

September 2010

Attitudes Toward Social Responsibility - US

In the light of recent corporate scandals, global warming and the current recession, consumers are beginning to see Corporate Social Responsibility (CSR) as a necessary part of any corporate makeup. Overall consumer trust in authority is low, leading consumers to be cautious, slow to defer to authority and demanding of ...

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Marketing to Dads - US

The extensive media attention that moms' increasing influence over many aspects of family life has received in recent years has overshadowed a quiet revolution underway among dads. Just as moms are now exerting even greater control over traditionally male product categories such as cars and computers, dads are putting in ...

Marketing to Affluent Consumers - US

In difficult economic times, recovery may depend on the willingness of more affluent consumers to spend. However, roughly two-thirds of affluent respondents to Mintel's survey say they are cutting back because of the economy, demonstrating the breadth of the Great Recession. To survive this climate, luxury and aspirational brands must ...