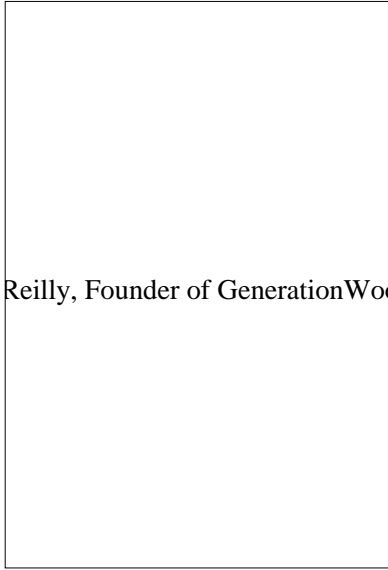


About Us



Reilly, Founder of GenerationWood

Sheila Reilly, Founder
of
GenerationWoodstock

The Baby Boomer generation, which we call "GenerationWoodstock™" has redefined the concept of living into their so called retirement years. Our mission is to deliver to marketers, manufacturers and advertisers targeted expertise on this generation.

We provide undiluted focus on, and represent a body of expertise surrounding, a largely ignored, but economically powerful consumer segment. We deliver expertise on this generation to enlightened and willing providers of products and services.

Why It Matters: The Boomer Generation, the cohort born between 1946 and 1964, is 76 million strong. This is a generation with a common identity, born of shared experiences in their formative years, tested by time but still intact.

Being of unprecedented size and consumer value, it was, in earlier decades, the focus of tremendous marketing innovation and attention. It is remarkable to us then, that when this cohort, the "Me" generation, the Pepsi generation, turned 50, it largely disappeared from the radar screens of marketers and advertisers.

Assumptions were made about this cohort "going gently into that good night," but such assumptions have so far proven unfounded. Marketers and advertisers proceed at their own peril to ignore this important opportunity.

Expertise:

- Marketing/New Product Development/Strategic Development
- Communications: Advertising, Direct Mail, Web-Based
- Merchandising
- Research
- Philanthropy/Financial Planning
- Legal

