

September 2018

Brand Overview: Retail - UK

"Amazon looms over the whole retail sector, and has raised expectations of the entire shopping experience. Brands that can innovate, such as by using technological advancements, maximising the potential of physical spaces and integrating money-can't-buy experiences into loyalty scheme frameworks could find a way to challenge Amazon's dominance."

- Richard Hopping ...

July 2018

Brand Overview: Finance - UK

"There is a substantial difference between perception and reality within the financial services sector. Users of brands tend to be happy with their bank, for example, but seem unconvinced about the merits of those they have not used. In insurance markets, the financial incentive to switch is enough to get ...