

March 2016

Marketing to Young Adults - UK

“Whilst it may be possible to buy the attention of young adults in the short run, brands looking to foster long lasting relationships will need to look beyond price promotions and discounting. Hiring and rental services present a strong option for brands looking to engage with young adults, offering the ...

February 2016

Christmas Shopping Habits - UK

“It was a remarkably weak Christmas, damaged again by the impact of Black Friday promotions at the end of November. We think that retailers have to pull away as far as possible from discounting at the end of November and restore a degree of pricing integrity by promoting less overall ...

Lifestyles of the Over-55s - UK

“Not only are today’s over-55s wealthier, they are also healthier and have more time to spend their money before and during retirement. All these factors are contributing to a rise in a mature demographic of shoppers eager to explore all the options available to them.”

January 2016

Marketing to Men - UK

“Half of all men admit that they are largely apathetic towards advertising, reflecting how many find themselves unable to identify with the men they see in ad campaigns. There is now an opportunity for brands to change this, with brands using advertising to more fully identify with the average man ...