

MEDIA IMPACT REPORT

Marketing to Boomers: Developing Content that Resonates

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L-R: Lynn Le, Jane Crisan, Pilaar Terry

Empowering Female Founders

By Jane Crisan, President + Chief Operating Officer

Earlier this month, SheScales, founded by Rain the Growth Agency CEO and co-founder Michelle Cardinal, celebrated Women's History Month with an inspirational webinar featuring two dynamic female founders. Lynn Le, founder and CEO of Society Nine, and Pilaar Terry, Managing Partner & Executive Director of MC Brand Communications (MCBC), shared their journeys to success. A few highlights and takeaways from the interactive session:

There has been an exponential increase in the number of female entrepreneurs in the U.S. – this could potentially be attributed to barriers in the standard workplace environment, including gender discrimination, or as demonstrated by our founders' journeys, the opportunity to create a business with purpose—under your own rules.

Products for women should be about more than just making an existing product pink. "Not that there's anything wrong with the color pink," said Le. For women's sports products, without insight into fit preferences, sizing nuances and focus groups, "it basically says 'you're not allowed to join us, but if you do, this is the best you're going to get,'" she added.

There is an appetite from women consumers for products that "enable customers to discover their greatest and most empowered selves."

Be authentic! Both panelists reflected on how much of their culture, upbringing and past experiences have shaped their brands' ethos, and has led to business growth.

Le and Terry also shared the impact that building relationships and networking has played in their journeys. For more information and to view the full webinar recording, visit the [SheScales Insights & Resources page](#).



shescales

What is SheScales?

SheScales was created to serve as a marketing resource for women-led DTC brands, aimed at improving gender equality in business by supporting female and underrepresented founders. SheScales webinars feature a range of speakers detailing their own personal experiences of success, how they achieved it, and how others can benefit. Past webinar topics include best practices for pitch decks, paid social and paid search. For more information, visit <https://www.shescales.com/>



Marketing to Boomers: Developing Content that Resonates

By [Dan Gallagher](#), EVP, Brand Strategy + Research

Given the sheer size and buying power of this consumer segment, Boomers have long been the targets of marketing. However, what worked in the past to appeal to the “Me” Generation may not be as applicable now—or might it? Boomers seeking purpose, growth, social connections, and self-care may find more resonance with initiatives that connect to the ideals and memories of their youth rather than the excesses of later years.

Generally speaking, content that creates a sense of nostalgia—particularly in the form of entertainment—will catch the eyes and ears of Boomers. Similarly, initiatives that incorporate a challenge or badge of accomplishment are likely to perk the interest of this generation.

Boomers have indicated an affinity for television, especially when it comes to generationally relevant TV programming like *Gunsmoke*, *The Andy Griffith Show*, *Green Acres*, *Get Smart*, and *Bewitched*. As a generation that lived through the tail end of the Golden Age of television, this nostalgic medium remains highly relevant to Boomers.

Often recognized for notable contributions to popular music, Boomers are also strongly connected to the sounds of their generation. From the Talking Heads and the Clash to the Grateful Dead, Led Zeppelin and Elton John, some of modern music’s most influential names helped define this generation. Again, by tapping into their affinity for nostalgia, Boomers may find it hard to resist the allure of this genre.

/BRIEFING ROOM



Likely motivated by a growth mindset and sense of purpose, Boomers are increasingly drawn to puzzles (i.e., the New York Times' crossword) or similar challenges found in TV game shows such as *Jeopardy* and *Wheel of Fortune*. With a nod to this generation's need for a sense of accomplishment—even in retirement—Boomers may be more likely to engage with content or initiatives that present a task with a finish line.

Related to the need for accomplishment, issues linked to maintaining health and a sense of independence are also rising in importance for Boomers. Campaigns or initiatives that gamify health-related activities will create Boomer relevance by addressing this generation's ongoing need for challenge and accomplishment within the context of healthcare.

Rain the Growth Agency developed a Silver Tsunami Segmentation that reveals the variety of activities or outcomes Boomers are looking for in this stage of their lives. This data and related insights can help marketers position their brands to discrete segments within this demographic. For more information on our experience connecting brands to Boomers, visit <https://55plus.rainforgrowth.com/>.

/QUICK HITS



Apple Event recap

[\[Tom's Guide\]](#)



Baseball is back, but it may have lost some ad revenue

[\[Ad Age\]](#)

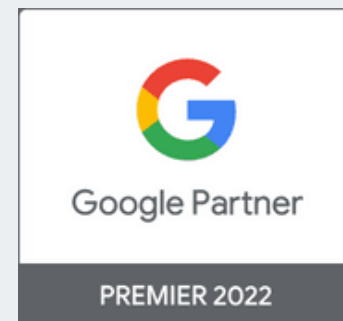


Marketing/advertising impacts from Russia's invasion of Ukraine

[\[NY Times\]](#)

[\[The Drum\]](#)

Google Premier Partner Status Harder to Achieve in 2022



By **Garrett Browne**, Director, Paid Search

Rain the Growth Agency is proud to announce that we have been awarded Google Premier Partner Status for 2022, as a part of Google's updated Partner Program. While there have always been requirements for eligibility for the program in the past, Google raised the threshold for Premier status as of February 2022.

Based upon managed spend, a head count of Google certified professionals, and a commitment to the highest rate of account optimizations, Google only awarded Premier Partner status to the top 3% of all current Google advertisers. In securing this status, the agency maintains its closer partnership with Google teams, early eligibility to beta tests and pilot programs, and access to industry events.

"We set out with a goal in mind in 2021 and that was to become a best-in-class search agency and this helps validate that effort," said Garrett Browne,

Director, Paid Search. "But we can't simply stop with just earning the [Premier] status, our team of certified search experts has to endeavor to keep advancing and evolving. Last year we oversaw the largest year for search in the agency's history, and we expect search to continue to be key in our clients' strategies." Campaigns ranged in verticals from healthcare, telecommunications, footwear, fitness equipment and wellness companies. All Rain the Growth Agency-managed initiatives used the latest tools in search, shopping, and Google Universal App campaigns.

In addition to the team's status within Google, it has also seen considerable growth in Apple Search Ads, YouTube and third-party search networks. Aligning all of these digital channels with other media investments ensures that Rain the Growth Agency stands apart as it works to integrate channels across the entire media landscape.

Need More Guidance?



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