

June 2014

Social Networking - US

“Social advertising spend is on the rise and shows no sign of slowing down. While display ads still play a key role in terms of brand awareness and new product discovery, getting the most out of social media marketing requires a greater emphasis on aiding networkers in conducting deeper research ...

May 2014

Living Online - US

“Our increasing need to be online will continue to impact all areas of consumers’ lives in ways that we mostly cannot right now imagine. The internet has so consistently been a disruptive force to the distribution of goods and ideas over the past 20 years that the only safe bet ...

Activities of Toddlers and Preschoolers - US

“Parents are keeping their 2-5-year-olds entertained through traditional activities like reading and physically active play. Traditional gender roles influence the way that moms and dads interact with their children. Moms are more likely to shop with kids and try to play outside as much as possible. Dads lean toward self-directed ...

Marketing to Kids and Tweens - US

“Companies or brands may be enticed to market directly to kids and tweens because they exert influence over billions in annual spending. However, smart marketers will avoid this temptation and build lasting brand equity through a more tempered approach. They will create positive brand experiences that will create loyal customers ...

April 2014

American Lifestyles 2014: Looking Forward - US

“In 2014, it appears that America has finally stopped holding its collective breath, waiting for another economic shoe to drop. After five years of slow but steady growth, Americans have passed the tipping point of prolonged economic worry and have cautiously accepted that things are better. Confidence in personal finances ...

Kids as Influencers - US

“Kids are influencing what parents buy, but families are getting harder to reach and more difficult to pigeonhole. We are seeing a shift in the demographics of the ‘traditional family’ as well as massive changes in how media is consumed. Marketers need to develop strategies with content that is not ...