



The Pulse of the Vibrant Boomer Woman: What She Really Wants and Why

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ASA 2011

Session Overview

- Introduction
- The Influence of the Economically Empowered Woman—Maddy Dychtwald
- Who is the Vibrant Woman, and What Does She Want?—Stephen Reily
- The Motivational Marketing Pyramid—Carol Orsborn, Ph.D.
- Q & A

What is VibrantNation.com?

- Leading online community for women 50+
 - Driven by lifestage more than age
- Growing network of 100+ influential bloggers
- Digital Publisher, sending emails to 125,000 subscribers weekly, and expert content for members.
- Strategic marketing partner, with campaigns, research and a new book: *Vibrant Nation: What Boomer Women 50+ Know, Think, Do & Buy*
- 82% aged 48-68; Median age is 55
- 66% married / 33% single
- 50% have household income over \$100,000
- 72% have bachelor's and/or graduate degrees
- Her most important influence:
"Women like me"

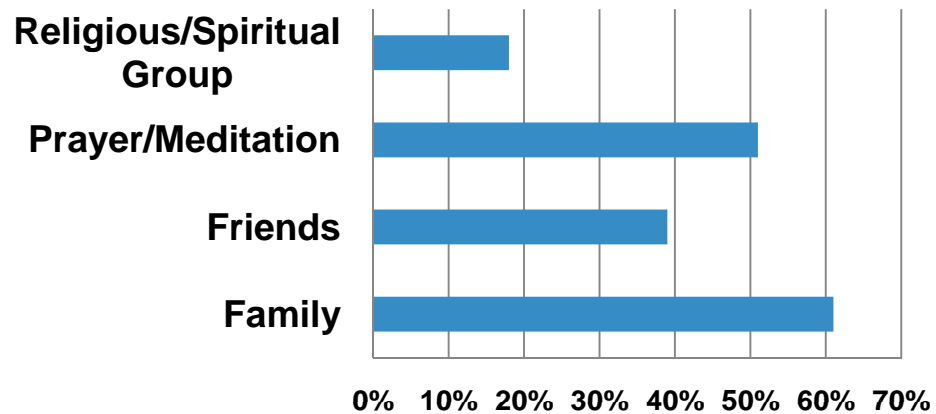


Vibrant Women Are...

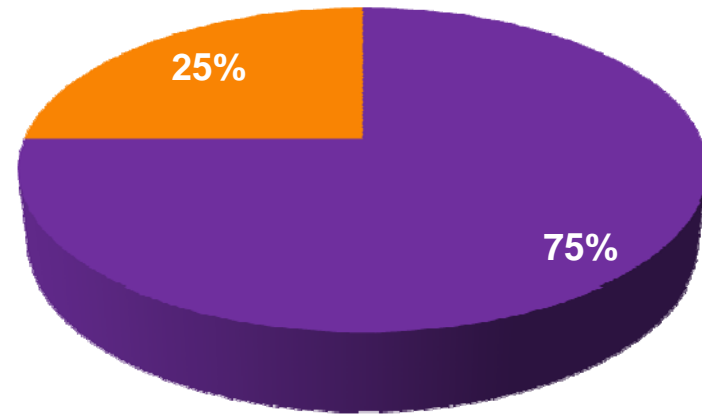
...Resilient



The most important influence to keep my spirits up during challenging times



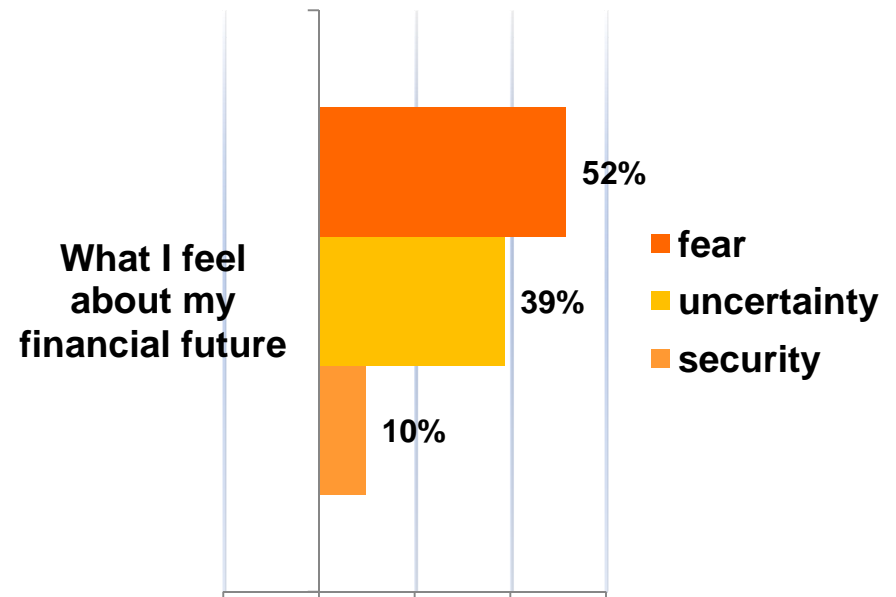
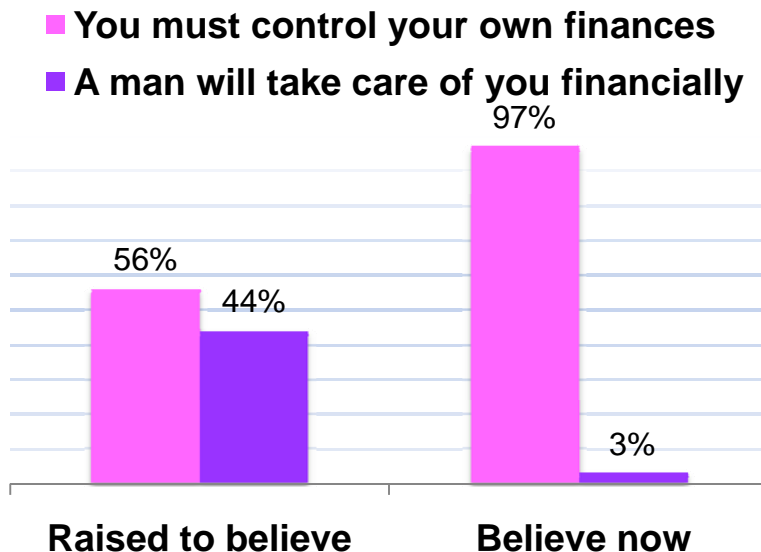
The older I get..



- The more resilient I become
- The less resilient I become

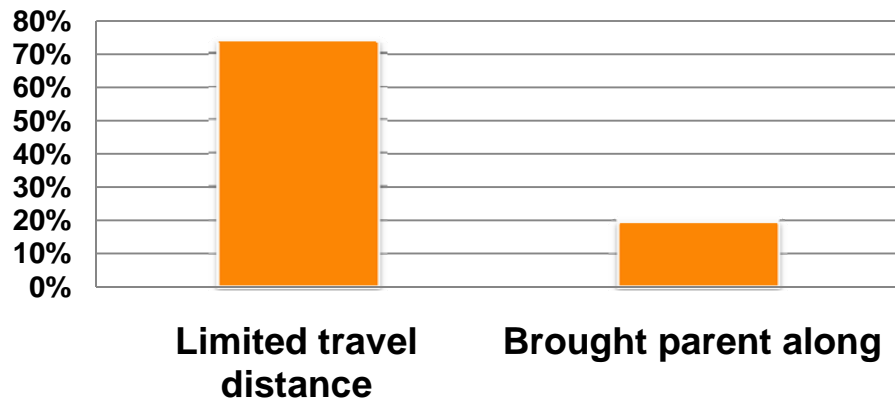
...Taking Charge of their Own Financial Future

- They need to take control of their financial well-being
- They do not want to depend on anyone else
- Primary emotions regarding financial futures are fear and uncertainty

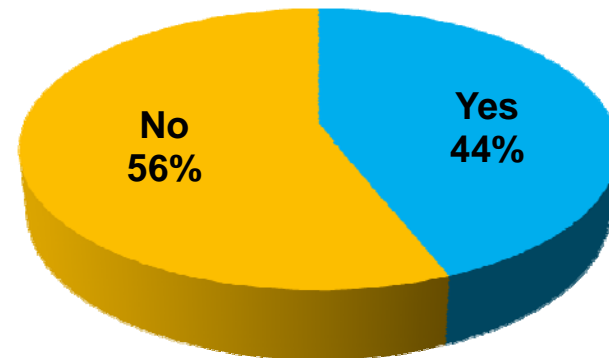


...Sandwiched Between Generations

Even on vacation, they weren't taking a break

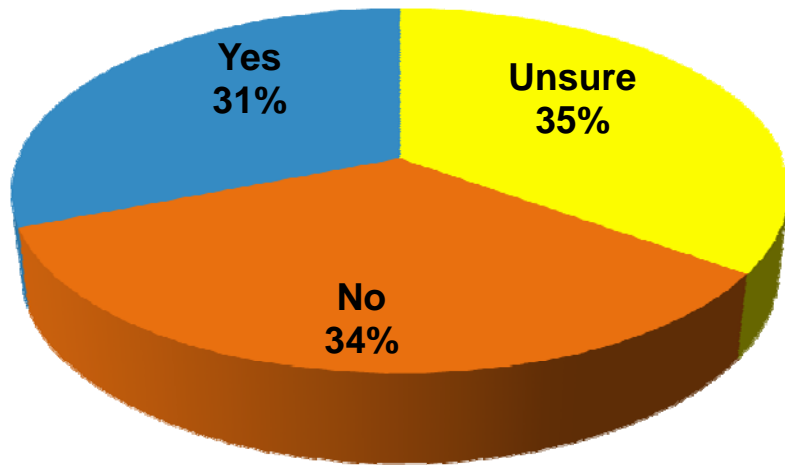


Are you helping your child or grandchild more now because of the recession?

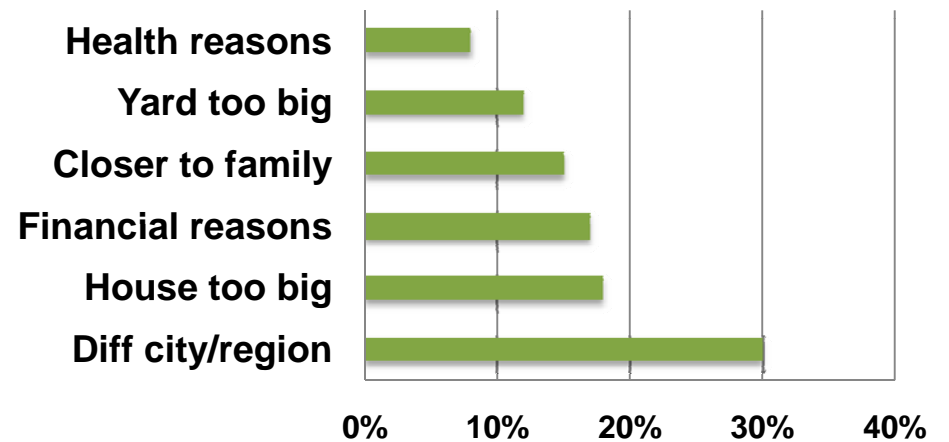


...Planning to Age in Place

Do you plan on remaining in your current home for the next 10 years?



If you plan to move, why?



...Politically Active

- 84 % of respondents say they are either “somewhat comfortable” or “very comfortable” with their understanding the issues surrounding healthcare reform.
- 76 % are willing to write an email to their elected officials.
- 83 % are willing to talk to their friends and family about the subject.

There are 3 key issues they agree on:

- 97 % believe coverage for pre-existing conditions should be guaranteed.
- 87 % believe employees should be able to change jobs and keep same insurer.
- 84 % believe laws should prohibit insurance companies from cancelling policies for anyone who develops a given illness.



**self-interested
spender**



**simplicity
seeker**



**values-
endorser**



**experiential
indulger**



**other-
pleaser**

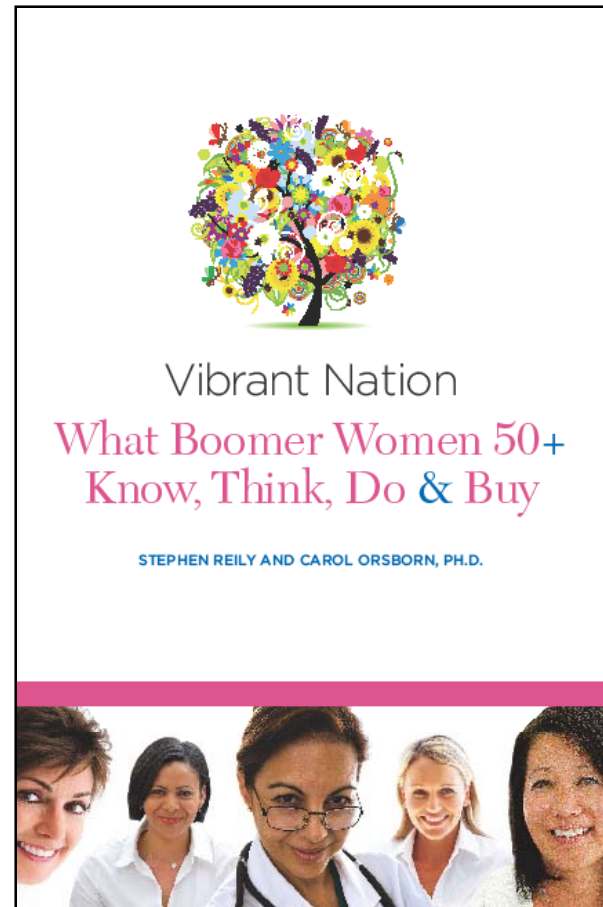
What They Want from Marketers

- Show her(some) women her age
- Offer her all the information she needs
- Persuade her through other “women like me”
- Customize your message
- Reach her online
- Never make her look dependent

For More Info

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What women 50+ know