

September 2014

Marketing to Moms - US

“The modern mom utilizes an assortment of tools and resources to research products and make purchases; most prominent among them is her smartphone, but her arsenal also includes social media, family and friends, and experts. As the Millennial generation settles into its prime childbearing years, brands must keep tabs on ...

America's Pet Owners - US

“Americans love their pets to the tune of more than \$54 billion a year. For many, the household pet is member of the family like any other. Yet, the cost of ownership is rising at the same time that families have increasing financial responsibilities and burdens. Marketers that figure out ...

July 2014

Marketing to Sports Fans - US

“Watching sports on TV is not going to be enough for today's young adult and teen fans. To keep them involved with sports, leagues will have to operate across all media channels, including those yet to be developed. This will likely require the cultivation of diverse revenue streams to reduce ...

Marketing to Men - US

“Men are a broad consumer base that are increasingly being recognized by marketers. The emerging male consumption patterns can be attributed to both shifting societal norms as well as shifting demographics. Traditional gender roles continue to blur, and today's Millennial males buck tradition by taking on household chores that had ...