

September 2019

Digital Trends Quarterly - UK

“Despite the fact that simple, quick interactions will be key to maximising the potential of voice out of home, brands can also encourage people to request more information about their products for later review. People are never going to buy a pension or book a holiday through their digital assistant ...

Consumers and the Economic Outlook - UK

“It is a confusing time for the British public. The new Government has been unable to agree a Brexit deal with the EU and Parliament has passed legislation obliging the Prime Minister to request a further extension if he cannot get one. Despite this, Boris Johnson has maintained his stance ...

July 2019

Online Retailing - UK

“The online market continues to grow strongly and gain its share of the wider retail market in the UK. Its rise is not necessarily the ‘high-street killer’ it is portrayed to be, but its growth is changing retail both on and off line. Particularly key is the continued growth in ...

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“Although many actors and actresses, sports stars and musicians have huge social media presences, it is YouTubers or vloggers whose social media activity is most likely to be influencing people’s purchase choices. These are people whose living, in many cases, is dependent on amassing enough views, likes and followers to ...