

Why it is time for marketers to look beyond generational stereotypes

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Ricoh Europe, London, June 13 2025 – For too long, marketers have relied on rigid generational labels to shape their strategies, often missing the nuances of real consumer behaviour.

It is time they looked beyond narrow generational definitions and stereotypes according to multinational market research and consultancy firm Ipsos's latest whitepaper [Generational Marketing: Breaking free from stereotypes](#).

It shared four ways to build stronger connections with consumers:

1 Going behind generations: context and culture

Recognising life stages can better anticipate individuals' needs. For example, considering transaction data - someone who bought moving supplies may also need lighting, furnishing and DIY supplies for their new home in a few weeks; or someone who has recently ordered maternity clothes may soon be in the market for a stroller or baby clothes. Some insurance companies operate a life stages model that onboard new customers with their first insurance policy for a moped or car - knowing that can often result in a loss. This can then be made up over time with additional products such as household and health insurance.

2 Understanding the generations: Same age group, different needs

Considering nuanced needs that might be missed if older consumers are viewed solely through a "Baby Boomer" lens. Four segments were defined in the report, based on how people feel about their financial situation, their attitudes towards consumption, ageing, food and beauty. They were Simple Contentment - those who want to keep life simple, Strivers - consumerist people, Strugglers - those who feel stressed, and Chill Indulgence - those who are unconcerned about appearance and buy only things they need.

3 What unites us – whatever age we are

Acknowledging the enduring power price and value have over purpose for eight to nine shoppers out of ten. Today it is imperative that brands deliver value, demonstrate quality, and offer competitive pricing, across all ages and demographics.

4 The power of empathy: how to grow brands across generations

Appreciating empathy is an essential dimension of brand strategy and creative effectiveness. Organisations that convey that they understand what is important to people, and how they can add to their lives, drive brand equity and deliver greater sales across all generations. Recently the desire of younger generations for a different work/life balance is being reflected in recruitment campaigns that offer flexible or reduced hours.

Recent [research](#) by Keypoint Intelligence also found brands can craft meaningful experiences that foster engagement and loyalty by developing campaigns that understand consumer preferences and reflect differences.

Interesting too was that while all age groups responded positively to direct mail, younger consumers were more likely than the oldest respondents to engage with a marketing e-mail after receiving a piece of physical mail. Keypoint Intelligence's web based survey of over 1,500 total consumers in America and Canada found that 70% of those aged 18 to 26 were more likely to open emails from a brand if they had previously received direct mail from that brand. This compares to only 45% among consumers over age 68.

For marketers it is relevance, clear messaging, and timeliness that make it possible to deliver successful direct mail campaigns across all demographics.

Production inkjet technology's evolution, combined with variable data printing software such as [FusionPro](#), supports the production of cost effective short runs, A/B testing, targeted messaging by demographics or location, and highly personalised campaigns. The ability to deliver fast turnaround, hyper customised campaigns allows marketers to respond swiftly to changing preferences.

It enables direct mail to connect powerfully and competitively. Integrating interactive elements, such as QR codes and personalised URLs, creates bridges between print and digital channels to create an engaging omnichannel experience.

Marketers who identify distinct preferences can now target specific recipients to deliver highly versatile, and accurate campaigns that succeed. Talk to Ricoh's team of experts to see how to put this into action for your clients.

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Headquartered in Tokyo, Ricoh's global operation reaches customers in approximately 200 countries and regions, supported by cultivated knowledge, technologies, and organisational capabilities nurtured over its 85-year history. In the financial year ended March 2025, Ricoh Group had worldwide sales of 2,527 billion yen (approx. 16.8 billion USD).

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