

BUSINESS

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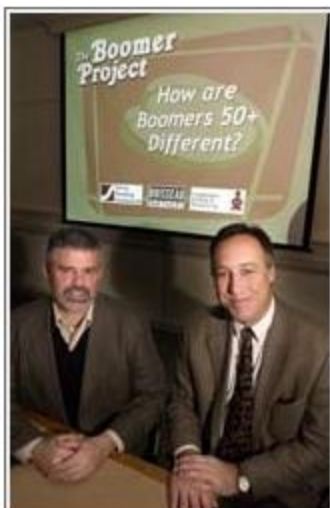
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Staying alive

Marketers shouldn't ignore aging boomers

BY BOB RAYNER
TIMES-DISPATCH STAFF WRITER

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Matt Thornhill of Boisseau Partners and John Martin of Southeastern Institute of Research found that many older boomers don't like being called middle-aged.

For decades we've called them the baby boomers - that giant generation spawned in the 18 years after World War II that, through its mere size alone, has left an unmistakable mark on the nation's cultural and economic life.

Of course, they're not babies anymore. The oldest boomers turn 58 this year and even the youngest will hit 40.

So what do we call them now, especially the ones who have passed the big 50th birthday?

It's a tough question and one that could have huge implications for businesses and marketers during the next couple of decades as they try to stay in touch with history's most consumer-savvy generation, one that's going gray but still flashing plenty of green.

A couple of Richmond marketing firms are taking a

Sense of self

The Boomer Project used a