

brandbriefs

branding facts. marketing insights. simplified form.

Five Years Running - Issue 26

A Quick Read.

BrandBriefs is a publication of LMG covering a few interesting, recent marketing facts and insights. *To be added to our electronic mailing list, please visit our website.*

Boomer Stats

According to MetLife Mature Market Institute, boomers born in 1946 don't think they'll be "old" until the age of 78. They also report:

- There are 76 million baby boomers (born between 1946 and 1964) in the United States.
- 1 of 3 boomers is a single head of household.
- 16 percent are divorced or separated; 12 percent never married; 4 percent are widowed.
- Of America's 70 million grandparents, 50 percent are boomers.
- Average age of boomer grandparents is 53.
- Boomers spend \$2 trillion annually.
- Travel is a life goal for 47% of boomers.

Lemonade Day

Every entrepreneur recalls his/her first lemonade stand—managing the cost of sugar, generating traffic and counting the profits. Effective May 2, 2010, the not-for-profit *Prepared 4 Life* is creating national Lemonade Day and offers a range of tools to help kids start their first business. **See prepared4life.org for the bitter details.**

Born Amid Recessions

They say, "no pain, no gain."

As proof of this concept, it's interesting to look back at the major brands born amid economic chaos: General Electric (1876), Revlon (1932), Hewlett-Packard (1938), MTV (1981) and Cisco Systems (1984).

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Print to Digital Sparked by "Augmented Reality"

From *Golf Digest*, *Popular Science* and *Esquire* to WIRED magazine, print materials are incorporating "augmented reality" (AR) features to make static communications dynamic and interactive. According to expert, Ronald Azuma, AR "combines real with virtual, is interactive in real time and is registered in 3D."

The November 2009 issue of WIRED magazine features 47 ads that are AR-ready by using **kooaba**, an iTunes (or Android) application. With the application and a quick photo of any of the 47 ads, users can "unlock digital extras" for a truly personal, virtual digital experience.

It's touted as the next generation of advertising and bridges the gap between the print experience and the wide, wide (wide!) virtual world. The only thing you'd get by snapping a shot of this issue of *BrandBriefs*—is well—this issue.

Tons of Teen Angst

According to the United Nations Population Division, 229 million people in China will be between the ages of 15 and 24 in 2010. **Total** US population in 2008 was 308 million.

Catalogs Add Up: To Sales

Last year, 17 billion catalogs were deposited in the mail stream (that's 56 per American) and the average catalog retailer sent 21 million copies—one every 26 days. You might ask, "Why, I thought online was everything?" Fact is, catalogs are still the largest revenue generators for direct marketers and serve as a major catalyst to in-store, phone and web sales.

Sweet (Recession-Proof) Business

Sales in the \$32 billion (yep billion) global confectionery business are expected to rise 4 percent this year. Fast Company reports the number one chocolate candy in the US is M&Ms with annual sales of \$425 million. Hershey Company and Mars Snackfood U.S. make 15 of the top-20 selling chocolate candy bars.