

September 2015

Marketing to Moms - US

"Less pressure to settle down and have children early in life means more women are having kids on their own terms – which often means fewer children, later in life. While modern women have more choices than ever before, they also face greater expectations. Even though moms are increasingly working ...

America's Pet Owners - US

"Owning a pet can be anxiety inducing, and each pet comes with its own unique set of challenges. These challenges may discourage pet owners from obtaining more pets or getting another pet after a pet passes away. The most common challenges include keeping the house clean, paying for medical care ...

August 2015

Marketing to Sports Fans - US

"Technology has impacted sports by changing the way fans follow their favorite teams and as digital marketing takes precedence. Modern fans expect to be targeted online and will increasingly expect leagues to offer a seamless experience across various devices and platforms."

July 2015

The Ethical Consumer - US

"Ethics have become increasingly important to a company's reputation. In the internet age, consumers can easily access information on a company's ethical track record and opinions (both positive and negative) can spread quickly through social media. Due to a nearly ceaseless stream of information, consumers are bombarded with issues to ...