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Subject: Audio Marketing

Posted by [The Noise](#) on Sun, 26 Jun 2016 16:07:34 GMT

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Why do you suppose marketing for anything and everything audio focuses so heavily on the current generation? The millennials? My theory is that the older generations are willing to spend more because they appreciate the intricacies of music more than the younger consumers. Therefore, they should be the focus of ad campaigns.

What do you think?

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Subject: Re: Audio Marketing

Posted by [Kingfish](#) on Thu, 28 Jul 2016 08:27:52 GMT

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The ads focus on the current generation because the equipment is made for the current generation and their lifestyle. If they were selling updated versions of the old style equipment that would be tailored for the older generations, their ads would reflect that.

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Subject: Re: Audio Marketing

Posted by [Lizah](#) on Mon, 05 Sep 2016 11:41:05 GMT

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A lot of the newer equipment is usually purchased by the current generation. I know a lot of older people who still swear by the old stuff and would never get rid of it unless they couldn't have it fixed anymore. I'm partial to both so I would like to see a mix of ads for all generations.

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Subject: Re: Audio Marketing

Posted by [gofar99](#) on Mon, 05 Sep 2016 21:19:10 GMT

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Hi, I actually see two sets of marketing... The obvious one on the web and internet of easily found sources. It is aimed at the Millennial population (no offense) as that is what they want and are willing to pay for. There is a more laid back bunch of adverts and sites that cater to older buyers. Often not advertised as the the latest and greatest, or cheapest. Rather to quality and exclusivity. As you might expect they are targeted to a different group who will value such things and be willing to pay for them. Sort of the difference between a six pack and fine wine (yes I am stretching it a bit). I do see (through my business and diy contacts) a small but growing revival in high quality audio gear and a desire to understand how it works and is built by the Millennial population. Not anything like in the diy heydays, but growing none the less.

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Subject: Re: Audio Marketing

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Posted by [lilbill](#) on Thu, 20 Oct 2016 06:58:59 GMT

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It is true that there are different kinds of adverts for different segments of the population and as indicated by gofar, it still works both ways. I still think that it is the older generation that does the most purchases.

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Subject: Re: Audio Marketing

Posted by [Ssal](#) on Thu, 20 Oct 2016 22:12:44 GMT

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I agree that there are two very distinct types of ads that we see. The usual and more common caters to the young 'uns, and there are more sophisticated ads for the more mature generation.

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Subject: Re: Audio Marketing

Posted by [Azuri](#) on Sat, 17 Dec 2016 17:59:55 GMT

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lilbill wrote on Thu, 20 October 2016 01:58I still think that it is the older generation that does the most purchases.

I was just reading that thread about the Mozart purchases, and your comment reminded me of that. Define "most purchases". The Mozart set technically outsold everyone else in terms of the most purchases, but that was because there were 200 CD's in one bulk package.

The relevance here is that the older generation might actually be making less purchases, but they add up to total more in value than all those cheap purchases the millennial's make.

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Subject: Re: Audio Marketing

Posted by [Tadtone](#) on Tue, 20 Dec 2016 08:02:50 GMT

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When it comes to hardware, I think it is probably disposable income. Young people tend to have fewer bills and obligations so more spending money. It is much easier to persuade a younger person to buy their first stereo, or a cheap portable disposable one to use at university, than to persuade an older person to replace a wired-in surround-sound system they've been happy with for years.

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Subject: Re: Audio Marketing

Posted by [GoldenOldie](#) on Sat, 01 Jul 2017 18:55:55 GMT

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I agree that the younger and older generations must be marketed to in very different ways. For example, for younger individuals - snow boarding ads and for older individuals, a really good fridge. Most older people don't even want to get out in the cold!

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