

GenYNot! REPRESENTS 40-60 YEAR OLD WOMEN - A DEMOGRAPHIC THAT IS OFTEN FORGOTTEN BY BRANDS BUT THIS IS A LUCRATIVE AUDIENCE YOU CAN'T AFFORD TO IGNORE...

FASTEST GROWING AND LARGEST AUDIENCE

DOMINATING TOTAL SPEND

THREE KEY CHARACTERISTICS DEFINE THIS GENERATION

1

EMBRACING
CHANGE

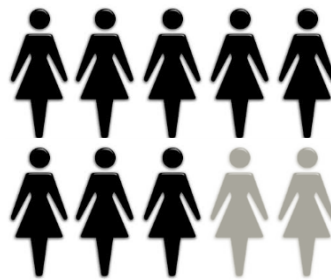
2

EMPOWERED &
CONFIDENT

3

EXCITING &
EXPERIMENTAL

However...



80%

THINK BRANDS
DON'T
REPRESENT
THEM!

But, *GenYNot!*...

INFLUENCE

98%

OF ALL HOUSEHOLD
PURCHASE DECISIONS!

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