

2023

The G-Ometer Report

**Charting the characteristics,
contours and contradictions
of the culture.**

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01

Different Strokes for Different Folks

- Considering the future, some are on an accelerated high octane path and others are de-escalating while others are resistant to change or on some other path all together.
- Few businesses, brands or groups can afford to ignore one philosophy or mode of life versus another.
- Remember, not everyone is on the same path with the same goals. ACT STRATEGICALLY

02

Let's Talk Gender

- Women will not stand down, equality counts. Women spend, women work and women vote, they will not be shuffled backwards. Nor should young men not be valued and nurtured.
- No gender should be favored. The future will demand all our talent and human energy.
- Respect and partnership are critical. Only together can we win. RESPECT ALL GENDERS

USE RESEARCH TO GUIDE YOUR WORK. IDENTIFY CONSUMERS' TRIGGERS AND DRIVERS, TRULY SPEAK THEIR LANGUAGE AND APPEAL TO THEIR VISUAL AND PHILOSOPHICAL SENSIBILITIES.

03

Be Afraid

- Whether crime, chaos, danger, disaster, debt and disease are actually increasing or news coverage is sensationalizing, people are afraid and are taking actions to protect themselves.
- Perception is reality. Business, personal and political decisions have to consider this reality.
- Americans are anxious and true mental distress runs deep. BE KIND

04

Curating & Editing are on the Upswing

- Economics will drive people to gradually buy less and consume less but they will buy more thoughtfully and curate more.
- Acquisition will be more contemplated to fit their lifestyle better.
- It is a way to cope. GET & STAY ORGANIZED

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05

Young Generations Y,Z and Alpha Matter

- Meet your new core customer. They are very different from their predecessors.
- Their message: SEE ME, KNOW ME.
- How do you get acquainted? Hire them, respect them, listen and explore alternatives. THINK YOUNG

06

Marketing and the Metaverse

- Marketers must understand the Metaverse and become more expert at creating synthetic content and NFTs, Augmented Reality and using AI, Artificial Intelligence.
- Not the only important new marketing tactic, but It is a new currency worth watching.
- Learn it, understand it and spend it where appropriate. STAY INNOVATIVE

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