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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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