

May 2018

Mobile Apps - Canada

As mobile devices become more and more important to consumers, it's the apps that have been at the root of the user experience. These software applications allow users to do everything from chatting with friends and ordering cabs, to paying bills and playing video games. Today, there are literally millions ...

Social Media Trends - Canada

Canadians are active social media users with the majority of consumers visiting certain platforms on a daily and weekly basis, with Facebook and YouTube driving much of the social media activity. A notable share of consumers have utilized social media to access discounts and special offers, and leading behaviours and ...

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Marketing to Young Adults - Canada

"The young adult demographic is a unique group of consumers who present a potentially long-term benefit for brands. They are transitioning from childhood to adulthood, while planning out their career and life goals. The opportunity for brands is to establish a relationship with these consumers that they can continue as ...