

September 2015

Marketing to Mums - UK

"The lives of British mothers have changed to a great extent over the past several decades, however marketing has been much slower to catch up to and acknowledge the changing realities of what it means to be a parent in modern Britain. Treating and addressing mothers as a homogenous group ...

August 2015

Consumers and the Economic Outlook: Quarterly Update - UK

"The generally positive outlook of the economic climate, and the benefits that are gradually being witnessed at the individual level, means that the people of Britain are finally regaining their confidence. For the first time since the economic downturn, Mintel's data shows that more people feel better off compared to ...

Britain's Pet Owners - UK

"The bond between a pet and their owner is starting to resemble very closely that between a parent and a child. Such shifting attitudes pave the way for new industries to develop and grow around pet doting and pampering, as pet parents seek to demonstrate how dedicated they are to ...

July 2015

The Ethical Consumer - UK

"For today's consumers there is a sense that companies are inherently immoral, unless they can demonstrate that's not the case. The most effective way of asserting CSR (Corporate Social Responsibility) credentials is not via annual company reports, but via product packaging and television, which will have the most direct impact ...