

IS YOUTH WASTED ON THE YOUNG?

I was fortunate enough to be not only raised by an Italian father, but one who was a WWII vet. Like yours, I learned a lot from my father through the years and am able to apply some of what I learned to the comings and goings of each and every day. And perhaps like your dad (or mom) he had many sayings that he passed along to me...some of which made sense at the time and some of which makes sense as the years roll by.



One of dad's favorite sayings was, "It's unfortunate that youth is wasted on the young." To this day, I smile when I recall that saying. But I also know that we as a business society, and you as a brand manager, must not only be concerned with your customer of today, but must also be keenly aware of your customer of tomorrow. See, your customer of tomorrow may be quite a bit different than your customer of today. Are you prepared? "Youth" will one day drive your business and brand.

Our offices are in Colorado. A team member shared the other day that there is a new program in the state that offers free days of skiing to kids Kindergarten through 5th grade – something like four days of free skiing at some of the top resorts in Colorado. What a fantastic concept! Introduce kids (the future



resort customer) to an activity that they can be engaged in throughout their lives. As our colleagues would say over on the angling side, "Hook 'em early, and keep 'em for life."

A QUESTION FOR YOU:

What are you the brand manager doing "today" to connect with your future consumer? All right... another question for you: Do you know where and how to connect with your consumer of the

future? I'd bet a nickel (do remember my father was a WWII vet which makes me tight with a dollar) that you need to connect completely differently with your future customer as compared to how you are connecting with your present customer. As with life...time changes all things. Don't bank that you can approach your future customer the same way that you connect with your present customer.



PROTECT THY BRAND: Be concerned with your present customer, but perhaps more concerned with your customer of tomorrow.



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