

# Brand Touchpoints

## Efficiency Model Management

TOUCHPOINTS GENERATIONS	TRADITIONAL MEDIA				DIGITAL MEDIA & MESSAGING				EVENTS & SPONSORSHIP	DIRECT MARKETING	STORES & BRANCHES
	TV	RADIO	OUTDOOR	PRESS	SOCIAL NETWORKS	WEBSITE / APP	EMAIL	SMS / INSTANT			
ALPHA 2015 < ...	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD
Z 1995 < 2015	9%	3%	2%	3%	22%	19%	4%	16%	16%	1%	5%
Y MILLENNIALS 1980 < 1995	10%	4%	2%	4%	21%	16%	6%	14%	14%	2%	7%
X 1965 < 1980	16%	9%	4%	5%	15%	11%	8%	12%	8%	3%	9%
BABY BOOMERS 1945 < 1965	21%	13%	6%	9%	2%	7%	9%	11%	3%	4%	15%
SILENT 1925 < 1945	28%	54%	0%	13%	0%	0%	0%	0%	0%	5%	0%