

Tapping a Goldmine: Women Baby Boomers

Cerebellas' principal in speech to New Jersey marketing group

NEW YORK, May 5 – Beth Zimmerman, principal of **Cerebellas**[®] LLC, a strategic planning company, speaks to the Jersey Shore Public Relations & Advertising Association (JSPRAA) on the unmatched purchasing influence of female baby boomers.

“Women baby boomers represent an enormous market opportunity for companies in virtually every sector, yet are grossly underserved by brands that are addicted to the 35-and-under consumer,” says Zimmerman, who counts herself among those “ignored” by many marketers.

In a keynote speech to JSPRAA, Zimmerman highlighted some eye-popping facts about the largely untapped financial power of women:

- * Over 80 percent of all consumer purchases in the U.S. are made or influenced by women, including housing, home improvement, financial services, healthcare and nutrition.
- * US women control more business and consumer spending than the entire economy of Japan—nearly \$7 trillion.
- * By 2010 American women will control 60 percent of the nation's wealth; most will be baby boomers with dual inheritances (parents and husband), adding to assets acquired as the first generation of women to work outside the home in significant numbers.

Zimmerman further noted the need for companies to better integrate the needs, perspectives and ideas of women into their product and service development if they want to remain relevant and competitive. “Even if a boomer woman isn't your target customer,” says Zimmerman, “chances are she wields considerable influence over the purchasing decisions of the customer you want to reach.”

Cerebellas[®] LLC is a strategic planning and marketing solutions company delivering intelligence-based, actionable and transformative insights for consumer and business brands. The company is highly regarded for its industry-neutral approach and its expertise in aligning clients' marketing, sales and operations functions around customer need. For more information, visit its web site at www.cerebellas.com.