

FAST FORWARD

Today's customer is defined as much by lifestyle and attitudes *as by lifestage and attributes*

One sign in the window of a McDonald's restaurant promoted its meatless McVeggie Burger, while the sign next to it announced the McGriddles breakfast sandwich of cheese, egg, and breakfast meat wrapped in pancakes. A Chicago area construction worker who earns \$50,000 a year buys a set of top-of-the-line Callaway golf clubs for \$3,000. The share of students at America's higher education institutions who are age-25 or more exceeds 40 percent and is rising.

Each of these disparate indicators, experts say, provides evidence that traditional segmenting of American consumer markets is no longer sufficient to tell companies where and how to target their marketing efforts. "Lifestage" marketing, based on traditional measures such as age and marital status, was at one time sufficient to drive marketing decisions, according to president of branding and marketing consultants Yankelovich Partners Inc., Chapel Hill, North Carolina. "But today we have to know as much about lifestyle as lifestage, and as much about personal attitudes as demographic attributes."

The emotionally satisfying sandwich

Lifestyle marketing consultant, **Maddy Dychtwald**, co-founder with her husband of the think tank Age Wave,

Orinda, California, sees changed opportunity for companies in today's fragmented markets. The predictability of lifestages, where age reliably indicated the products and services that most people would want, "was great for business," she says. Today, however, when the "Pepsi Generation" includes the over-70 ex-Senator Bob Dole, **"there's good news for business in the enlarging of their potential target markets."** Consider, Dychtwald suggests, marketing aimed at grandparents. **"We have people ranging from age 40 to 90 who are grandparents. You have tremendous diversity in that market based on age alone. But one thing they all have in common is that they spend an average of \$500 annually on each grandchild. That's a market segment with great appeal."**

