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Who Are The Echo Boomers?

Echo Boomers are the largest generation of young people since the 1960's. This suggests that this group will have as much, if not more impact on corporate America than their parents, the Baby Boomer Generation of the 60's. The Echo Boomers are already the most researched generation in history by marketing consultants.

This generation is the genetic twin of their overachieving, over-managed and very pressured Baby Boomer parents. Echo Boomers are growing up in very structured environment. Constantly exposed to group activity after group activity. Play dates, soccer practice, structured and produced birthday parties, with barely a day off in between. Opposite of the Generation "X" latch key kids identity, Echo Boomers are being raised during the most child focused time in history. This group is more like their grandparents, the great World War II Generation.

This generation, also known as Generation "Y" live by the rules that the preceding generation, referred to as "X" sought to ignore. This generation, unlike the Baby Boomers, aims to please. Convention reigns supreme, and their values are reverting back to traditional.

Echo Boomers represent a very diverse generation: 35% are non white. They work very well in multicultural settings, and they value being team players. They focus on fellowship as opposed to leadership. Emphasis on these values is starting to produce results. This generation is having a positive and powerful affect on violent crime statistics within their group. Teen pregnancy rates are down. This group trusts the government, as well as their parents.

This group does not react to mass marketing. They have too many other choices. They do not watch the traditional TV networks. Along with Generation "X" Echo Boomers make up the largest part of the "Gamer Generation". "Buzz" has an impact with this group. They take their purchasing cues from each other, and rely heavily on word of mouth.

The market place is reacting to this "Buzz". Toyota has launched the Scion automobile line to specifically market to this group. How many Scion commercials have you seen on

TV? Virtually zero. Toyota is marketing this product through street events such as sport and dancing festivals.

Echo Boomers are the most protected generation in history. They have never ridden a bike without a helmet, or sat in a car without being secured by a seat belt. They have been hovered over by their “helicopter parents”. They are trophy kids.

This group will face their share of challenges. There is concern that this set up for success generation will prove to be too naïve for the workplace. They will look for immediate video game” type results. Echo Boomers will be bored with the lack of visual ecstasy that takes place in most traditional working environments. This is a perfect generation that is about to enter an imperfect working world. The belief is that Echo Boomers can deal with this.