



EVR MEDIA MATRIX

Connecting brands with their target audiences has never been more precise. Media planners have the ability to optimize their targeting using the appropriate digital and traditional channels to reach desired demographics. Developing that blend, however, can be a challenge, since demographics and, oftentimes, channels have important differences and fluctuate over time.

Due to COVID-19, we have seen a large shift in media trends in 2020. Global Web Index found that over 80% of consumers in the U.S. and UK say they consume more content since the outbreak, with broadcast TV and online videos (YouTube, TikTok) being the primary media across all generations and genders.

This matrix allows you to select your target demo while simultaneously viewing the media channels they are most likely to consume, from highest consumption to lowest.

RATING DESCRIPTIONS:

- 1** 0–20% of the demo is engaging with this channel. They view it as outdated or do not understand the platform and do not find it to be an integral part of their day-to-day life.
- 2** 20–40% of the demo is engaging with this channel, but most are impartial toward it and do not have strong feelings about its contribution to their daily life.
- 3** 40–60% of the demo uses this channel. The individuals that use the channel find it to be part of their daily life, but those who do not use it do not feel they are missing out.
- 4** Approximately 60–80% of the demo uses this channel. It is considered part of daily life and something they integrate that helps accomplish day-to-day tasks.
- 5** Just about 80–100% of the demo uses this channel. Most users engage with this channel multiple times a day or would say it has an impact on their day-to-day activities.

	GEN Z	MILLENNIALS	GEN X	BABY BOOMERS	TRADITIONALISTS
Broadcast/Cable TV	1	3	4	5	5
OTT (Over-The-Top)	4	4	3	2	1
AM/FM Radio	3	4	4	5	5
Digital Radio	4	4	3	3	1
Newspapers	1	2	3	3	3
Magazines	1	3	3	4	4
Paid Search Ads	2	3	3	4	3
Display Ads	1	2	3	4	3
YouTube	5	5	5	4	2
Facebook	3	5	4	4	3
Twitter	2	3	2	1	1
Instagram	5	3	3	2	1
LinkedIn	1	3	3	2	1
Snapchat	5	3	2	1	1
Direct Mail	1	4	3	4	4
Email Marketing	4	5	5	3	3

DEMOS:

GEN Z: BORN 1998 AND LATER

Gen Z is more likely to engage when they feel a personal connection to the advertisement. So how do you reach this demo? Produce content that feels more native to the channels they are on and less like a sales pitch. Gen Z doesn't have one preferred media platform, and they have a strong influence on their parents and peers. Ben Harms, Director of Insights and Strategy at Archrival, told Vogue Business, "If you're not authentic, Gen Zs will be the first to raise a red flag. If you are trying to take advantage of the moment, you will lose them so fast."

If you're looking for an effective way to target Gen Z, you can find them engaging on Snapchat, Instagram and YouTube.

MILLENNIALS: BORN 1981 TO 1997

Millennials trust experts and are strongly influenced by factual and personable information. This generation, also known as the multitasking generation, requires you to find a way to grab their attention when they are on multiple devices at once. One channel may not work for getting your message across, requiring multiple channels to ensure you are exposing them to your ad through at least one touchpoint. Millennials are a more diverse group than you think, with various segments that can be considered for user journeys, language choice and other content decisions.

Need to reach Millennials? Connect with them through email marketing, Facebook and YouTube.

GENERATION X: BORN 1965 TO 1980

Gen X is the most diverse generation, blending an advanced level of technical savviness with high levels of disposable income. Some embrace the digital world we live in while some struggle with it, but this generation should not be ignored. These social media users stick to platforms they are familiar with, and do not feel comfortable sharing personal information with brands. They value their independence and appreciate when brands allow them the resources to research products before buying. Above all, they want information and options. Deliver a message that does that, and you will earn their engagement.

Gen X is best influenced when your content appears through Facebook, AM/FM radio, broadcast/cable TV, YouTube and email marketing.

BABY BOOMERS: BORN 1946 TO 1964

With large numbers and deep pockets, Baby Boomers remain loyal to trustworthy brands and have the means to spend purposefully. Baby Boomers can often be overlooked by marketers who are focused on the younger generations, and while they will consume advertising through more traditional channels (television, radio, print), many are not afraid of technology and actively engage online.

Reach Baby Boomers through broadcast/cable TV and AM/FM radio if you want to make an impression. But don't worry, these aren't the only channels that will have a lasting impact.

TRADITIONALISTS: BORN 1945 AND BEFORE

This generation—also known as the Silent Generation—is known for being cautious with their spending, as many lived through the Great Depression. Trust is the key to connecting with them. Many feel they are inaccurately portrayed in advertisements, so find a way to be more personal with them. They lean toward traditional channels to get their information and may not be tech-driven, but that doesn't mean they won't go online to research.

Trying to target Traditionalists? Broadcast/cable TV and AM/FM radio are a great bet, but there are also other effective ways to target this generation.