

Marketing to Generation X – UK – February 2019

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This report looks at the following areas:

Being pulled in all directions can create a build-up of different pressures that brands can help to alleviate, starting by motivating them with advertising that goes beyond a basic portrayal of aspiration and success.

- Advertising representations of Generation X are falling flat
- Gen Xers – particularly women – struggle to find their own space, time, and confidence



“Too often overlooked and consequently too often underserved, Generation X presents a golden opportunity for brands that can welcome them in from the wilderness.”
– Jack Duckett, Associate Director of Consumer Lifestyles Research

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- **Marketers missing a trick on open-minded, fun, and adaptable representations**

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