

# GENERATIONS



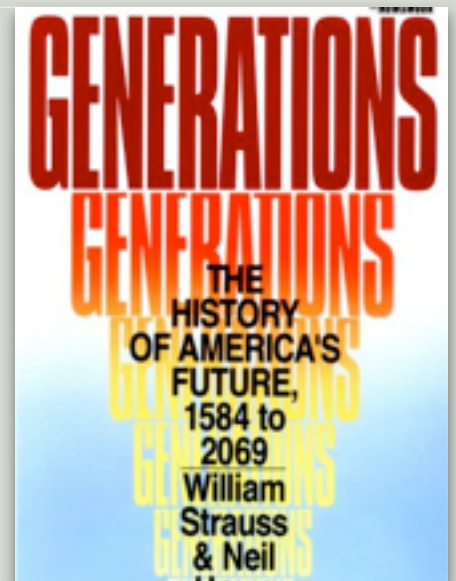
## DEFINING GENERATIONS...

A generation is composed of people whose common location in history lends them a collective persona. The span of one generation is roughly the length of a phase of life. Generations come in four archetypes, always in the same order, whose phase-of-life positions comprise a constellation.

### TWO APPROACHES :

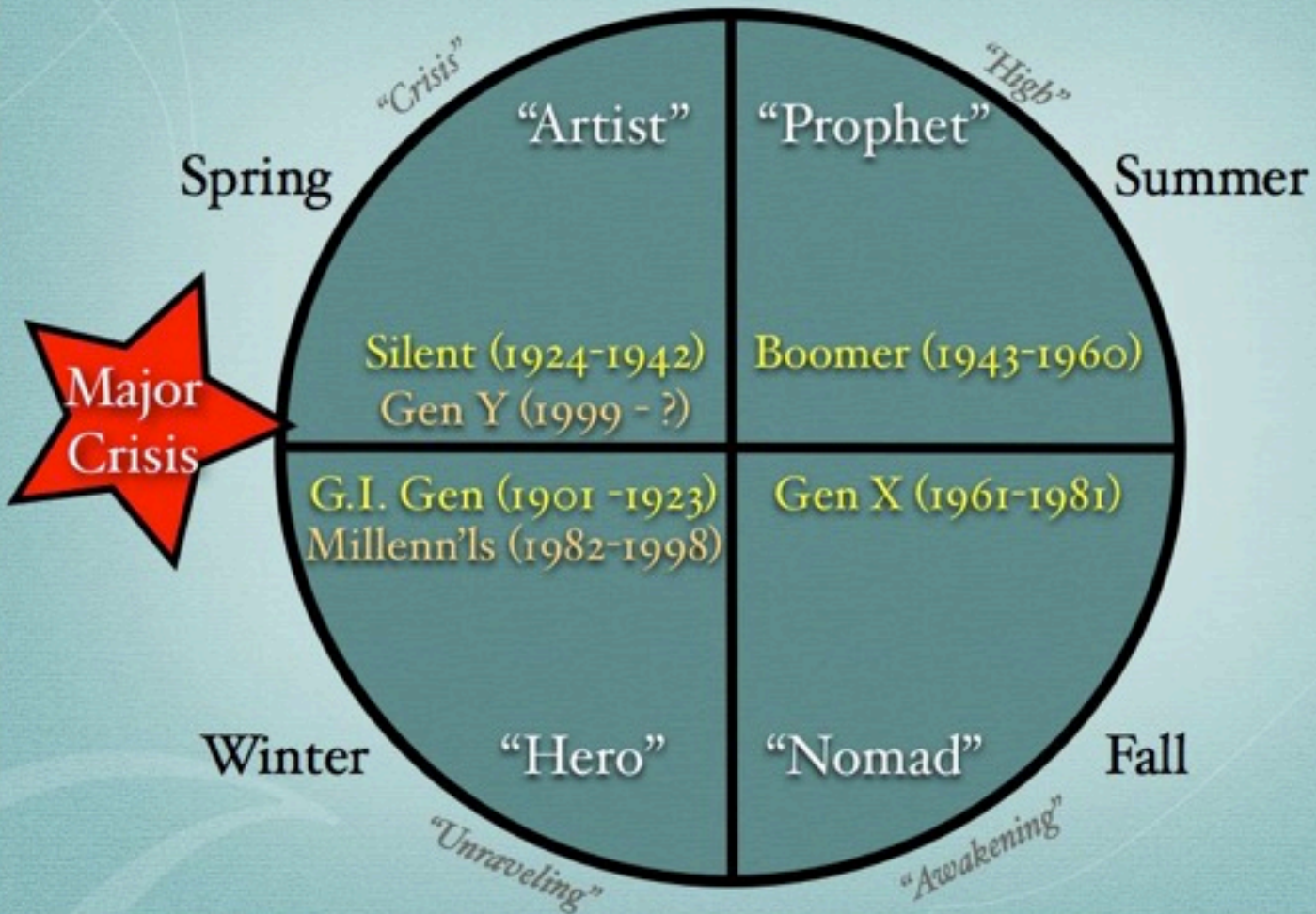
- **LINEAR:** Generations have no rhyme or reason.
- **CYCLICAL:** Generations are seasonal & repetitious.

Spring	Wet	Hero	Crisis
Summer	Hot	Artist	High
Fall	Dry	Prophet	Awakening
Winter	Cold	Nomad	Unraveling



Recommended Reading:  
 "Generations" by Wm. Strauss and Neil Howe (1991)

# SEASONS...



**Every 70-80 years America faces another "Great" Cultural Crisis:**

- 2001 - ????: War on Terror and Recession
- 1929 - 1945: World War 2 & Great Depression
- 1861 - 1865: The American Civil War
- 1774 - 1783: The Revolutionary War
- 1652-1654: The Anglo-Dutch War

## G.I. Generation

### Archetype: HERO

Came of Age: 1910s - 1920s

Primary War: World Wars I and II

Defining Moments:

"War to End all Wars" & Pearl Harbor

Famous Members: John F.

Kennedy, Walt Disney, Ronald Reagan,

John Wayne, Margaret Thatcher



(1901-1924)

*A fearless "Father Knows Best" scouting generation that grew up in the Roaring '20s and Depressed 30s, to help win two world wars, build suburbia and guide American politics for 45 years.*

Strategies for Reaching HEROES:

## Silent Generation

### Archetype: ARTIST

Came of Age: 1930s - 1940s

Primary War: Korean Conflict

Defining Moments: Great

Depression and Atom Bomb

Famous Members: Martin

Luther King, John Lennon, Elvis

Presley, John McCain



(1925 - 1942)

*A generation with no leaders, no program, no sense of power and no exclusive culture (though they spawned many trends). It's the "How To Succeed in Business Without Really Trying" Generation.*

Strategies for Reaching SILENTS:

## Boomer Generation

### Archetype: PROPHET

Came of Age: 1950s - 1960s

Primary War: Vietnam War

Defining Moments:

Sputnik and JFK Assassination

Famous Members: Bill and

Hillary Clinton, G.W. Bush, Bill

Gates, Oprah Winfrey and Steven

Spielberg



(1943 - 1960)

*The Woodstock generation was a mix of rock and roll rebellion and hippie hopefulness. Known by their labels: Spock kids, flower children, Jesus freaks, Black Panthers and later "Yuppies."*

Strategies for Reaching BOOMERS:

## Gen X/Buster Generation

**Archetype: NOMAD**

Came of Age: 1970s - 1980s

Primary War: Gulf War

Defining Moments: Challenger and fall of Berlin Wall

Famous Members: Barak Obama, Sarah Palin, Michael Jordan, Kurt Cobain, Bono,



(1961 - 1981)

*The MTV generation labeled as "slackers" would emerge as "goonies," "bad news bears" and Breakfast Club delinquents and later forge grunge attitudes and hip hop fashion.*

Strategies for Reaching GEN X:

## Millennial/Y Generation

**Archetype: HERO**

Came of Age: 1990s - 2000s

Primary War: The War on Terror

Defining Moments: Columbine and 9-11-01

Famous Members: Jonas Brothers, Miley Cyrus, Michelle Wie, Prince William & Kate



(1982 - 1998)

*The "Baby On Board" generation has been culturally blessed as angels in the outfield and spy kids. Over-protected by parents and political agendas (air bags, curfews), this generation thrives on technology, group think, feel-good collectivism and standardization.*

Strategies for Reaching MILLENNIALS:

## iTech Generation

**Archetype: ARTIST**

Will Come of Age: 2010s - 2020s

Primary War: TBD

Defining Moment: TBD

Famous Members: TBD



(1999 - ?)

*The iTech Generation will continue to spawn a new post-modern culture that appreciates digitized content, virtual experiences and "high tech/high touch" relationships.*

Strategies for Reaching iTECHS: