

June 2019

Marketing to Millennials - US

"There are currently about 80 million Millennial consumers aged 25-42 in the US. Finances top their list of concerns and many are working to pay off student loans and credit card debt. Nevertheless, they are reaching the milestones of adulthood; most are married, the majority have children and many now ...

May 2019

Home Buying Process - US

"Nearly two thirds of US consumers own single-family homes, and just more than half of home buyers are going through the buying process for the first time. Most consumers visited between 1-5 homes in person, but could be "visiting" hundreds more online. With the advent of online home searches, consumers ...

Marketing to Gen Z - US

"Generation Z is growing up. They are focused on the future and feel tremendous pressure to succeed. They are close to their parents and still rely on them financially, but are optimistic about their future careers. They are more into social media and video games than older generations, and marketers ...

April 2019

American Lifestyles: Implications of Being On Display - US

"Consumers have the option to switch off and disconnect from social media and online chatter by simply putting down their phones. Brands, however, don't have this luxury. With an emphasis on transparency, consumers want to know exactly what they're buying – from the provenance of the ingredients, to the labor ...