

At **BRANT MEDIA GROUP**, we understand that your market, how your customers and prospects consume media, and what motivates purchase are the cornerstones of successful media planning. We pride ourselves on drilling down and understanding those qualities that make you who you are.

Once we have a solid understanding of your unique set of circumstances — your customers, your market, and your position within it — we survey the media landscape to uncover the best advertising opportunities for your goals and position.

At the end of the day, our goal is to plan, negotiate, monitor, and evaluate strategic media buys that have the necessary reach and frequency to deliver results.

If you'd like to see how Brant Media Group can make your media more effective without adding to the cost, email terri@brantmediagroup.com or give us a call at 952-923-1194.

BRANT MEDIA GROUP

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WE SUCCEED WHEN YOU DO

BRANT MEDIA GROUP

Great Media Planning Is More Than Just Negotiating Low Rates



WE SUCCEED WHEN YOU DO

STREAMING VIDEO AND AUDIO

Recently there has been an unprecedented shift in how we watch and listen to media. Hulu, Slingbox, Pandora and Amazon Alexa (to name a few) are now being used by more consumers.

Brant Media Group has the in-house expertise to show you how these new and evolving media options can help you reach key audiences and grow your business.

KEY BENEFITS

- Data-Driven Advertising with the ability to target geo, income, age of home, weather, and more
- Extend reach of campaign by targeting homeowners who do not use traditional media
- Capability to re-target website visitors with radio, television, and display
- Ability to deliver different messages based on audience attributes
- High-profile programming and networks
- Cost effective and non-skippable

KEY FACTS

- 67% of US internet users have access to streaming television
- 64% of Americans use digital radio on a monthly basis
- Cord-Cutters and Cord-Nevers projected to increase 43.1% in next 4 years
- 77.4% increase in use of Smart TVs

ADVERTISING IN TODAY'S COMPLEX MEDIA WORLD

Radio	FIRST 50 YEARS
Broadcast Television	
Cable & Satellite TV	
Mobile Phone	
Internet	LAST 25 YEARS
Email	
Google Search	
TVo & DVR	
LinkedIn	
Facebook	
YouTube	
Twitter	
Netflix	LAST 10 YEARS
Hulu	
iPhone & App Store	
Smart/Connected TVs	
Pinterest	
Instagram	
Snapchat	LAST 5 YEARS
Facebook Live	

CHANGING MEDIA LANDSCAPE

- Media is evolving
- Media consumption habits are rapidly changing
- Advertisers must engage customers where they spend the most time, and are more influenced
- All media can be effective if it is planned and utilized correctly

MEDIA WE UTILIZE

- Traditional Media: Television, Cable, Radio, Newspaper and Print
- Out-of-Home Advertising
- Streaming Audio: Pandora, Spotify, Amazon Alexa, iHeart.com, Radio.com, etc.
- Connected TV: Hulu, Slingbox, DirectNow, Roku, In-App Streaming

MEDIA PLANNING CAPABILITIES

- Market Analysis
- Customer Segmentation
- Campaign Development
- Media Negotiations and Buying
- Post-Campaign Reporting

MEDIA BUYING PROCESS

PLAN	<ul style="list-style-type: none"> • Audience research • Layout spend across mediums (TV, digital, print, etc.) • Request proposals from potential partners
BUY	<ul style="list-style-type: none"> • Negotiate best rate and value-add • Timeline of buys by medium • Client sign-off approvals
ORDER	<ul style="list-style-type: none"> • Process insertion orders (IOs) and send to media partners • Receive signed confirmation from partners • Internal confirmation of all orders from partner system
TRAFFIC	<ul style="list-style-type: none"> • Document media partner traffic protocol and delivery system • Create traffic requirement documentation • Confirmation of traffic instructions
ANALYZE	<ul style="list-style-type: none"> • Monthly delivery reports • Under-delivery confirmation • Quarterly client reports
RECONCILE	<ul style="list-style-type: none"> • Cross-reference monthly billing with orders • Verify run (post, impression report, billboard site report, etc.) • Approve payment to media partner

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IN THE LOOP

WITH BRANT MEDIA GROUP

Issue 1 - June

IN THIS ISSUE

GET WITH THE TIMES Cover

Learn how Nielsen plans to up their Traditional Media ratings system for more accurate reporting

THE GEN Z FRENZY Page 2

When they're not dancing on TikTok, Gen Z is quickly becoming the fastest growing market for home buying in the United States

DID YOU NOW

The World's first TV commercial aired on July 1, 1941 during a baseball game between the Brooklyn Dodgers and the Philadelphia Phillies. The ad was for Bulova Watches. It was 10-seconds long, cost \$9 to make, and reached about 4,000 people.

WATCH IT HERE:

<https://www.youtube.com/watch?v=8JenAyMmZ68>

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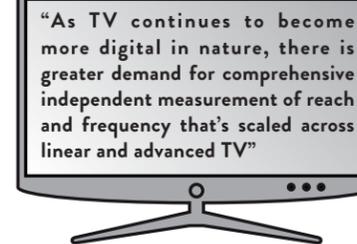
GET WITH THE TIMES

Ratings giant Nielsen has been feeling the heat recently regarding their widely-used audience rating system. This has prompted the media staple to re-evaluate it's long-standing formula to better fit with the measurement capabilities the modern media market has at it's disposal.

This news comes largely on the heels of the announcement that in late-2021 Nielsen will begin including Broadband-Only (BBO) Homes into it's rating considerations at the local-DMA level. What's a BBO Home? It's a household who watches Broadcast TV over an internet connection (YouTube TV, Sling, Hulu Live, FubuTV, etc.) Giving Advertisers a more complete picture of who and how many are watching their programming.

What does this mean for broadcasters? This signals a move from Gross Rating Points (an estimate of what percent of the target demographic is watching a program) to Impression-based measurements.

To quote Scott Brown, GM of Audience Measurement at Nielsen:



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CAPABILITIES

- MEDIA FORENSICS
- MARKET RESEARCH & ANALYTICS
- CUSTOMER SEGMENTATION
- MEDIA PLANNING
- CAMPAIGN DEVELOPMENT
- MEDIA NEGOTIATIONS & BUYING
- POST-CAMPAIGN REPORTING

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INTRODUCTION

"Skill to do comes of doing; knowledge comes by eyes always open, and working hands; and there is no knowledge that is not power." — Ralph Waldo Emerson

Knowledge is power. Knowledge is more powerful than physical strength and no great work can be done without it. We once read, "A knowledgeable person has the power to foresee the future outcome, and he can respond in a way that brings him the desired outcome."

That's what this book is about. It's about providing you with knowledge so you're empowered to make the right decisions for your marketing, and ultimately, your business. It's about arming you with research and information to better understand how and where to speak to consumers. It's about helping you achieve your desired outcomes.

As you read this **Generational Go-To Market Guide**, it is our hope that with increased awareness of how important it is to tailor your message to the right audience, you will take away actionable insights and become more knowledgeable in how consumers engage in our industry. This guide will point out the differences in generational behavior, lifestyle, and engagement, and provide ideas on consumer messaging.

If you've talked to any of the Nexstar marketing coaches, you will have heard us emphasize the importance of knowing who your customers really are. Too often companies try to be everything to everyone, and in so doing, become nothing at all. It's our goal to help you avoid this trap. It's our goal to help you go-to market in the best way possible.

THE CHALLENGE

Many companies don't know who their customers really are. Oftentimes they guess that adults 35+ are their customers. What they don't realize is that this group includes four different generations, four different life experiences, lifestyles, life stages, and needs. Your marketing message(s) can become so general that it doesn't engage or connect with customers, and without a connection people don't remember who you are.

THE SOLUTION

Nexstar's Generational Go-To Market Guide will help you speak directly and relevantly to your customers. Using this information, you can develop a message that resonates with customers. It has long been asserted (and proven through neuroscience) that customers buy on emotion, so generating the right emotion for conversion/sales is key. You can do that with powerful and authentic messaging.

ORGANIZATION OF THIS GUIDE

The Generational Go-To Market Guide begins with five sections:

- ALL HOMEOWNERS
- MILLENNIALS
- GENERATION X
- BABY BOOMERS
- THE SILENT GENERATION

2 INTRODUCTION

HOMEOWNER PROFILE DEFINITIONS

"Each generation imagines itself to be more intelligent than the one that came before it, and wiser than the one that comes after it." — George Orwell

Before diving into the details, let's define each homeowner profile so when you read about the audience, you will have an understanding of who we are referencing and be able to put more context around the information provided.

All the information, research, conclusions, and recommendations in this Generational Go-To Market Guide have been drawn from the definitions below and describe homeowners who have used or plan to use HVAC and plumbing services.

We begin with **All Homeowners** to provide general context and insights. This homeowner is an amalgamation of people ages 18+ who own homes and use HVAC and/or plumbing services and has a median age of 52.

Following **All Homeowners**, we delve into the generations, starting each section with that generation's overall homeowners and then comparing them to HVAC and plumbing homeowners.

Now, let's look at the homeowner by generation.



MILLENNIALS
BORN 1981 - 1996
22 - 37 Years Old*



GENERATION X
BORN 1965 - 1980
38 - 53 Years Old*



BABY BOOMERS
BORN 1946 - 1964
54 - 72 Years Old*



THE SILENT GENERATION
BORN 1928 - 1945
73 - 90 Years Old*

*Age ranges above are as of 2018. For future years, add the appropriate number to get current age range.

4 HOMEOWNER PROFILE DEFINITIONS

HOMEOWNER PROFILE

ALL HOMEOWNERS — OVERVIEW

"Good Marketers see consumers as complete human beings with all the dimensions real people have." — Jonah Sachs

Before we dig into each generation, let's first look at all homeowners. Looking at all homeowners provides you with insights on who our industry's "most likely" audience is, allows you to see whether there are different behaviors between generations and those who engage in our trades, and identifies common characteristics and interests among homeowners.

Here's what we learned: The median age of homeowners is 52, there's an equal split between genders, their median income is \$72,593, and their homes' median value is \$224,207. The Silent Generation has the largest percent of homeownership, which isn't surprising considering the older the person, the higher the homeownership level. While Millennials aren't yet the largest percent of homeowners, they have become the largest group of home buyers, and are projected to account for half of all home purchases in the next five years.

We also learned there are three key times that prompt consumer engagement in our industry:

1. When they are new to a home
2. When they experience a lifestyle status change, such as an engagement, marriage, or divorce
3. When they have been in their home for 10 to 20 years

This section gives you key data on homeownership and homeowners. Whether it's who they are, what media they consume, or how they engage in our industry, you will better understand what the typical homeowner looks like, how they compare to HVAC and plumbing consumers, and how to best reach them.

Here's what your average homeowner looks like:



TYPICAL HOMEOWNERS

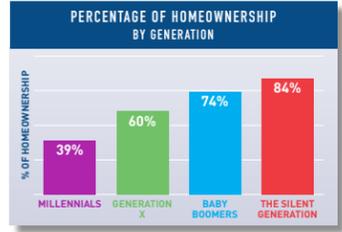
52-year-old man or woman

- Equal homeownership among genders
- 30% identify as ethnically diverse

6 HOMEOWNER PROFILE: ALL HOMEOWNERS - OVERVIEW

Age

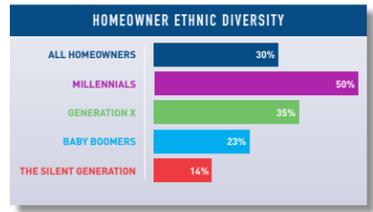
- The median age of a homeowner is 52.
- The older the person, the higher the homeownership level — as the chart below illustrates.
- A key takeaway from this chart: 39% of Millennials own homes, and this number is growing. You'll see more details on this in the **Millennials** section.



Generation	% of Homeownership
MILLENNIALS	39%
GENERATION X	60%
BABY BOOMERS	74%
THE SILENT GENERATION	84%

Ethnic Diversity

- Homeowner ethnic diversity has two main drivers: geography and age.
- The West has the highest level of homeowner diversity at 47%, vs. the lowest level in the South at 20%.
- The older the homeowner, the less ethnically diverse.
- As the younger homeowner ages and new homeowners enter the market, we can conclude that homeowners will be a more ethnically diverse consumer base.



Generation	% Ethnically Diverse
ALL HOMEOWNERS	30%
MILLENNIALS	50%
GENERATION X	35%
BABY BOOMERS	23%
THE SILENT GENERATION	14%

10 HOMEOWNER PROFILE: ALL HOMEOWNERS - DETAILS

HOMEOWNER PROFILE

GENERATION X HOMEOWNERS — OVERVIEW

"In the war between Millennials and Baby Boomers, we have forgotten about the work-hard, play-hard Generation X." — David Barnett

Generation X is the generation wedged between Millennials and Baby Boomers. They're by far the smallest generation, and the hardest to define. So, marketers have often leap-frogged Generation X, targeting their ads toward Baby Boomers and/or Millennials due to the size (share of wallet) of these generations and because they're better defined. In fact, many marketers and researchers look at Generation X as the forgotten generation.

In terms of home services, this generation represents a statistically large number of homeowners, and with their significant spending power, it's important to understand who they are and how they interact with our industry.

Generation X has had to live through tremendous changes at many levels and has been at the intersection of several diverse societal shifts. First, technology changes required them to go from a non-digital world to a completely digital society. This generation remembers the world before smartphones but are tech-savvy enough to adapt to digital technologies. In fact, research done by Millward Brown found 60% of Generation X use smartphones and 75% are on social media.

Second, financial changes have affected their careers. Generation X were the first generation to spend a large part of their career-building years never having a feeling of job security. Generation X also suffered two of the biggest financial disasters since the Great Depression. The oldest of Generation X were entering the work force as the stock market crashed in October 1987. Later, the 2007 recession, which lasted 18 months and resulted in high unemployment (10%), put this generation in a vulnerable position at the height of their careers.

Third, sociological changes influenced their childhood. Divorce rates peaked in 1980, when the oldest of this generation were 15-years-old, marking a significant increase in latch-key kids being raised in single parent families.

Here's what your average Generation X homeowner looks like:



GENERATION X

45-year-old man or woman

- Equal homeownership among genders
- 35% identify as ethnically diverse

30 HOMEOWNER PROFILE: GENERATION X - OVERVIEW

HOMEOWNER PROFILE

MILLENNIAL HOMEOWNERS — OVERVIEW

"The more a business is able to develop and articulate a core purpose and engage with millennials, who equate purpose with business excellence, the greater chances for long-term success." — Punit Renjen

The youngest of our homeowners, and perhaps the most misunderstood, are the Millennials. They're misunderstood based on perceptions that are no longer reality. One of these perceptions is that this generation still lives in their parents' basements, when the reality is that 39% of them own homes, representing almost a quarter of all homeowners. They also make up 23% of millionaire households, and 21% are married. You might be surprised to hear that the oldest of this generation turns 37 years old in 2018.

This generation has been shaped by shared experiences. Born between 1981 and 1996, the Millennials are old enough to have experienced 9/11 and its effects on the world and were also young adults when the 2008 sub-prime meltdown and recession hit. The downturn in the economy impacted their early careers.

Millennials are also the largest group of consumers, surpassing the Baby Boomer generation, and their purchasing power is undeniable. When they take a step, the ground shakes.

Here's what your average Millennial homeowner looks like:



MILLENNIALS

28-year-old man or woman

- Equal homeownership among genders
- 50% identify as ethnically diverse

HOMEOWNERSHIP:

- 39% own homes, representing 23% of all homeowners
- 65% are first-time home buyers

MEDIAN INCOME:

- \$72,583

MEDIAN HOME VALUE:

- \$223,450

20 HOMEOWNER PROFILE: MILLENNIALS - OVERVIEW

MEET MEGAN BROWN

A typical Millennial homeowner who has done or is planning to do HVAC and/or plumbing work over a 12-month period

What do we know about Megan?

PERSONAL INFORMATION

- Megan is single and not in a hurry to marry her boyfriend, Michael.
- She's a college graduate and works full-time.
- She thinks of herself as multi-ethnic, either Hispanic or Asian.
- She actively speaks a foreign language at home (Spanish being the most likely).
- Her dog is her family member.
- She's likely an Apple fanatic.

FINANCIAL INFORMATION

- She is a professional and makes a good salary.
- Her household income is over \$70,000 and growing.
- She has done some remodeling and is looking at doing more in the next 12 months.
- She owns a less expensive car.
- Megan does not have any meaningful investments.

ACTIVE LIFESTYLE

- She eats outside the home more than any other generation — fast food and casual dining.
- Beer is her alcoholic drink of choice, and she likes international beer.
- Megan also likes to go to movies.
- Megan tends to like high school and college sports more than professional, and follows soccer more than any other age group we studied.
- Travel is her aspirational hobby. She has made over two international trips in the past two years and over six domestic flights.

MEDIA CONSUMPTION

- Megan loves to spend time with media (12+ hours a day).
- She spends most of her time with television, but also spends a lot of time with radio and the internet.
- She has never been a cable subscriber and prefers to get her television via streaming TV.
- She spends more time with the internet than any other age group, and a favorite pastime is looking at real estate websites.
- Megan is shifting her media to digital-based.
- She loves Internet-based radio and uses options beyond Pandora® and Spotify®, like SoundCloud and Slacker Radio.
- Megan engages in most all social media platforms, but uses Snapchat constantly.

22 HOMEOWNER PROFILE: MILLENNIALS - OVERVIEW

HOMEOWNER PROFILE

BABY BOOMER HOMEOWNERS — OVERVIEW

"Baby Boomers come from a generation not afraid to spoil themselves and have no guilt spending on themselves." — Michael Dominguez

Baby Boomers, otherwise known as the "Me Generation," dominated the minds of marketers and business owners, at least up until the Millennials came along. In fact, some say this generation is set apart from other generations because from the time they were conceived, Baby Boomers were dissected, analyzed, and pitched to by marketers. Articles from 1948 in *Time Magazine* and *Newsweek* proclaiming "Babies Mean Business" demonstrate an early acknowledgement of their power.

The size of this generation (76 million), the economic and political atmosphere, and the technological advances of this time helped shape the Baby Boomers' beliefs and interactions in the world.

As the wealthiest, most active, and physically fit generation, Baby Boomers were raised at a time widely associated with privilege, widespread government subsidies in post-war housing and education, and increasing affluence. They earned peak amounts of income, allowing them to reap the benefits of abundant amounts of food, apparel, retirement programs and even luxury items. In fact, it was the Baby Boomer generation who saw the longest period of economic growth and a significant increase in the number of dual income households.

Following World War II, there was a push for, and growth in, technology. Baby Boomers were the first generation to witness a man walking on the moon and technological advances such as computers, televisions, and microwave ovens. The availability of these new technologies, coupled with the Baby Boomers' wealth, led to a great surge in consumerism.

Baby Boomers also witnessed tumultuous social and political events like the Civil Rights movement of the 1960s, the Vietnam War, the women's movement of the 1970s, and the Cold War. The influence of these events did not deter this generation, however, as they are often characterized as optimistic and team oriented. This generation understands the importance of team work yet remains independent and self-reliant. They do not support war or conflict since they experienced several wars.

The defining negative economic event for Baby Boomers was the 2008 recession, which impacted their plans for retirement. Nearly 70% of Baby Boomers say they will have to delay retirement plans because of the recession, and 23% say they expect to work until they are 70+ years old. This is the generation who coined the phrase, "50 is the new 40." A portion of this group (12%) say they'll never retire.

40 HOMEOWNER PROFILE: BABY BOOMERS - OVERVIEW

HOMEOWNER PROFILE

THE SILENT GENERATION HOMEOWNERS — OVERVIEW

"America was silenced under the burden of war and economic drop." — Unknown

The Silent Generation are a generation few know about. They are bookended between two larger and more dominant generations, the Greatest Generation and Baby Boomers, and nearly slipped through the cracks of history. Born during the Great Depression and World War II, this generation was raised with the ideas that children should be seen but never heard, and that it's best to conform to social norms.

Some consider them the luckiest generation. Although they were born into and grew up in conditions complicated by war and economic downturn, they experienced the most stable, intact, two-parent families in the nation's history. They also moved into adulthood during the prosperous 1950s and early 1960s and had higher employment rates than the generations before or after them.

A 1951 *Time Magazine* article first referred to this group as "The Silent Generation." The article claimed that while the ambitions of this generation had shrunk, it had learned to make the best of bad situations. It also dubbed this generation unimaginative, withdrawn, unadventurous and cautious. Having grown up during the era of McCarthyism, it's no wonder they seemed subdued. Despite this generation's understated nature, they were the generation who started the Civil Rights Movement and benefited from women entering the workforce (37% by 1944).

In terms of home services, this is a shrinking population, and many have moved into newer homes to avoid the need to repair or replace household items. This generation does, however, strive for and value comfort, quality, and simplicity, so if they are part of your target audience, it's important to know how to speak to them effectively.

Here's what your average Silent Generation homeowner looks like:



THE SILENT GENERATION

77-year-old woman

- Homeownership among genders skews significantly more female
- 14% identify as ethnically diverse

52 HOMEOWNER PROFILE: THE SILENT GENERATION - OVERVIEW