

Your Brand Today Versus Tomorrow

How can you the brand manager market the same type of goods you offer to very diverse consumer types? And at the same time tailor the media messaging appropriately?

Perhaps by finding the sweet spot where an overlap of shared enthusiasm and interests meet.

Case in point - up and coming Millennial vs. seasoned hunter-shooters. Brand managers walk a fine line here.

While each consumer group loves to hunt and shoot, they possess dramatically different behavioral characteristics as they go about it.

The established hunter-shooter group (who still deliver the lion-share of the revenue to the industry) accepts product design and features as well as media communications in the more traditional sense. However, Millennial up and coming hunter-shooters definitely sing a different tune in regards to what product features they find most appealing and how, why and where they consume information.



Millennial vs. seasoned hunter-shooters

The question you need to ask yourself could be...do I develop product features and benefits as well as media communication

strategies that are exactly the same for diverse consumer groups that participate in the same activities? Or do I the brand manager develop perhaps different features and benefits and different communications for these diverse groups? That answer is probably clear when you attempt to answer it through the eyes of your consumer...in this case your “consumers” who participate in the same activities, but do so in different ways.

Protect Thy Brand. Consumer attitudes, behaviors, and purchasing decisions change over time – how your products and communications evolve with these changes will determine the future strength of your brand.



5695 Indian Paint Run Littleton, CO 80125 (303) 552-8454
jdepalma@brandintelligent.com
bzlupko@brandintelligent.com
www.brandintelligent.com

