

WHAT WILL RULE IN THE RENGEM: RENAISSANCE GENERATION?

WHAT YOUR ORGANIZATION MUST GRASP ABOUT THE CULTURAL CONSUMER

There's a changing tide in today's consumer, notes marketing futurist and cultural specialist Patricia Martin, author of *RenGen: Renaissance Generation - The Rise of the Cultural Consumer and What it Means to your Business*. These consumers are a new and growing breed: smart, technology savvy provocateurs. Challenging the notion that the average *Joe in America* is below average, and that America is an intellectual and cultural wasteland defined by reality television and fast food, Martin highlights extensive original research that signals a sea of change, and a cultural renaissance.

How can your organization and company not only keep up with the renaissance of today's intellectual, creative consumer – but also keep one step ahead?

HOLD COURT AND EXPAND YOUR BUSINESS EMPIRE BY:

- **EXPLOITING PASSIONS ON THE EXTREMES:** Consider the loyalty of your present consumer and give them more. Commit your business to innovation, research and development.
- **EXPERIMENT WITH THE VARIETIES AND BOUNDARIES OF THE INTERNET OR RISK OBLIVION:** The web is a moving force via social networking sites, consumer-created content and its rapidly moving boundaries of innovations. Keep your company on the pulse and keep it human.
- **INDULGE THE BEAUTIFUL MIND:** Today's leadership has a new look with artists, writers, and creatives emerging as innovators. Move beyond internal brainstorming and set up "artist in residence" programs where the consumer is part of your research as a "hired brain."
- **STOCK YOUR EMPLOYEES' AND CUSTOMERS' MENTAL STOREHOUSE:** Open the doors of development and training programs to your consumer. Invite them into your "house" to hear from industry professionals, movers and shakers, and leaders of progress. Helping people learn, helps them make informed decisions.
- **LET CREATIVITY ABOUND:** Creativity is liberating and limitless, and both employees and consumers enjoy being able to make their mark and own part of the process. Make products and services not only unique, but also authentic by giving consumers choice and allowing them room to personalize. Ritualize your brand experiences to make products and services meaningful.
- **FUSION, NOT FISSION:** The 20th century was defined by the fractured personality and an abundance of choices while the 21st century integrates. Consumers don't want to choose between being loving hip-hop and opera. They will resist forecasting and targeting as they fuse interests and belief systems to express entirely new identities.
- **INDIVIDUALS MAKE A COLLECTIVE DIFFERENCE:** Employees and consumers are waking up to their personal power to change the world one transaction at a time. They are tapping into the collective power of human potential to do something meaningful, heal a poisoned planet and use their purchasing power to express their beliefs.

ABOUT THE AUTHOR

PATRICIA MARTIN is an author, consultant and recognized expert in cultural marketing trends. She founded Chicago-based LitLamp Communications Group in 1995 and serves as President with a client list that includes The Discovery Channel, BankNorth, Unisys, MCI, Target, Sun Microsystems, the Art Institute of Chicago, the Brooklyn Public Library, and the New York Philharmonic. In 1994, she partnered with Microsoft Corporation to build the blueprint for what is now the Gates Library Foundation. Martin has been featured for her innovative work in marketing in the *Chicago Tribune*, *Wall Street Reporter*, *Harvard Business Review*, and *BrandWeek* magazine and

her previous book, *Made Possible By: Succeeding With Sponsorship* (Wiley Publishers, 2004) is in its fourth printing. In 2004, marketing guru Seth Godin dubbed her company a “Purple Cow”—a firm that helps its clients be remarkable Martin lives in Chicago. More information about her important work can be found by visiting: www.therengen.com.