you have about that customer. But also, in integration with other email campaigns or other types of media campaigns, you can pull that data together, and, everybody knows that data is key.”

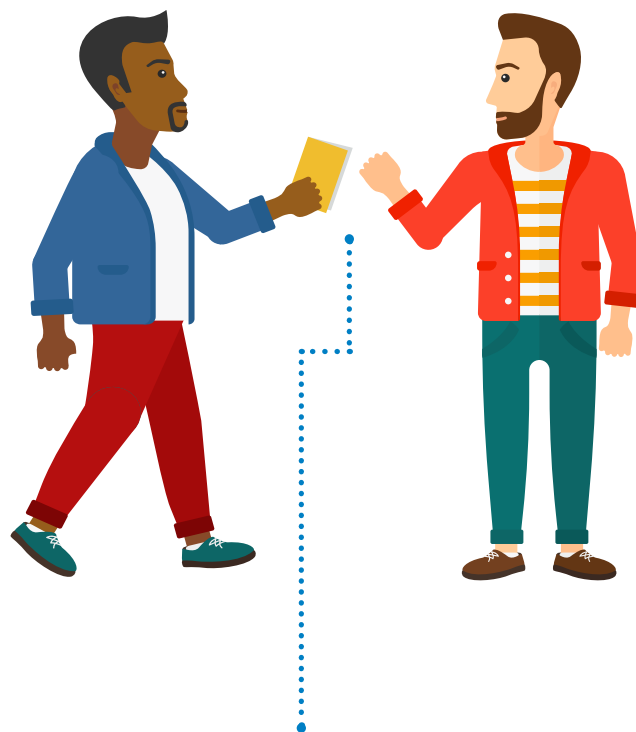
- ESME HURST,
Senior Account Executive, Retail Solutions,
Data Communications Management

Lasting

There's no doubt that millennials love to keep direct mail pieces for future reference. With 42 per cent of millennials noting – in recent Canada Post research⁴ – that they keep mail promotions for future reference, it's clear that direct mail makes an impression that lasts.

Shareable

Hyper-connected millennials are all about sharing. Canada Post research taught us that they like to keep mail promotions for future reference, where they can be shared with others, or captured and shared digitally to further amplify marketing messages.



**HYPER-CONNECTED MILLENNIALS
ARE ALL ABOUT SHARING.**



CONNECTING WITH GEN XERS

THE FORGOTTEN GENERATION

Generation X is a small but powerful generation that is often overlooked. Sandwiched between boomers and millennials, parents and kids, they often describe themselves as the forgotten middle child. With the persistent focus on millennials and the emerging generation-Z, Generation X is overlooked and under-appreciated by marketers and this work-hard, play-hard generation is eager for greater recognition.

Firmly planted in their prime earning years – and making more than boomers and millennials – they deserve more attention from marketers. It's a generation that often takes on the caregiver role – whether raising children, caring for aging parents or both. So, while their earnings are higher, their expenses are likely higher as well.

While marketers feel like they have bigger fish to fry, Generation X is a valuable target market. They are a complex one as well. They grew up with the integration of technology into their daily lives, so they have a unique perspective and how they engage with marketing messages and channels. Marketers must take the time to understand and appreciate Gen Xers to better connect, engage and drive action.



GEN XERS BY THE NUMBERS

Born between
1966-1980

20%
of the
population¹

7.2
million in
Canada¹

70%
are
homeowners²

\$102,000/yr.
average
household income⁷



8 WAYS TO DRIVE BETTER RESULTS WITH GEN XERS

1 KNOW YOUR AUDIENCE

Be aware of misidentifying Generation X. Marketers often make the mistake of under-aging generations, forgetting that millennials are in their late 20s to mid 30s and that Generation X is around 40 and above. Instead of thinking of this generation as an age range, marketers should think of this generation as adaptable. Consider too that these are the parents of gen-Z – the next generational target. Gen Xers need to relate to the analog world of their parents and their childhood, but integrate the digital and technology-fueled world of their formative years and their children. Success with Generation X is about finding the sweet spot in messaging, offers and channel mix.

“POSITION PRODUCTS, PACKAGING, EVENTS AND CAMPAIGNS AS OPPORTUNITIES for physical interactions wherever possible. This does not mean backing away from technology. Consumers can also benefit from human connections via screens.”

- CAROL WONG-LI,
Senior Lifestyles and Leisure Analyst, Mintel

2 NURTURE IN-PERSON CONNECTIONS

Gen Xers remember what it was like to connect face-to-face rather than just through a device. In fact, a study found that to feel connected,

80% OF GEN X WOMEN NEED TO SPEND TIME IN-PERSON²

Marketers should consider the need for in-person connections when devising their marketing mix. While this can be achieved in digital and social channels with tactics such as videos and testimonials, the tactile nature of direct mail is an ideal channel for a marketer to include in their mix to drive relevance and influence.



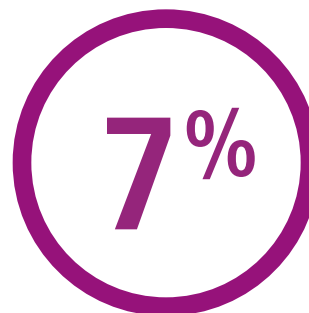


3 MAKE IT ABOUT THE HOUSEHOLD NEEDS

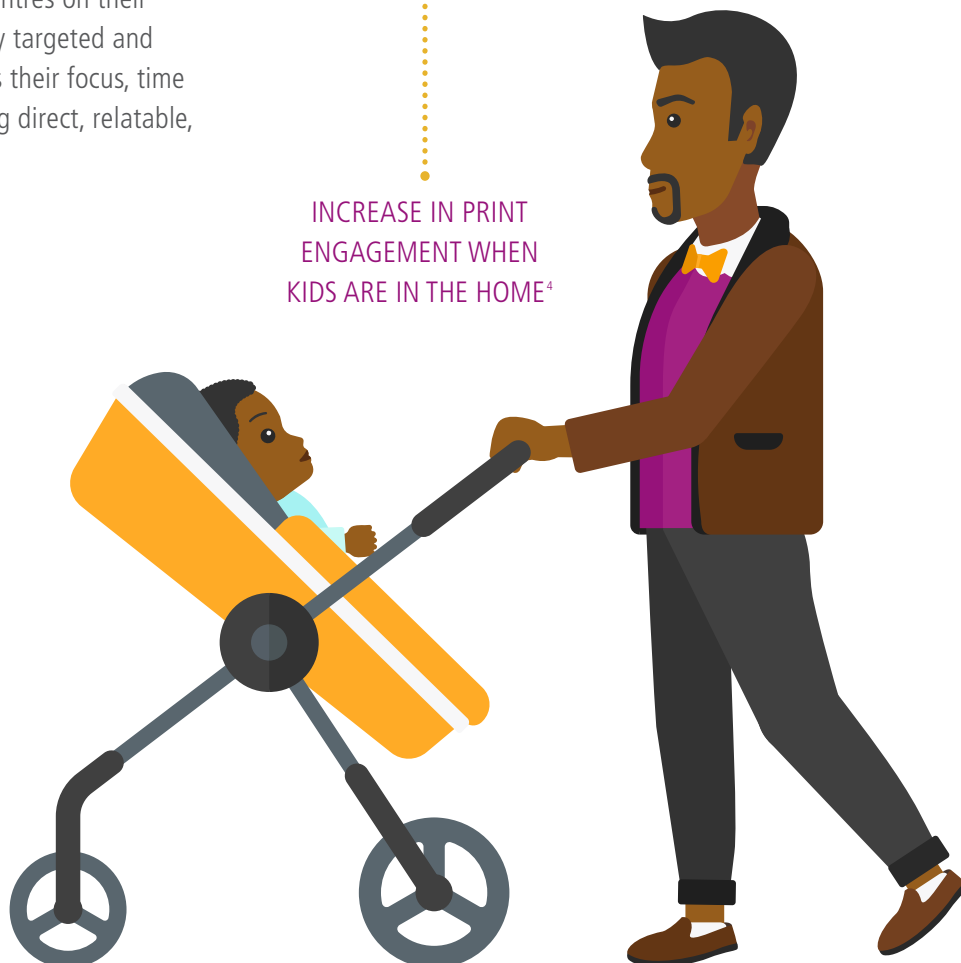
According to Carol Wong-Li, the notion of family rings a little differently for Gen Xers compared to other cohorts. As noted, Gen Xers are balancing the needs of their children with those of their parents. And while parents might not physically be in the household, Gen Xers need to be cognizant of those needs when making their purchase decisions.

The expansion and continual evolution of household needs is particularly marked when children are in the home. A key difference within the Gen X segment emerged from data analysis. When children are in the home, there is a greater tendency to follow media channels and, in particular, print promotions.

Further, their attention and interest centres on their kids, offering an opportunity for highly targeted and personalized messages. With family as their focus, time is also in short supply. Keep messaging direct, relatable, practical and easily actionable.



INCREASE IN PRINT
ENGAGEMENT WHEN
KIDS ARE IN THE HOME⁴





4 OFFER VALUE

Gen Xers are in a unique financial tug of war. Personally, they are worried about debt reduction and putting money away for retirement. At the same time, they're saving for their children's future. They may also have assumed some financial oversight for their aging parents. It's no wonder they feel squeezed financially and that addressing financial needs will be a priority for Gen Xers for quite some time. As a result, Gen Xers actively seek value as there is a real, practical need for it and – perhaps – greater emotional engagement because of it. Remember, value isn't only rooted in dollars and cents. The value your brand offers could be about time, environmental impact, togetherness or bonding. The important thing is to clearly articulate the value you bring to your Gen X target's life.



5 ENGAGE THE LIFE STAGE

Generational experts are encouraging marketers to reshape how they think about this forgotten cohort. Canada Post's latest research reveals that it's life stage, not age, that defines us. If we continue to speak to Gen Xers as a group – rather than individual segments that differ by values, beliefs and life stage – we'll lose the opportunity to leverage the triggers in their life that propel them towards specific brand choices.

As mentioned, Gen Xers are not just shopping for themselves. Because of this greater community, it's not just about meeting the needs of Gen Xers, but about meeting the needs of those they care about too. Consider the dimensions of a Gen Xer when developing marketing communications and about how you might be able to acknowledge the life stage they are in. Messaging, art direction and even channel choice can be used to demonstrate this understanding and appreciation for all that Gen Xers feel up against.



🔗 MARRIOTT HAS DONE A GREAT JOB CONNECTING WITH PARENTS

on a value level – by having social advocacy programs that give them extra rewards points for using the appropriate hashtags. They're also creating family wellness programs, including exercise equipment in their hotel room. 🔗

- CAROL WONG-LI,
Senior Lifestyles and Leisure Analyst, Mintel

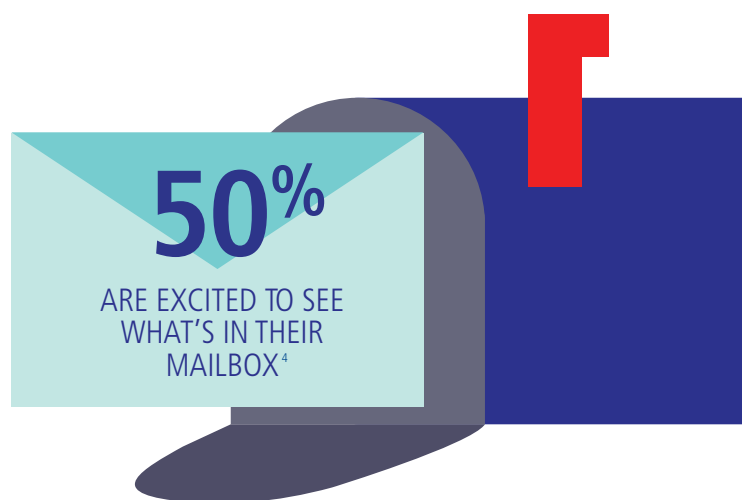


6 DELIVER THE BEST OF BOTH WORLDS

Many people refer to Gen X as the sandwich generation, and marketers should remember this when crafting their marketing mix and channel strategy. They have straddled analog and digital worlds for much of their lives and are incredibly comfortable in both. They were, after all, the first generation to grow up with the internet.⁸ This makes them another ideal generation for integrated digital and physical campaigns.

Gen Xers value the physical – they remember when analog ruled. In a recent survey, 57 per cent of Gen Xers said they like the tactile feel of mail.⁴ A mail moment in the comfort of the home offers a few minutes away from the chaos of family life.

Print also allows them respite from the increasing chaos of their digital life. Almost half of respondents in Canada Post's recent generational survey said they are overwhelmed by how many promotional emails they receive,⁹ and 74 per cent of them unsubscribe from too-frequent promotional emails. What gets their attention? 42 per cent of respondents were driven by print or direct mail promotions.⁴



WERE DRIVEN TO PURCHASE
BY PRINT OR DIRECT
MAIL PROMOTIONS⁴



7 FOCUS ON THE HOME

Research – past and current alike – shows that Gen Xers are involved in their communities. As they start families, and their children grow, so do the family touchpoints. A home with teenagers can be a gathering place for friends and family. There will often be a focal point in the home – frequently the kitchen – where information, including promotional items, is displayed. This serves as a reminder to research further, to redeem in the future or to share with others.

The physicality of direct mail provides marketers a unique opportunity to break through with Gen Xers – to have their message noticed and acted upon. Canada Post understands the value of the home with all generations, and is the only provider that allows marketers to leverage the targeting capabilities of the address and get through the door of every Canadian home.



46%

KEEP PROMOTIONAL PIECES
FOR FUTURE REFERENCE⁴



84%

USE PHYSICAL METHODS
TO FOLLOW PROMOTIONS⁴





8 ENGAGE EMOTIONS

Gen Xers have a totally different way of trusting brands. What they believe, and how they want to engage with them, can be very different. Younger generations are often attracted to novelty and innovation – and want to know how a company is impacting the world around them. Older generations are more into patriotism, heritage and history. Straddling the old and the new, Gen Xers may respond both ways. Research also shows that there's a greater level of trust when you can touch something. Direct mail continues to provide marketers with a myriad of ways to engage the emotions. With advances in printing, marketers can use touch and smell – on top of sight and sound – to connect deeply with their audience and drive action.



“WE TEND TO TRUST COMMUNICATIONS A LOT MORE WHEN WE CAN ACTUALLY TOUCH THEM.” There's something about being able to open a letter, hold it, touch it, read it, take it with us, or sit down and read a catalogue by a fireplace. There's something emotionally engaging that we don't get on a screen.”

- JEANETTE MCMURTRY,
Consumer Behaviour and Psychology-Based
Marketing Expert



RESEARCH ALSO
SHOWS THAT THERE'S
A GREATER LEVEL OF
TRUST WHEN YOU CAN
TOUCH SOMETHING.





CONNECTING WITH BOOMERS

THE OVERLOOKED GENERATION

In our millennial-driven society, many marketers dismiss the boomer cohort as retired and inactive. However, studies show that many boomers are choosing entrepreneurship over retirement – being twice as likely as millennials to launch a new business.¹⁰ And those who don't are living a full, experience-filled retirement. With numbers that rival those of millennials, marketers would be remiss if they didn't take the time to understand this generation and learn to market effectively to them.

Boomers are often characterized as self-centred and individualistic, but they don't feel this truly represents who they are. Boomers share a sense of camaraderie with their peers, likely increasing upon retirement when they have more time to pursue passions and hobbies. Also, according to Nielsen, boomers are just as likely as younger generations to experiment with new products. With boomers having the highest concentration of Canadian households with an annual income over \$150,000 (compared to the \$98K per year average), and spending close to 50 per cent of CPG dollars, marketers who overlook this generation could be overlooking better results.¹¹

When it comes to technology, boomers are savvier than commonly believed; however, they are more inclined to believe that technology over-complicates things.¹² Ensuring a good balance between digital and analog channels in the mix is critical for a marketer's success. It's all about finding the most complementary marketing mix for breakthrough, engagement, action and ultimately, results.



BOOMERS BY THE NUMBERS

Born between
1946-1965

26%
of the
population¹

9.6 million
in Canada¹

\$98,000/yr.
average
household income⁷



8 WAYS TO DRIVE BETTER RESULTS WITH BOOMERS

1 MAKE THE CONNECTION

Generational experts believe that the real power of personalization goes beyond individual addresses and customized graphics. The unique opportunity marketers have with boomers is to leverage the existing information and data they have on them. By taking a fresh look at your data, consider how you could segment your audience and discover something new. With a new perspective, start a new conversation and demonstrate how much you value the relationship.

2 UNDERSTAND LIFE STAGE

Boomers are reinventing what aging means, and they're not a generation that's happy about stereotypes. Like every generation, boomers are not a homogenous group, but rather a collection of individuals that form segments via different interests, appetites and aspirations. Further, empty-nesters have an eye on the present as much as they do the future. Along with their new-found freedom, these younger boomers have a different set of interests, concerns and behaviours than their older counterparts. Understanding these interests and desired experiences of the distinct boomer segments is crucial for a marketer's success. This will not only shape a brand's messaging and offers, but is important for creative direction and, of course, channel choice.

BOOMERS ARE REINVENTING
WHAT IT MEANS TO BE AGING.





3 BUILD LOYALTY

In-house data and understanding your consumer – paired with segmenting via life stage – are the foundational blocks to building loyalty amongst boomers. Many boomers feel as though marketers don't understand them or treat them as real people. And while boomers tend to be some retailers' heaviest spenders, they're not as loyal as other customers.

According to a recently released ICLP report commissioned by Survey Sampling International, boomers often feel overlooked and under-rewarded by retailers, which is why 93 per cent are not fully loyal to their favourite brands. Marketers are missing a big opportunity to take full advantage of boomers' spending power.¹³ To ensure that your boomer target audience comes back, it's critical to demonstrate understanding and appreciation.

From a channel perspective, the tactile nature of direct mail is powerful in that it is highly valued and makes the audience feel appreciated. Most importantly, direct mail's physicality has been proven to influence and drive action online and in-store for all generations.



“EVERYTHING CAN BE ABOUT THE CUSTOMER.

And it's become expected. If you're not doing that, then you're not going to compete, because what you're telling the customer is, "I don't care about you as an individual. You're not that important." When you (invest in individuals) you're sending a signal that they're not just a revenue stream – and that really helps not just to get trial, it secures loyalty.”

- JEANETTE MCMURRY,
Consumer Behaviour and Psychology-Based
Marketing Expert





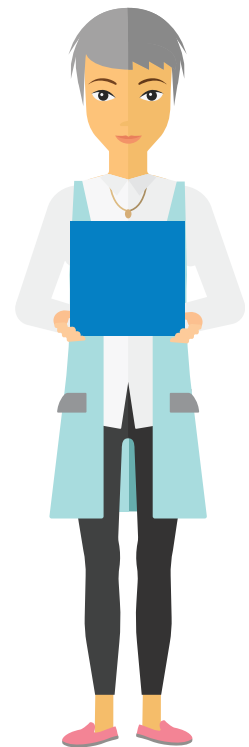
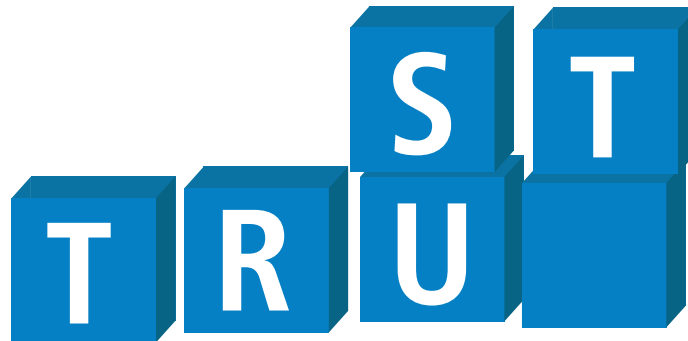
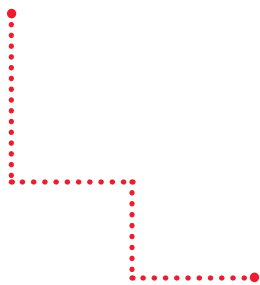
4 CREATE TRUST

Each generation has a totally different way of trusting brands. This can have a big impact on what they believe and how they engage. The older generations are more into patriotism, heritage and history. Consider the messaging implications for this generation in establishing and building trust. What are the proof points, or reasons to believe, to help support and substantiate your message in market? Also consider your brand values and how

those might align with the values of your target audience. Communicating shared values can help to establish trust with this audience.

Direct mail is a channel that is perfectly suited to help marketers build brand trust. Direct mail makes recipients feel more valued than other channels, making it ideal for marketers to leverage.

DIRECT MAIL HELPS
MARKETERS BUILD
BRAND TRUST





5 CELEBRATE MILESTONES

Just because boomers are redefining what it means to get older, doesn't mean they don't want to take pride in how hard they've worked to get to where they are. Also, they often feel that younger generations underestimate the nurturing and sweat equity that went into raising their families and building their careers. What's more, boomers aren't prepared to age quietly. This is clearly seen in the make-up industry with Cover Girl using boomer women in advertisements.

Milestones could include becoming a grandparent, enjoying vacation adventures, participating in volunteering or even entrepreneurship. It's also about recognizing that boomers aren't retiring like their parents – they are creating new ways to live life beyond work and family. How does your brand align to the new milestones that boomers are carving out for themselves? Marketers who successfully reflect the milestones that boomers have achieved – or are currently achieving – will go far in connecting with the generation.

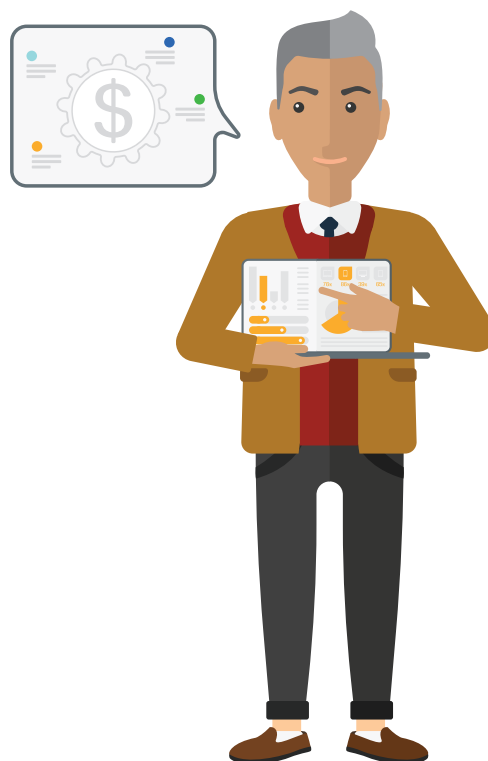
“TIM HORTONS SPOKE DIRECTLY TO BOOMERS” when they created “Dad’s Place” and “Proud Fathers.” These ads highlighted two journeys that involved hard work and dedication to family – qualities that don’t often surface when featuring boomers against stereotypical retirement living backdrops.

- CAROL WONG-LI,
Senior Lifestyles and Leisure Analyst, Mintel



“THE MAKE-UP INDUSTRY HAS BEEN GREAT” in terms of acknowledging that boomer women are still out there, they’re still important, they still want to feel beautiful. As a style icon, Maye Musk voices the sentiment of boomer women, “They say that at a certain age, you just stop caring. I wonder what age that is.” It’s a message that speaks so loudly to their truth.

- CAROL WONG-LI,
Senior Lifestyles and Leisure Analyst, Mintel





6 PRIORITIZE PRINT

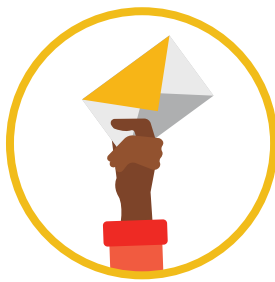
For boomers, print is king. Direct mail remains a powerful channel to reach and influence this audience. Boomers are familiar and comfortable with physical mail. They like receiving coupons, looking at flyers and reading catalogues. A Mintel study shows that 57 per cent turn to traditional media as a pre-purchase touchpoint, but only 16 per cent turn to social media.¹⁴

Close to six out of 10 boomers like receiving promotions by mail because it is tangible; something they can hold in their hands. Roughly as many unsubscribe from too-frequent promotional emails.⁹

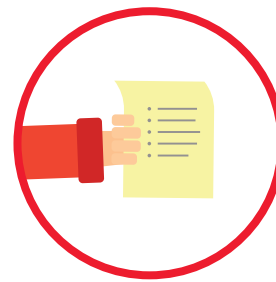
As with all generations, an omni-channel approach is effective, but print is ultimately most impactful to connect, influence and drive action with this generation.



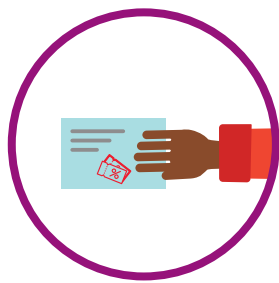
41% KEEP PROMOTIONAL MAIL PIECES FOR FUTURE REFERENCE⁴



57% LIKE THE TANGIBLE EXPERIENCE OF RECEIVING PROMOTIONS BY MAIL⁴



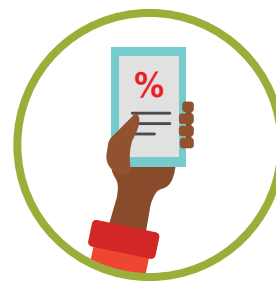
73% OF BOOMERS LOOK AT PAPER FLYERS TO HELP PREPARE THEIR SHOPPING LISTS⁴



67% LIKE RECEIVING COUPONS BY MAIL⁴



52% ENJOY READING PAPER CATALOGUES FOR IDEAS AND INSPIRATION⁴



88% USE A PHYSICAL METHOD TO FOLLOW PROMOTIONS⁴

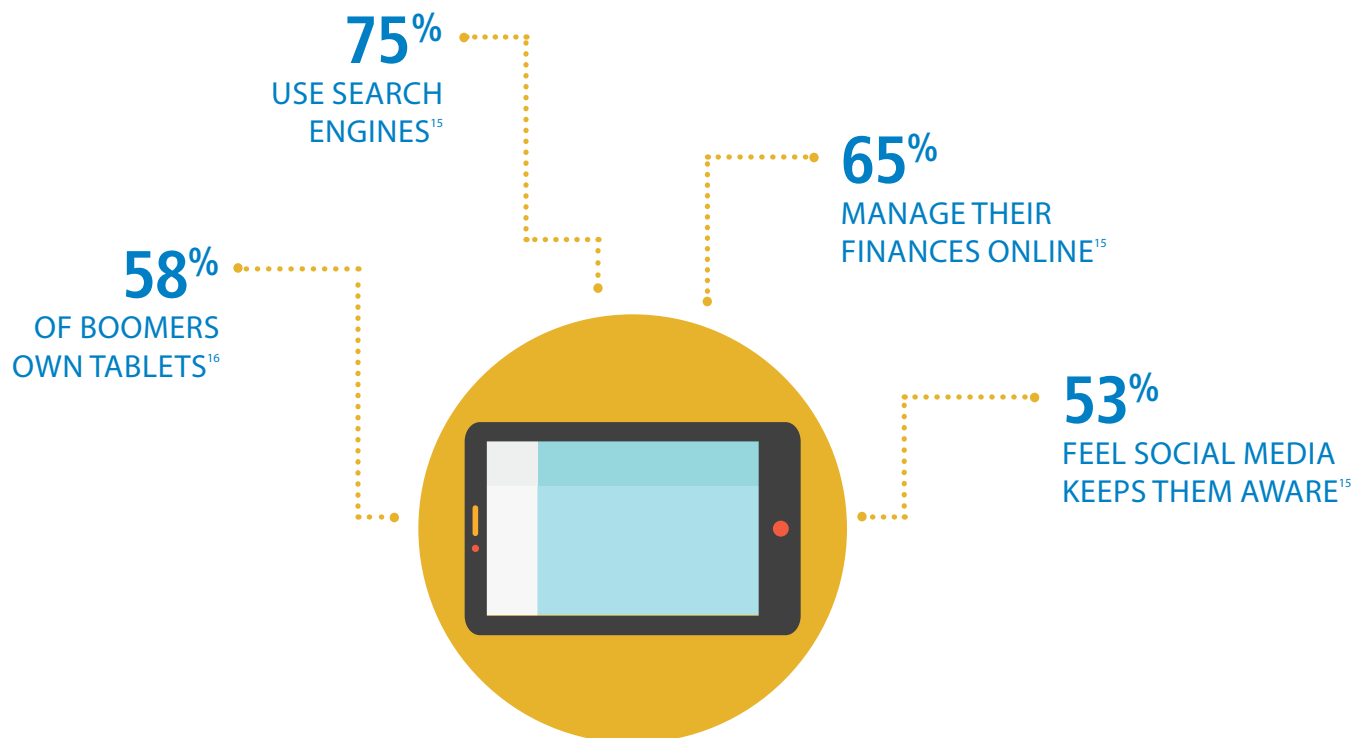
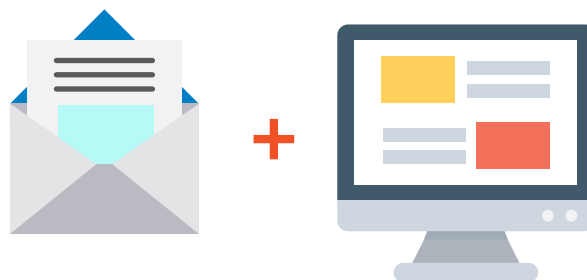


7 ADD SOME DIGITAL

While they are print-forward, boomers are still engaged with digital channels. Seventy-five per cent use search engines, 65 per cent manage finances online, 53 per cent feel social media keeps them aware.¹⁵ In terms of devices, nearly eight in 10 younger boomers own smartphones and 58 per cent own tablets.¹⁶ Marketers would be remiss not to integrate digital and physical channels in their marketing mix.

The key to devising the best channel strategy is to ensure that digital and physical channels are integrated in a complementary way. For boomers, this would mean leveraging print to drive boomers online. For example, sending a branded message that develops trust with direct mail that is supported in digital channels. Or, use direct mail to drive your boomer audience online to engage and collect additional data on them.

ADD DIRECT MAIL TO DIGITAL CAMPAIGNS FOR MORE ATTENTION.





8 LEAVE A LASTING IMPRESSION AT HOME

While the Gen X home is often a gathering place for teenage children and their friends, the boomer home is a gathering place for multiple generations – their children and grandchildren alike. Given the impact direct mail has with boomers, it's no surprise that they hang onto the direct mail they receive to share with family and friends when they visit.

Marketers should take advantage of boomers' affinity to hold on to mail promotions to ensure their message makes a lasting impression with their core audience and their friends and family.

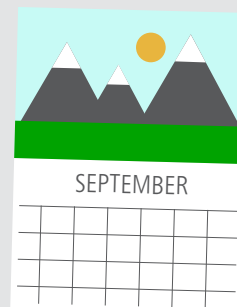
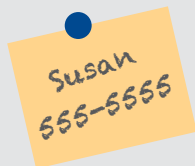
83%

DISPLAY ADVERTISING
MAIL WITHIN
THEIR HOUSEHOLDS¹⁷



41%

OF BOOMERS LIKE
TO KEEP PROMOTIONS
THEY RECEIVE BY MAIL
FOR FUTURE REFERENCE⁴





SUMMARY

MILLENNIALS



55% are overwhelmed by how many promotional emails they receive⁴

65% of millennials feel they spend too much time online²

44% of respondents were driven by print or direct mail promotions⁴

16% increase in print engagement when kids are in the home⁴

91% of millennials in young families engage with print promotions⁴

75% of millennials without kids engage with print promotions⁴

42% keep promotional mail pieces for future reference⁴

50% are excited to see what's in their physical mailbox⁴

81% use a physical method to follow promotions⁴

31% of recently made purchases were driven by print or direct mail promotions⁶

Integrated campaigns elicit **39%** more attention than single-media digital campaigns⁶

GEN XERS



49% are overwhelmed by how many promotional emails they receive⁴

74% unsubscribe from too-frequent promotional emails⁹

42% of respondents were driven by print or direct mail promotions⁴

7% increase in print engagement when kids are in the home⁴

87% of Gen Xers with families engage with print promotions⁴

80% of Gen Xers without kids engage with print promotions⁴

46% keep promotional mail pieces for future reference⁴

50% are excited to see what's in their physical mailbox⁴

84% use a physical method to follow promotions⁴

32% of recently made purchases were driven by print or direct mail promotions⁴

Integrated campaigns elicit **39%** more attention than single-media digital campaigns⁶

BOOMERS



46% are overwhelmed by how many promotional emails they receive⁴

57% unsubscribe from too-frequent promotional emails⁹

42% of respondents were driven by print or direct mail promotions⁴

73% of boomers look at paper flyers to help prepare their shopping lists⁴

67% like receiving coupons by mail⁴

52% enjoy reading paper catalogues for ideas and inspiration⁴

41% keep promotional mail pieces for future reference⁴

57% like the tangible experience of receiving promotions by mail⁴

88% use a physical method to follow promotions⁴

30% of recently made purchases were driven by print or direct mail promotions⁶

Integrated campaigns elicit **39%** more attention than single-media digital campaigns⁶



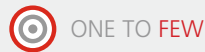
START DRIVING BETTER RESULTS WITH CANADA POST SMARTMAIL MARKETING SUITE OF SOLUTIONS



Canada Post Neighbourhood Mail™



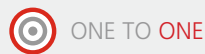
- ① Each postal walk contains an average of 500 addresses for effective targeting by neighbourhood.



Postal Code Targeting



- ① Each postal code contains an average of 20 addresses for more surgical targeting based on customer data and insights.



Canada Post Personalized Mail™



- ① Speak to a single individual to create greater loyalty that drives action.



EXPERTS

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President of Ipsos, Quebec

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Author, Speaker (a global expert on consumer behaviour
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ESME HURST

Senior Account Executive,
Retail Solutions, Data Communications Management

ANI IERONCIG

Director, Marketing Research, Canada Post

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