

June 2016

Marketing to Generation X - US

Generation X is often overlooked, bookended by larger generational groups on either side (Baby Boomers and Millennials). However, in the middle stages of their life, Gen Xers are facing their own unique challenges. They are fighting a financial war on two fronts – paying off debt, and saving for the ...

May 2016

Marketing to Millennials - US

"Although this generational group spans nearly two decades, making it hard to understand what a "typical" Millennial looks like, hallmarks of this group include their support of social change, and changing family dynamics; their penchant for selective spending in which they will scrimp in some areas only to splurge on ...

April 2016

American Lifestyles: Balance or Bust - US

"Even though an improved economy has left Americans with a little extra money in their pockets, some are still struggling to find a balanced approach to spending. In an attempt to spend prudently while still enjoying whatever extra they have, consumers are meeting their financial obligations by saving and paying ...

Marketing to the iGeneration - US

"Until recently, the iGeneration has been largely overshadowed by the preceding generation: Millennials. As iGens begin to edge Millennials out of the key 18-34 demographic, marketers need to pay closer attention to this generation's priorities and how their behavior differs from the dominant Millennials."

- Fiona O'Donnell, Category Manager - Multicultural ...