

## FH BOOM

*FH Boom is spearheaded by Senior Partner Eileen Marcus, veteran agency lead on AARP and Carol Orsborn, Ph.D. Carol is the author of 15 books on the issues, desires, and concerns of the boomer generation. Recently, Mary Brown and Carol co-authored "BOOM: Marketing to the Ultimate Power Consumer—the Baby Boomer Woman."*

*Eileen Marcus, Carol Orsborn, and the FH Boom practice of over 100 seasoned communications professionals around the globe give our clients a front row seat as the sleeping giant of men and women 42+ wakes up to its full power and potential.*

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### ***Helping Clients Connect with Today's Powerhouse Generation: Baby Boomers***

With the first of the 78 million baby boomers entering their sixties, it's clear that boomers are at it again, this time proactively defying the stereotypes of aging as they continue to live vital, engaged, and often highly opinionated lives. Given the size of the generation and their economic clout, baby boomers are not only the greatest market opportunity today, but a powerful force shaping the future of our society.

Fleishman-Hillard is the first global PR firm to offer a U.S.-based practice group that is exclusively dedicated to helping companies and organizations build powerful relationships with the men and women of the baby boomer generation.

### **The FH Boom Tool Box:**

- **FH Boom Training:** Our proprietary course for marketers, custom-designed for your industry or organization. Go broad and deep, with our motivational research analysis and strategy, which illuminate the interface between boomer responses to life events and resulting shifts in behaviors and attitudes.
- **FH Boom Communications Inventory:** An assessment and development process designed to review campaigns already existing or in the pipeline, based on our proprietary intelligence about marketing to boomers.
- **Boomer Communications Implementation:** Connect the dots between intelligence and implementation, from traditional public relations outreach to integrated grassroots marketing, promotional, viral communications, and new media approaches.
- **FH Boom Inside:** Internal communications programs viewed through the educated lens of inter-generational dynamics including boomer retention in the workplace and effectiveness training for sales representatives and others who interface with boomers.
- **Boomer Constituency Relations Management**
  - Corporate responsibility dollars/third-party alignment
  - Coalitions and advocacy
  - Unlocking corporate partnerships