

Baby-Boomers are taking leading positions in advertising market
Ibrayeva B. (Republic of Kazakhstan)
Бэби-бумеры сокращают отставание на рекламном рынке
Ибраева Б. М. (Республика Казахстан)

*Ибраева Баян Мукушевна / Ibrayeva Bayan – кандидат филологических наук, профессор,
 кафедра иностранных языков и межкультурной коммуникации, педагогический факультет,
 Частное учреждение Академия «Болашақ», г. Караганда, Республика Казахстан*

Abstract: *this article analyses Baby-Boomer generation regarding the interest from advertising companies to senior citizens. Some examples completely break the myths of helplessness of such generation.*

Аннотация: *в статье анализируются поколение бэби-бум с точки зрения интереса, который представляют представители вышеупомянутого поколения для рекламодателей и маркетологов, разбивая тем самым привычные стереотипы о беспомощности и несостоятельности людей пожилого возраста.*

Keywords: *analysis, market, commercial, advertising, advertisement, clips, generation, baby boomers, baby-boom generation.*

Ключевые слова: *анализ, маркет, реклама, видео-клип, поколение, бэби-бумер.*

The world population consists of six age groups: toddlers, schoolchildren, young adults from 25 to 40, middle-aged people from 40 to 65 and elders – people who are older than 65. The world trend makes scientists predict the significant increase in the number of teenagers and senior citizens in the immediate future. According to statistics [1], Canada is expected to double the number of older persons in the next fifteen years. Canadian sociologists claim that senior citizens will have outnumbered children by 2036.

For professionals in the advertising industry, the most numerous group of people defines the marketing of goods. Thus, in the U.S. Baby Boomers, who were born between 1946 and 1964 and account for approximately 78 million inhabitants, are recognized as one of the most powerful force influencing the market. For the last ten years, the representatives of advertising and marketing industries have created many videos have for Baby Boomers. This age group pretends to be the potential clients who could offer a high price for the desired goods. According to *eMarketer* [2], “the 116 million Baby Boomers in the USA (as of 2011) are a valuable target audience of marketers representing the tremendous potential for those who know how to reach them.” Here come several reasons why brands should invest dollars towards reaching” the big spenders” in online marketing [3].

Firstly, Baby Boomers allocate about 3 trillion dollars for shopping on-line every year. This public is not sought for a bargain, but for products that can extend their youth and bring comfort [4]. Moreover, Baby Boomers refuse to recognize themselves in old ages. Lynda Kenny [5], a reawakened entrepreneur and a business coach, claims that all Baby Boomers cannot stand to be treated like senior citizens, retired, or elderly. She states that life can be full of beautiful things after retirement and encourages people her age not to be afraid of changes and look forward positively.

Furthermore, Baby-Boomer generation is easily touched by televised sitcoms and series. Moreover, Baby Boomers can easily become trapped by promising advertisements on screens of TVs or computers. At the same time, older people often find the work of advertisers meaningless. Thus, advertising campaigns of Miller Beer or Diesel Jeans were not met with the appreciation by baby boomers. That is why commercials designed for such age group try to provoke nostalgia about the past. As a result, the clips about modernized Volkswagens or Mercedes hit the air with Janis Joplin’s rock-music [6].

Last but not least, a number of millennials have become close to a number of baby boomers. Therefore, many video clips are explaining to both generations how to establish a good rapport. The aim of such clips is to tell the millennial employees how to survive working for a Baby-Boomer Boss [7].

Some people worry that the older population puts too much strain on the healthcare system. However, Baby Boomers are not going to get sick or die early. Furthermore, a growing number of sports brands call for the elderly advocates for such evidence. For example, Nike, a sports company, produced an advertisement of trainers in 2015. There, a 95-year-old senior man is running in a big stadium and is claiming that such activity is used to being his daily routine [8].

To sum up, Baby Boomers in their middle adulthood provide youngsters with an excellent example of keeping fit, being in trend and staying up-to-date with all attempts to extend the young years.

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