

GO BOLD

GENERATION **bold**

**Marketing • Branding • Innovating
for
Boomers • Seniors • Caregivers**

**“In marketing, excellence
is not a virtue...it is
a requirement.”**

Adriane Berg, CEO

**GO
BOLD**

GENERATION**bold**

Leaders in Reaching Boomers, Older Adults, and Caregivers

Generation Bold is a full-service marketing, branding, and business development firm specializing in the Boomer, Active Senior, and Caregiver Markets. Our clients include small businesses, multi-national firms, not-for-profit organizations, governmental entities, and community groups. We offer business-to-consumer and business-to-business communications, media training, message point crafting, and market positioning, as well as strategic alliance management. Our affiliates bring you the best in website design and optimization, list management, ad placement, and event creation.

Discover a Niche Market of 65.7 Million Americans

Generation Bold is the recognized leader in Tangential Marketing, marketing to Boomers in their role as family caregivers. SeniorsNews.net

Half of everyone aged 60 has at least one living parent, and most of those parents need some level of care. The stress and lack of selfcare caused by caregiving takes its toll physically and psychologically.

Here are the facts:

- Caregivers report a 65% increase in stress and anxiety.
- 15% take a medical leave of absence from work.
- Many start or restart a bad habit, like smoking, abusing alcohol, or overeating.
- 49% develop sleeping problems.
- 26% report new or worsening health problems.
- 23% cut back on spending for their own health and dental care.

Does your product or service help caregivers or care recipients?

Allow Generation Bold to bring your company to the ever-growing world-wide Caregiver market.

Branding and Strategic Alliances

Generation Bold will help you identify, connect with, and ally with those that will make a difference to your business. The proof is in our record.

Here are just a few examples of our work:

- We created Golden Cuisine Direct, a division of Golden Cuisine, delivered frozen meals for seniors, and allied with hundreds of elder care professionals to create affiliates sales. www.GoldenCuisineDirect.com
- Entrust, a 30-state franchise, required strategic alliances with attorneys, CPAs, and realtors. We created core strength allies, and in several documented cases, increased amounts under management 600%.
- We brought together the Mental Health Association of Rockland County, New York, with CogniFit, the brain fitness leaders, to fulfill a New York State Department for the Aging grant on brain health for older adults.
- We created all the programs, promotions, and Web and offline outreach and marketing for these alliances.
- We developed a Critical Path Success™ Growth method of opening new geographic territories for clients.
- We have opened the Midwest for clients including the Money Store; and Ohio/Michigan for self directed IRA custodians, etc.

If you are facing a new territory and need to connect with clients, customers, strategic allies, or vendors, consider our 90 day open the door program™ which coaches your management and staff on how to get immediate insight into the idiosyncrasies of the new market, ally with the correct people, and generally establish yourself in record time.

Marketing That Gets Measureable Results

At **Generation Bold** we believe that the purpose of marketing is to increase net profits for our clients. That is why our commitment is to provide cost-effective marketing that gets the result you want, within your time frame.

We use a proprietary method of planning called **Critical Path Success™ Growth** to plot out your marketing program, follow it, and get results along a pre-approved time line. Every client receives a manual, workbook, and audio tapes so that their entire staff is part of the process that gets results.

Ad Creation and Placement

We have written, produced, and placed hundreds of successful ads in the past 20 years, for radio television, print, and the Internet.

We have developed a direct response advertising formula to use on radio and Internet broadcasts.

We know what our target markets read, watch and listen to, so your ad dollars go right to your prospects.

Frequency Programs

Technology does not stand still, and neither can your company's outreach methods.

We understand compliance regulations in many industries.

We have staff and freelance writers, editors, content providers, and distributors for both Internet and direct mail.

We design frequency programs to keep in touch with clients, gate openers and strategic allies through many vehicles including teleseminars/webinars, voice mail messages, audio courses, podcasts, electronic and paper newsletters, and special reports

Social Message Consulting for Not-for-Profits, Communities, Developers and Architects

We are leaders in understanding the demands and messages that speak to both Boomers and Older Adults.

Generation Bold has assisted communities, not-for-profits and private developers to deliver their message to change makers and to our market to reframe their offers to appeal to the new breed of older adults while adhering to their mission.

We have conceived and designed projects such as these:

Fit Brain, Strong Brain, Smart Brain under a New York State grant for cognitive fitness training in community venues

Walkability studies that catalyze communities and also result in improved mobility studies

Summit Housing upscale 55+ communities that are green, sustainable, and density-appropriate

Generation Bold uses proven commercial marketing techniques to survey, research, and effectively design your next program.

We also media train your spokespersons and board members or help you select a spokesperson, from inside or outside of your organization.

If you have a message to craft, public outreach events, or advertising or marketing of your social cause, contact us for a complimentary consultation.

Presentations & Training for Award-Winning Accomplishments

Our marketing and sales trainers use accelerated learning and self-actualization techniques including Train the Trainer, Peak Potential Certification.

Training is preceded by intense consultation to study the target markets in which we specialize as they relate to your business. Many of our programs receive continuing education credits for CFPs, insurance professionals, CPAs, and others professionals.

Do you need a keynote speaker, conference trainer, or workshop presenter?

Do you need

- * Tailored live presentations?
- * Target market and message consulting?
- * Pre-event attendance enhancement?
- * Post-event follow up?
- * Audio and video production?
- * Product development?
- * Fundraising and client appreciation gifts?

Visit **www.adrianeberg.com** and view the video. Clients include *USA Today*, JCC of New Jersey Metro West, HIAS, Women's American ORT, Swarthmore College, Merrill Lynch, Transamerica, Meals on Wheels and more.

GENERATION**bold**

**Marketing ● Branding ● Innovating
for
Boomers ● Seniors ● Caregivers**

6 Cedar Ridge Rd.
Lebanon, NJ 08833
(908)236-8148
www.GenerationBold.com
adrianeberg@msn.com

Youth: It Comes in All Ages