Infographic Background Info:

We need an infographic that shows how people of multiple generations are “touched” by marketing messages in various ways, every day. As a marketing agency, we need to convey to potential clients that marketing is integrated and all mediums and strategies need to be thoroughly discussed. It needs to easily convey that people are exposed to many messages throughout the day.

Infographic Idea:

* 5 generations are represented in a large circle – 1 for each of: Silent Generation, Boomer, Gen X, Millennial and Gen Z – each person would have a colour assigned to them
* In a smaller circle within the 5 generations are various icons/images representing media platforms: Radio, TV, Podcasts, Social Media, Magazine/Newspaper, Billboards, Bus Shelters, Shopping Carts, etc – icons would need to be large enough for you to tell what they are
* Then lines connecting each person to various mediums would be represented with their corresponding colours, so in the end, there would be multiple coloured lines:
  + going from the people to the mediums
  + going from the people to the mediums and then onto 2nd or 3rd mediums
  + people to people