



November 2020

Loyalty Programs: Incl Impact of COVID-19 - US

“Whether consumers support a brand and whether a brand can withstand unforeseen circumstances like the COVID-19 pandemic boils down to how much loyalty the brand propagates. While loyalty is generated by much more than a loyalty program, getting the components of the loyalty program right can pay dividends relative to ...

October 2020

Men's & Women's Clothing: Incl Impact of COVID-19 - US

“Clothing, a nonessential category, continues to be impacted by the combined pandemic and recession. Out-of-work, worried consumers are quick to scale back spending on new clothes and also have less of a need for new clothes, with limited events and occasions to shop for. When they do shop, value will ...

Changing Retail Landscape: Incl Impact of COVID-19 - US

“COVID-19 is wreaking havoc on the retail industry and economy at large and will continue to force permanent change. Retailers will approach change in phases, remaining nimble enough to accommodate a constantly fluid environment while COVID-19 persists, while at the same time looking ahead to strategically plan for and invest ...

September 2020

Digital Advertising: Incl Impact of COVID-19 - US

“There is an industry adage that says, “In good times you want to advertise, in bad times you must advertise.” Following the downturn in economic activity due to COVID-19, an effective digital advertising presence will be necessary for businesses both big and small to drive awareness and growth moving ...

Consumers and the Economic Outlook: Incl Impact of COVID-19 - US

“The unpredictable pace of the spread of COVID-19 is worrying, but consumers have remained optimistic about their finances throughout this pandemic and the subsequent recession. Time will tell how deeply consumer finances will be affected, but right now, consumers are most definitely holding out hope for themselves, while their confidence ...