

September 2011

America's Pet Owners - US

With estimated 2011 total U.S. pet industry expenditures of \$50.8 billion, pet owners are not afraid to spend on their pets, even during a challenging economy. This is not surprising considering that more than three quarters of pet owners think of their companion animals as members of the ...

Social Networking - US

The fast-growing, fast-evolving social networking phenomena continues to expand in terms of users and ad revenues, projected to reach \$3.1 billion in 2011. In defiance of uncertainty in the wider economy, advertising on social networking sites (SNS) increased 705% from 2006-11. Growing use of smartphones, tablets and laptops have ...

August 2011

Spending Habits of the Teen Consumer - US

Teen consumers are an important part of the U.S. economy. Although teens curtailed spending due to the recession and its lingering effects, they held back less than other groups and were the quickest to return to the check-out counter when the market improved. Because most teens are dependent on ...

Cause Marketing - US

Cause-related marketing (CRM) is a marketing tactic that combines selling a brand with doing good for the world. From a fringe concept a few decades ago, CRM has grown into a very widely used branding strategy. According to the *2010 PRWeek/Barkley PR Cause Survey*, two thirds of brands now ...

July 2011

Marketing to College Students - US

Americans are attending college in record numbers, and it is increasingly seen as a requirement for young people, rather than an option. The increase in college attendance is impacting the lifestyles of young adults in a variety of ways. Many are postponing marriage and childbirth as they seek education and ...

Healthy Living - US

As the obesity epidemic continues to bring awareness to the state of healthy living in the U.S., consumers are searching for new and better ways to eat right, exercise and create balance in their lives. Companies, facing rising health insurance costs for their employees, are also working to encourage ...