

## October 2017

## 针对大学生的营销 - China

“中国大学生比以往更青睐时尚前卫的品牌定位，尊重他们不一定会认同的价值观。他们往往比老一代更放松，推崇悠闲自得的学习和赚钱机会，不会急于求成。”

— 马子淳，高级研究分析师

## September 2017

## Marketing to Students - China

“Chinese university students are more into trend-leading brand propositions than before and respect values that they do not necessarily agree with. They tend to be more laidback than older generations – appreciating flexible opportunities for learning and earning and shying away from aggressive and pushy ways to achieve.”

— ...

## 健康生活趋势 - China

“消费者感觉比2年前更健康，其中相当一部分人对非医疗性的整体健康管理方式更感兴趣。随着精神健康的重要性得到更多认同，更多人倾向选择健康饮食和运动健身，不仅为了体格健康，也为了调节情绪，开心快乐。他们也积极参与时尚、有趣的娱乐活动以及享受放松的项目，让每一天的生活都精彩纷呈、充实而有意义。”

— 马子淳，高级研究分析师

## August 2017

## Trends in Health &amp; Wellness - China

“Consumers feel healthier than two years ago, while a good number of them are more interested in holistic and non-medical health management approaches. As the importance of emotional healthcare is increasingly acknowledged, more people tend to eat healthy food and do sports not just for health but to induce happy ...