

ECR GENERAL ASSEMBLY, MARCH 2023

Decoding Silvers '22

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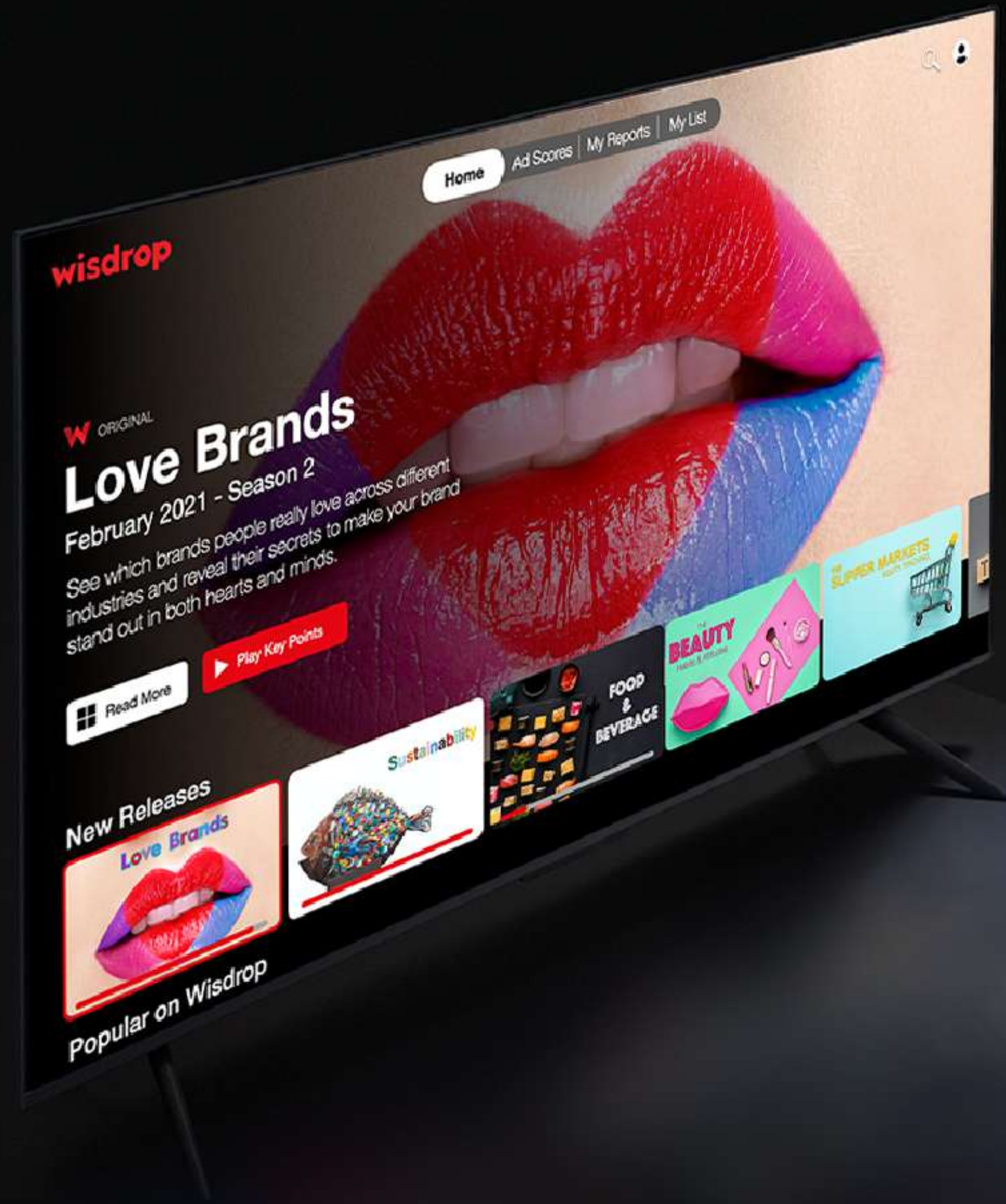




Baby Boomers or Silver Consumers is the demographic cohort preceding Generation X.

People born between 1946 and 1964. They are 59 to 77 today.

Most members of Generation Z are grandchildren of Silver consumers.



This report highlights the differences of Baby Boomers across various areas, as explored in 10 Original Wisdrop studies during 2022.

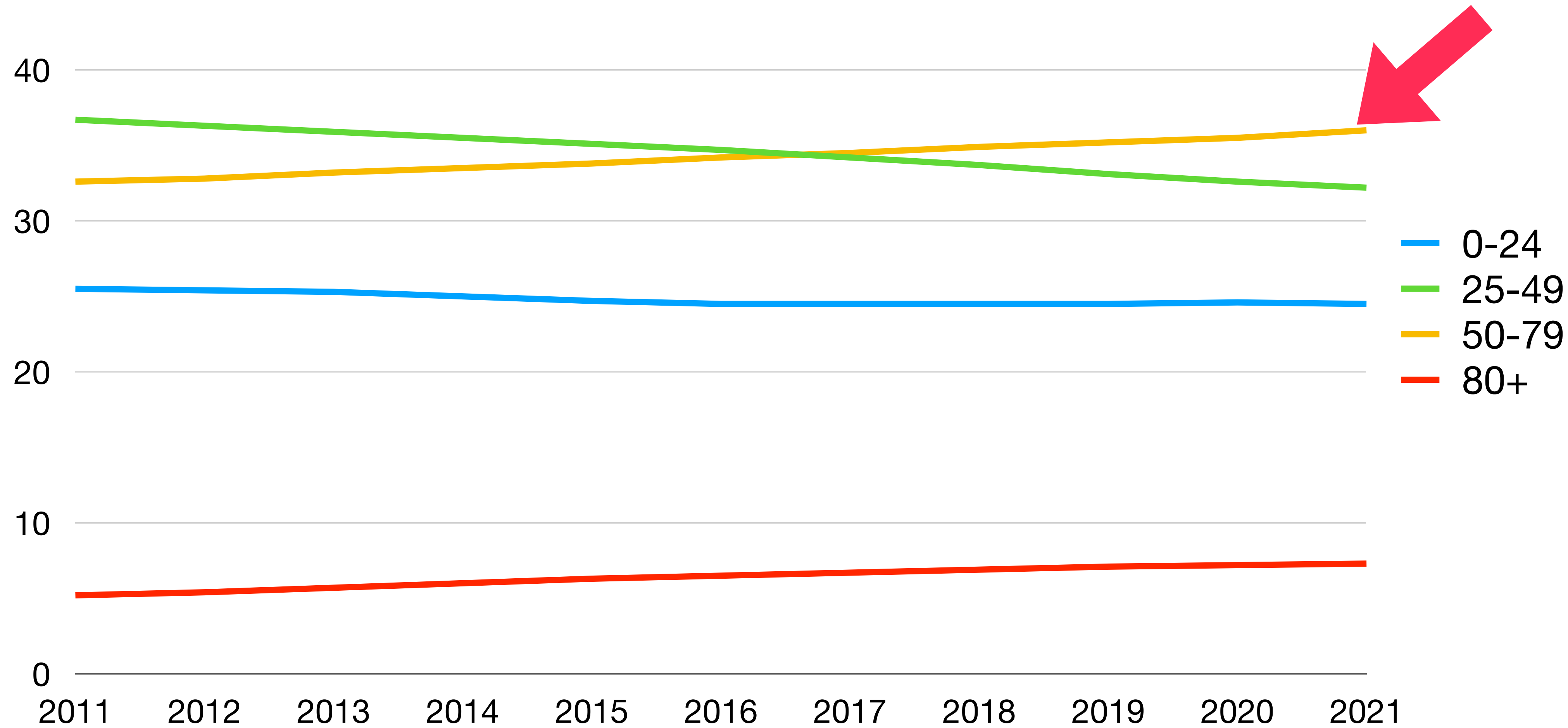
Wisdrop is Braincandy's subscription service that offers access to hundreds of consumer insights every week.

Why should I care?



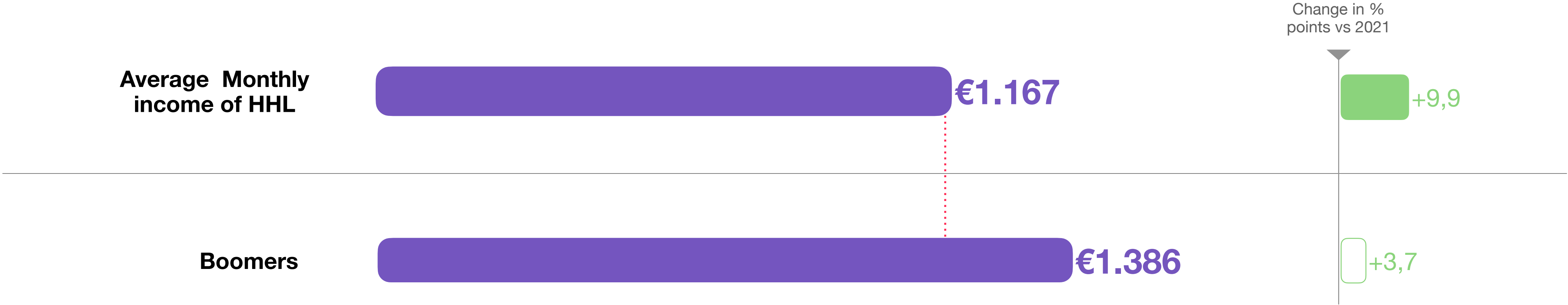
The biggest generation in size and keeps growing.

Age groups as percentages of total population.



Their monthly income is +19% more than average and increased even more vs YA.

What is your monthly income?



Base: Nat. rep sample of 800 people



They spent on Super Market, more than anywhere else.

Baby Boomers monthly income and where it was spent.



Base: Among people aged 55-75 (Boomers) 29.1% (233)

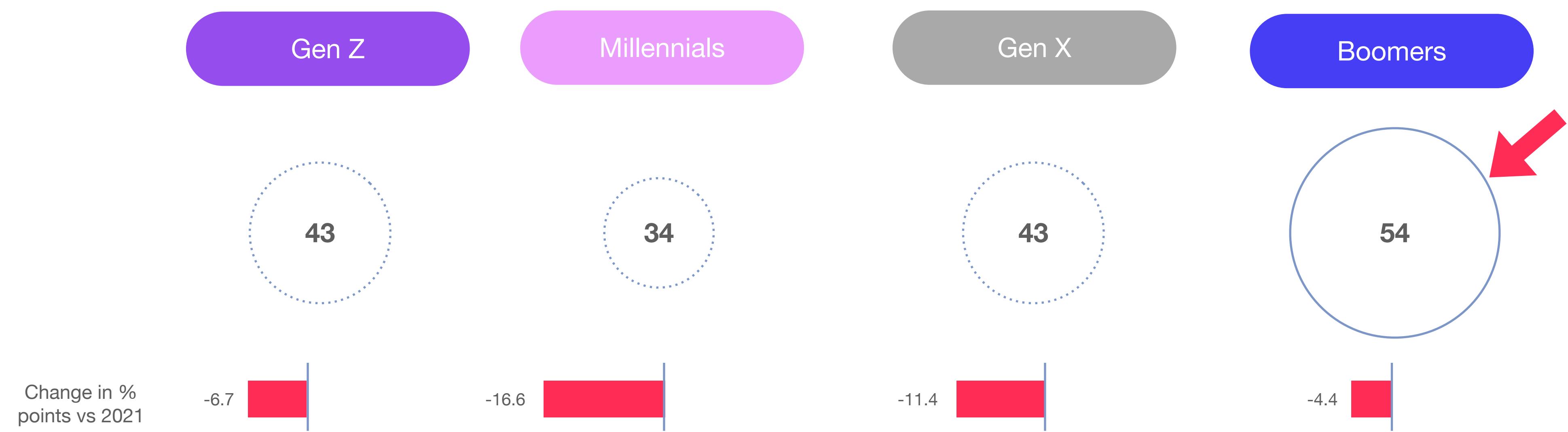


Food habits



Majority follows a healthy diet.

% who claim to have followed a healthy diet during the last 12 months.

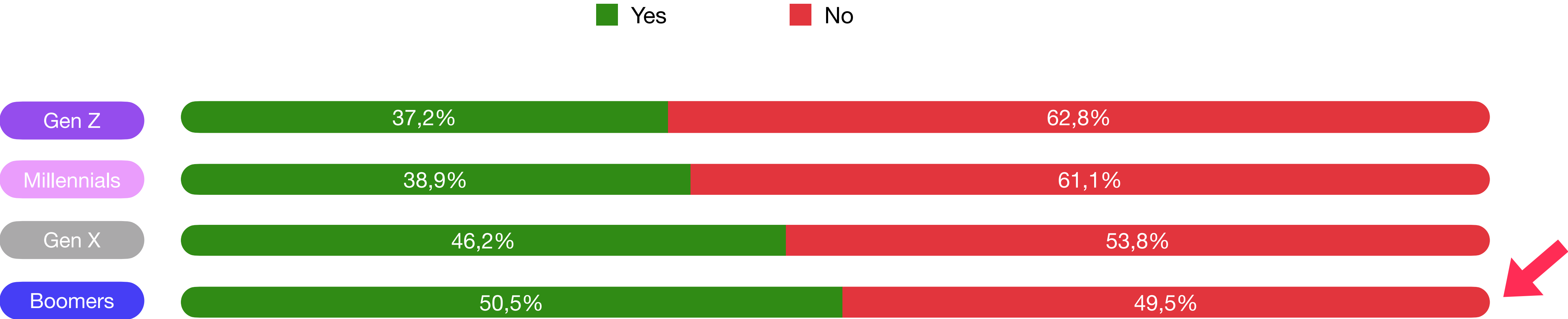


Base: Nat. rep sample of 800 people



They try to consume less sweets

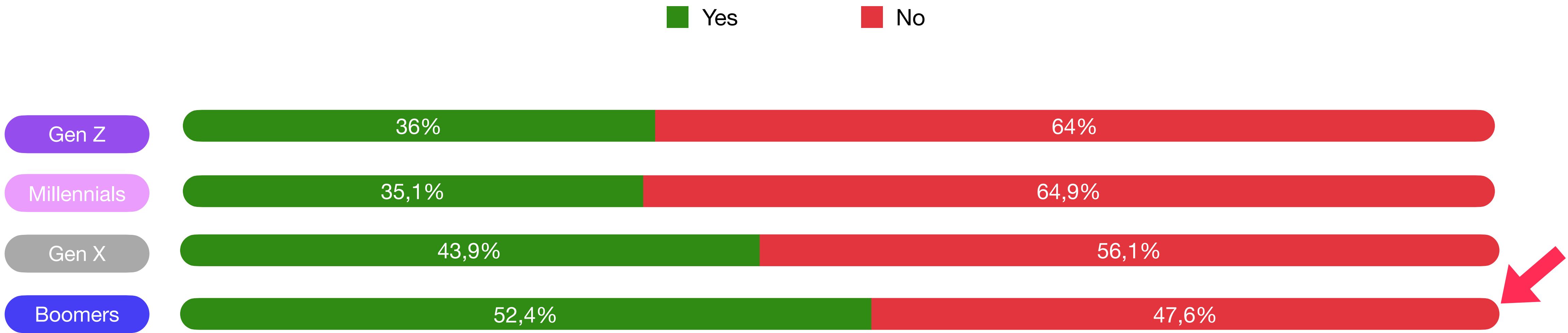
“Have you consciously tried to consume less sweets in the last 6 months?”



Base: Nat. rep sample of 800 people

and drink less alcohol.

“Have you consciously tried to consume less alcohol in the last 6 months?”



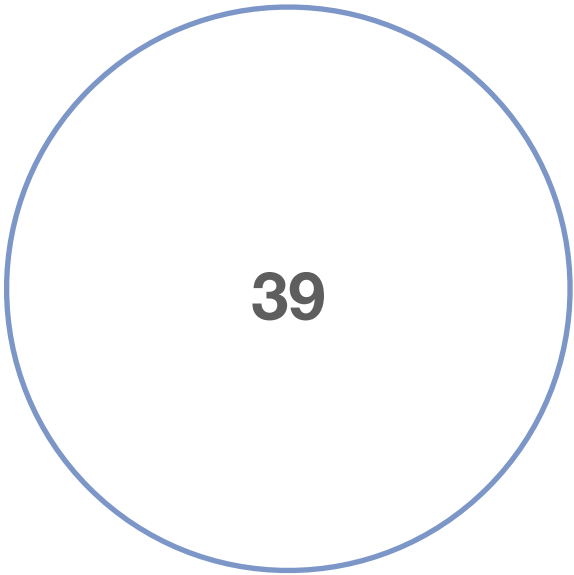
Base: Nat. rep sample of 800 people

They don't really pay attention to product signage.

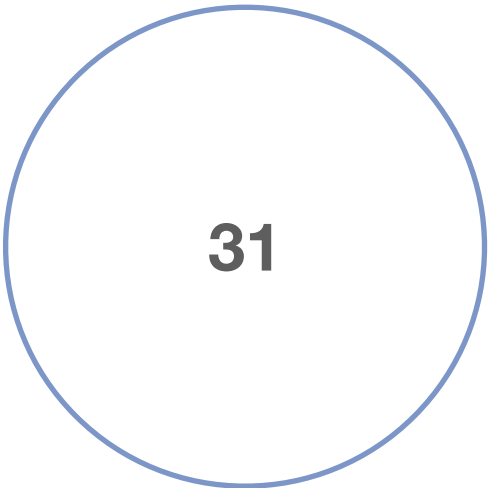
% of people who have seen you seen the following signs on products?



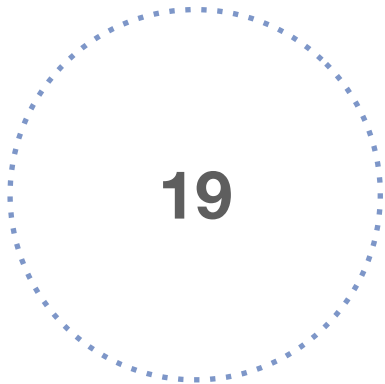
Gen Z



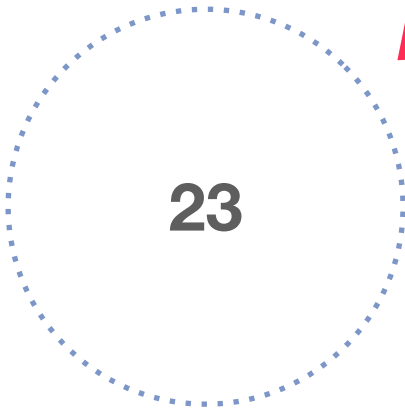
Millennials



Gen X



Boomers



Base: Nat. rep sample of 800 people



They are the last to embrace new trends.

What applies to your consumption habits regarding these products, during the last 12 months?



Base: Nat. rep sample of 800 people

They prefer greek products.

To what extent do you ‘always buy food of Greek origin’?



Base: Nat. rep sample of 800 people

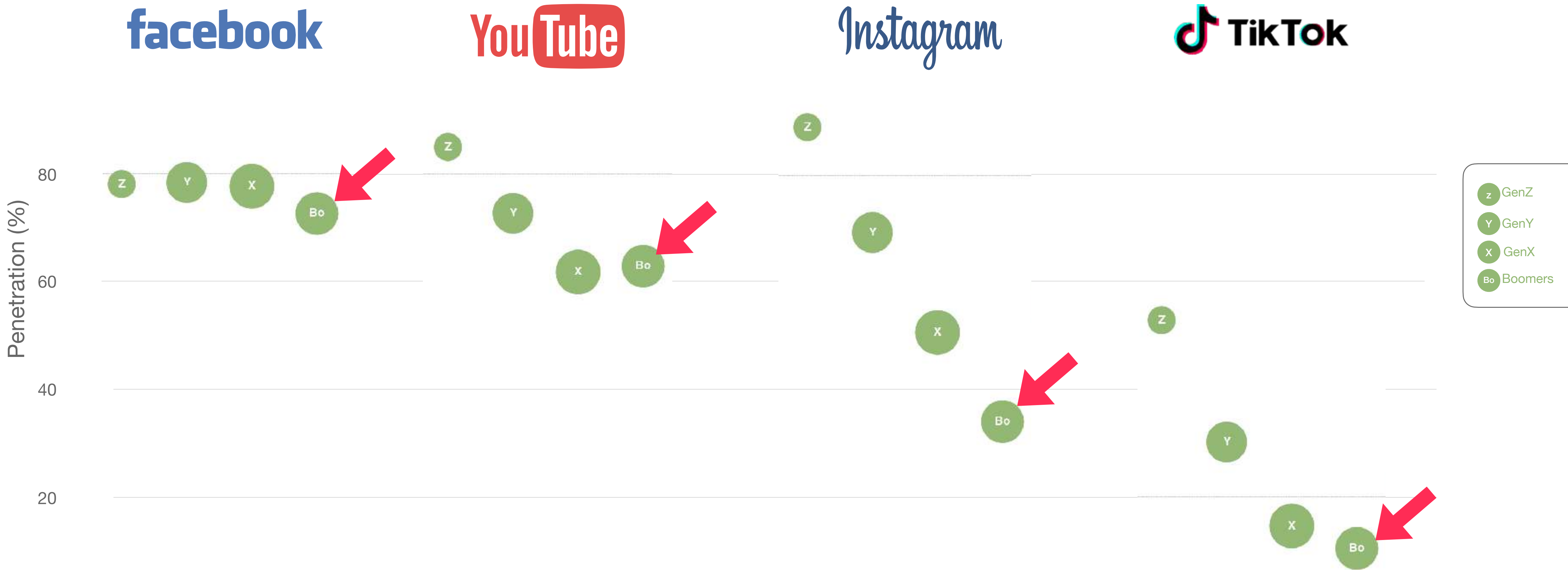


Media habits



Most of them have a Facebook account and watch YouTube.

Which of the following social media have you used during the last year?

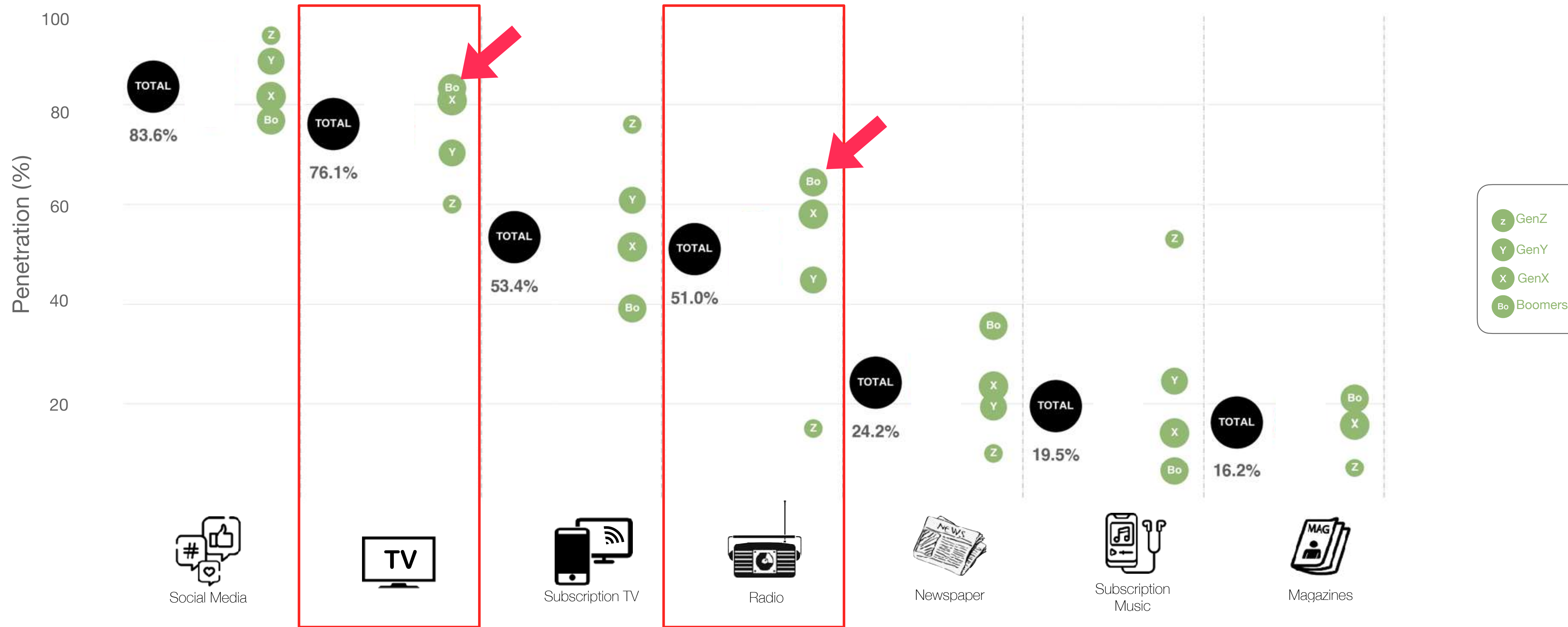


Base: Nat. rep sample of 800 people



TV and Radio is where you can reach them.

Which of the following media have you used during the last year?

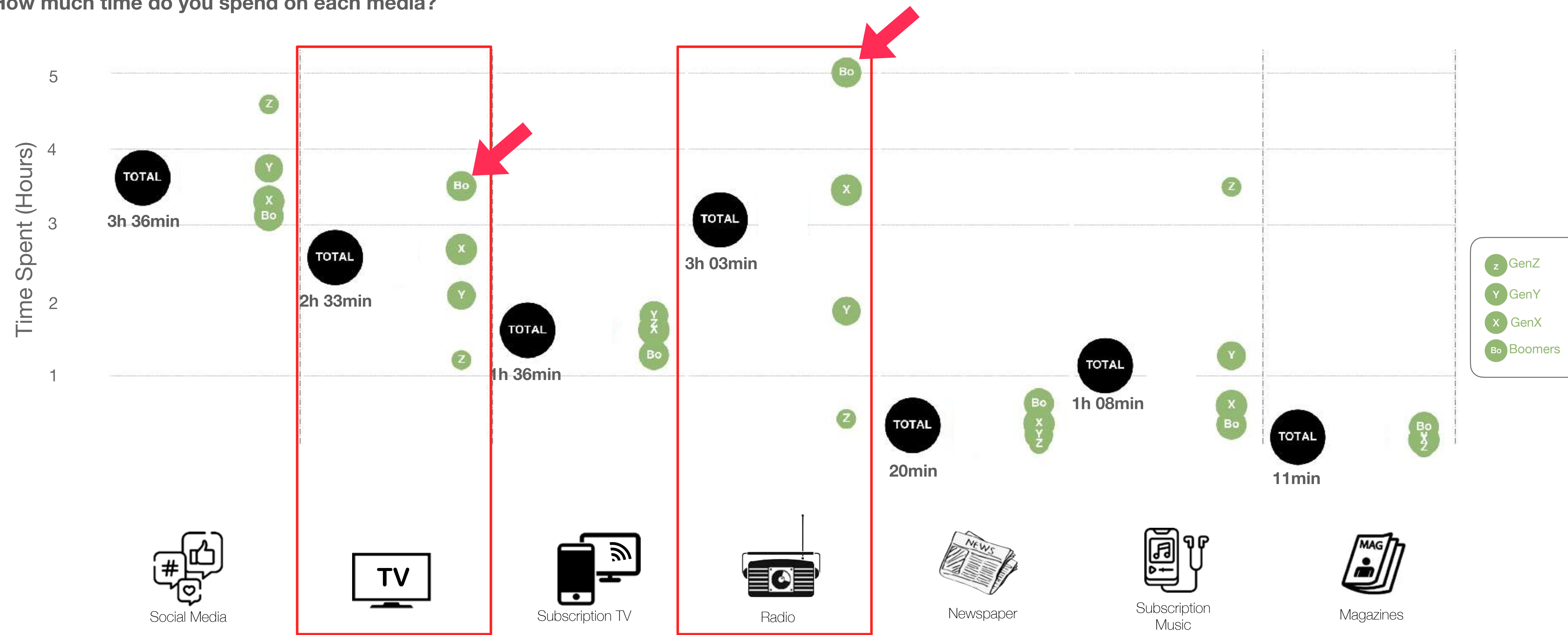


Base: Nat. rep sample of 800 people



They spend many hours/day on TV and especially Radio.

How much time do you spend on each media?



Base: Nat. rep sample of 800 people

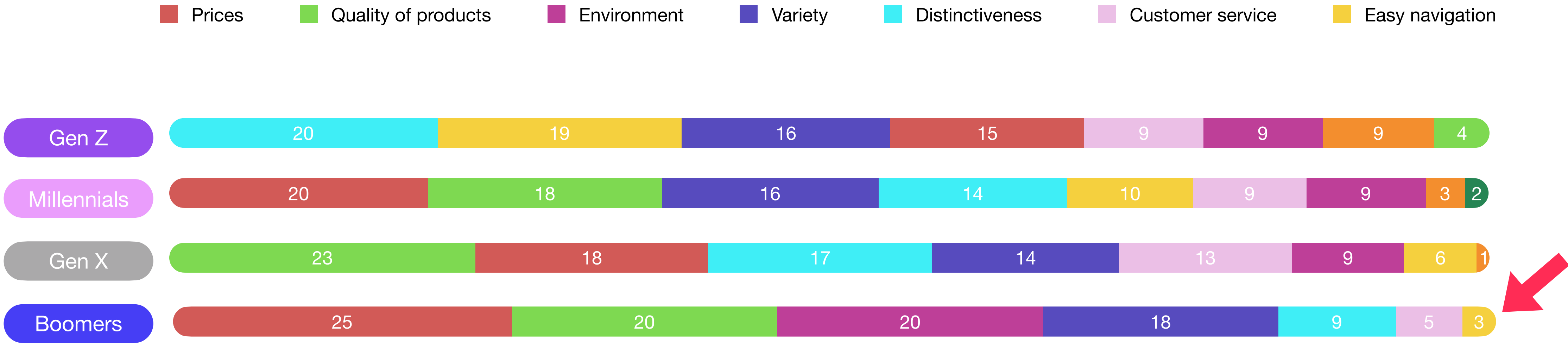


Shopping habits



They search for prices, more than anyone else, and they are straightforward.

Main drivers (derived importance) for selecting a Super Market.

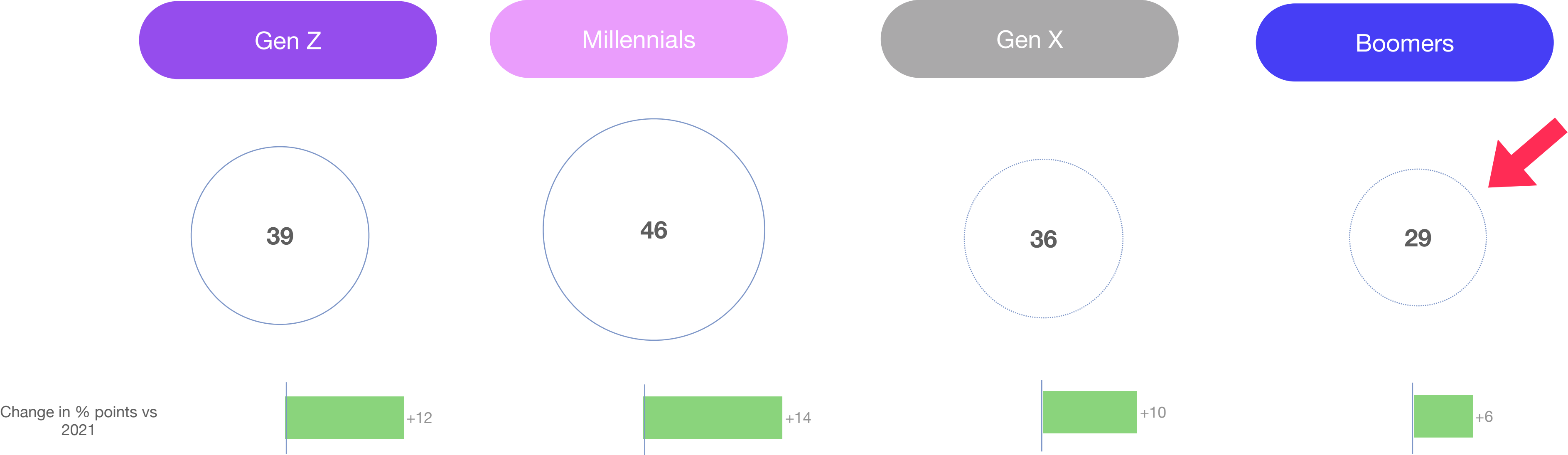


Base: Nat. rep sample of 800 people



Almost 1 out of 3 has purchased groceries online.

“Have you purchased your groceries online during the last 6 months?”

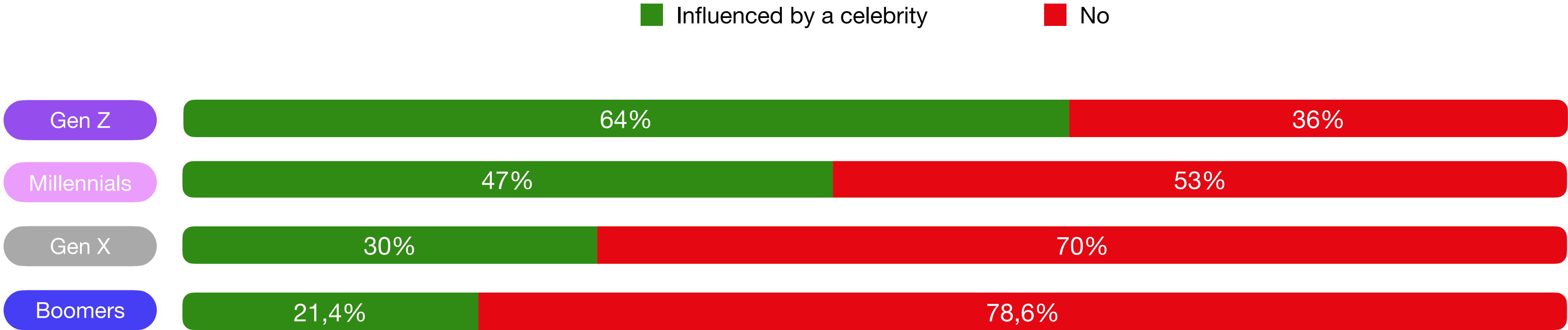


Base: Nat. rep sample of 500 people



They are not really influenced by “Influencers”.

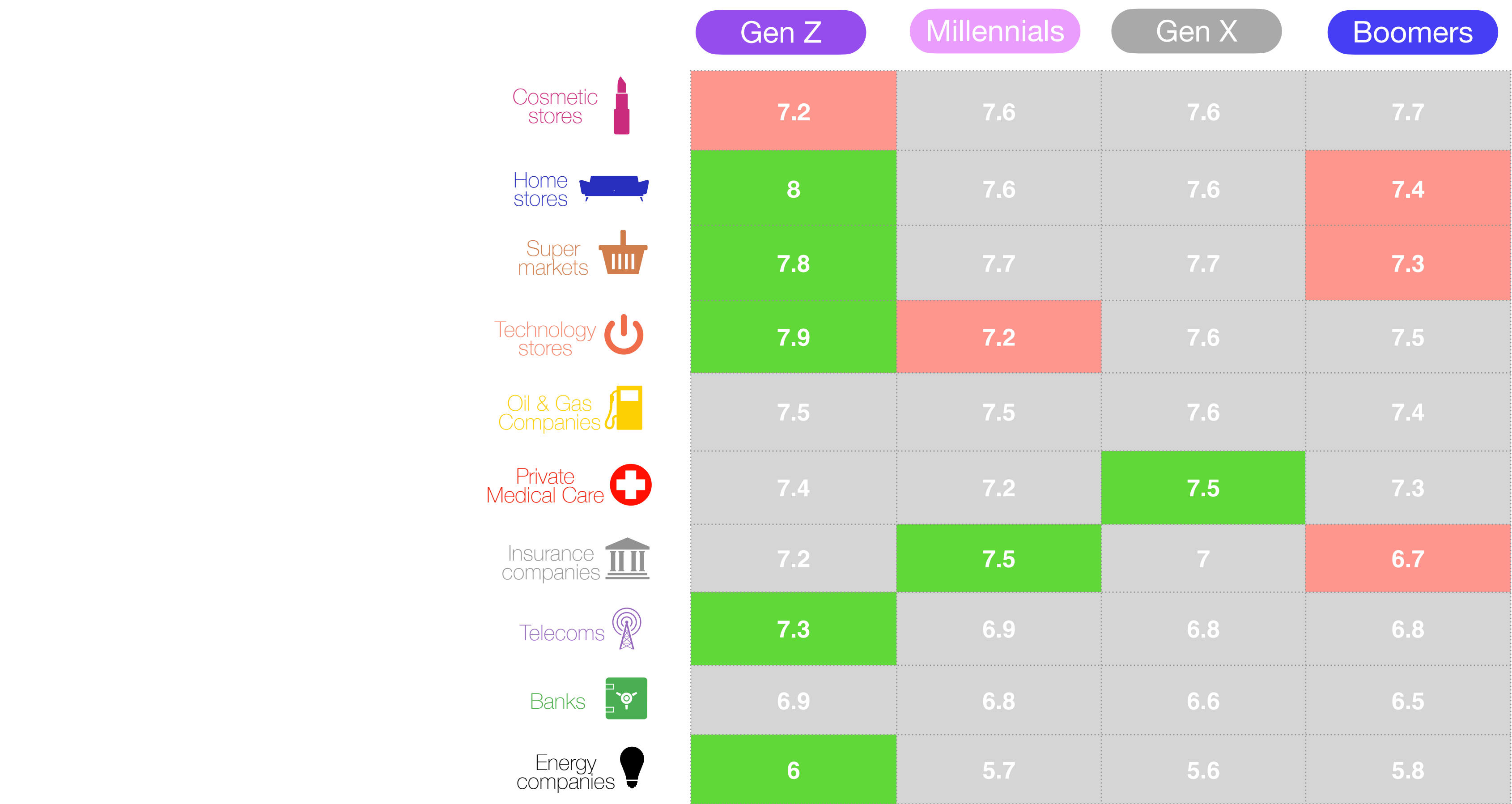
”Have you bought a product that you heard from a celebrity in social media, during the last year?”



Base: Nat. rep sample of 800 people

They need more attention regarding CX.

Derived CX scores across Generations



Base: Nat. rep sample of 800 people



They are more willing to promote a good experience.

Impact of CX on % of Tolerants, Promoters & Engaged across Generations.



Base: Nat. rep sample of 800 people



Tips to get in touch



Their main concerns are behind economy and health.

What things do you discuss about with your friends?

Total population



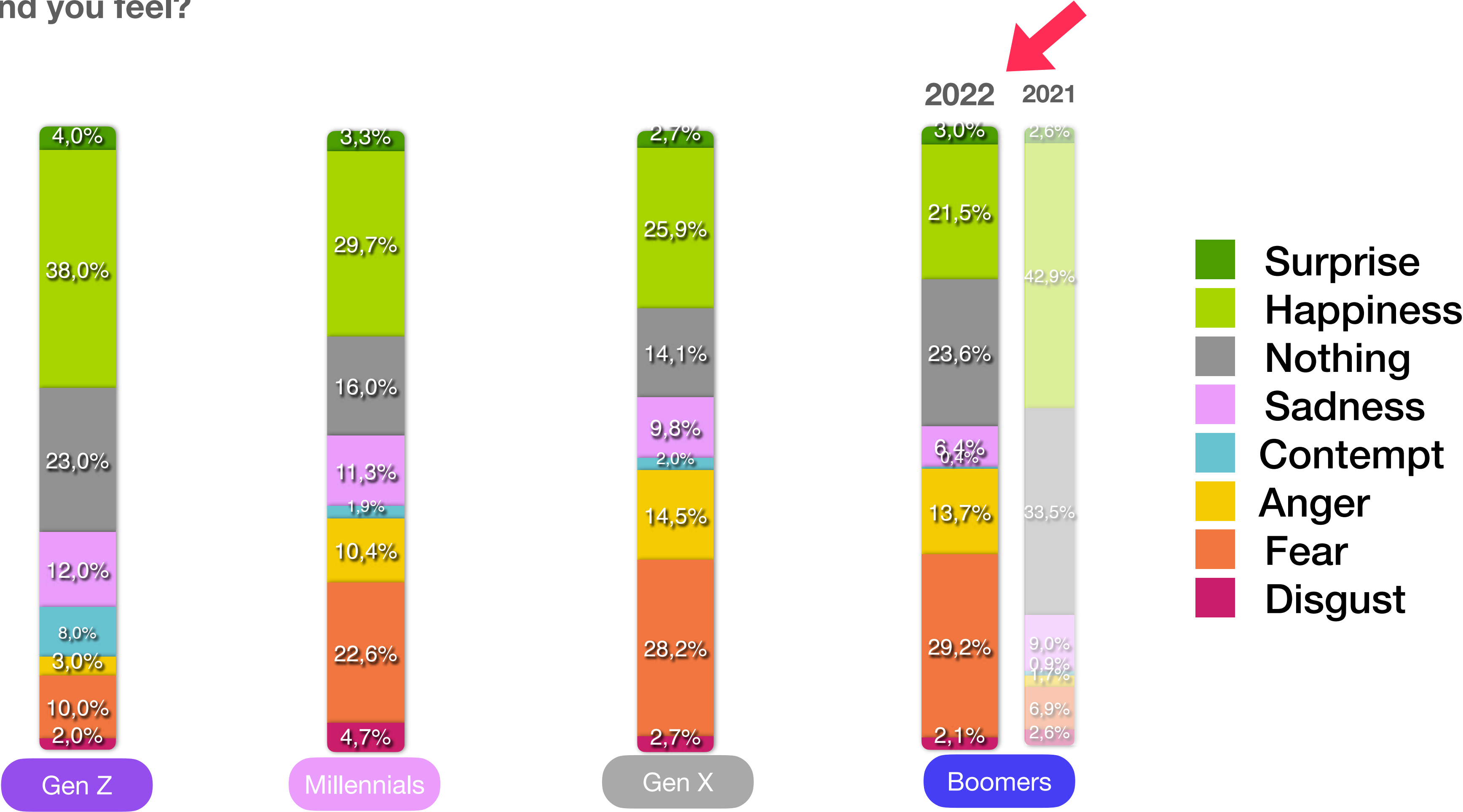
Boomers



Base: Nat. rep sample of 800 people

They don't feel happy. They are scared.

How do you think people around you feel?



Base: Nat. rep sample of 800 people



They need to feel Empowered and Autonomous.

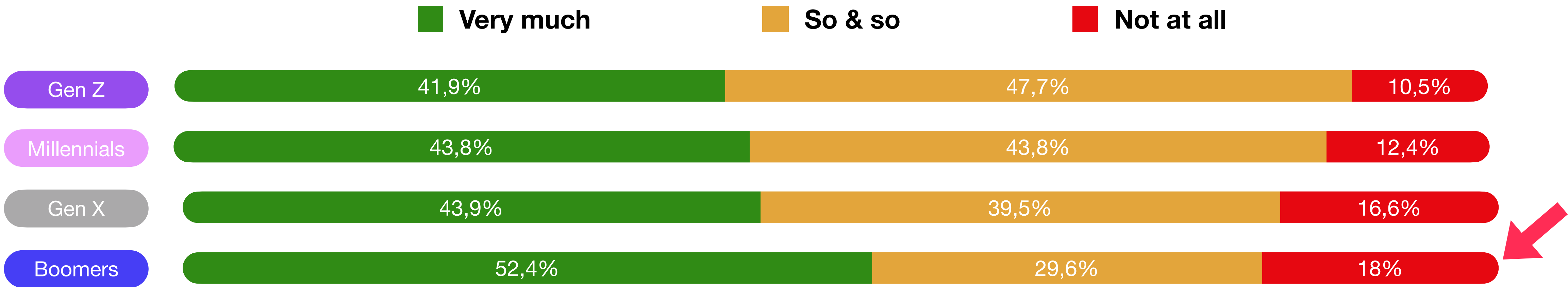
5-Star campaigns for people 55+ during 2022

RANK	CAMPAIGN	VIDEO	LENGTH	ON TEST	SCORE	BRAND SYNC	ACTIVATION	POSITIONING ▾	
1	Η COSMOTE αλλάζει τα δεδομένα στα συμβόλαια κινητής της! Cosmote Telecoms Ogilvy		100	Jun 22	 5,5 Amazing	 95,4 Amazing	 5,6 Amazing	Empowerment	see more
2	Τα Χριστούγεννα είναι μαγικά, όταν τα μοιράζεσαι! Coca Cola Food & Beverages Dentsu		60	Jan 22	 5,4 Amazing	 94,5 Strong	 5,5 Amazing	Nurturance	see more
3	Νώμα. Κάθε τόπος στον τόπο σου Lidl Super Markets The Newtons Laboratory		63	Nov 22	 5,4 Amazing	 37 Poor	 5,2 Amazing	Autonomy	see more
4	AB Price Favourites Campaign: Δημητριακά AB Delhaize Super Markets Wunderman Thompson		42	Sep 22	 5,3 Amazing	 87,9 Good	 5,4 Amazing	Nurturance	see more
5	Dove, Reverse Selfie, Let's Change Beauty Unilever Health & Beauty Ogilvy		60	Jun 22	 5 Amazing	 95 Amazing	 5,3 Amazing	Empowerment	see more

Base: 47 Campaigns tested during 2022 by a nat. rep. sample of 200 people

They are more sensitive about others.

“Have you been involved in any kind of charity for the last 6 months?”



Base: Nat. rep sample of 800 people



5 things to take away

- 1. They are too many and spend too much to ignore.**
- 2. They have different needs and are willing to support and promote those who will take care of them.**
- 3. They are online, but traditional media are still more relevant for them.**
- 4. They are more sensitive and willing to help others.**
- 5. They don't want to feel "left behind". They seek autonomy and empowerment.**



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