

June 2015

Social Media Trends - Canada

“Consumers are highly engaged on social media and the power of posts is seen to be influential on purchase decisions. Marketing efforts on these platforms that are done well should garner the attention of audiences that may be traditionally harder to reach, such as French speakers and older women.” ...

May 2015

Car Purchasing Process - Canada

“The challenge for automotive manufacturers is multi-faceted with bottom line results relying on factors such as attracting new customers to a brand, for example Millennials, who are less car-dependent than in previous decades and who rely on mobile technology in their everyday lives. Additionally, automotive brands face production uncertainty in ...

April 2015

Canadian Lifestyles - Canada

“While the drop in oil prices was expected to give consumers extra cash for spending on other items, the record-high level of household debt is top of mind among Canadian consumers leading them to adopt a slightly more conservative approach to spending: focusing on paying off debts and making cutbacks ...