

## June 2012

### Boys' Lifestyles - UK

“Boys’ free time is dominated by solitary play in front of television, computer or games console at home. Digital communication affords extra privacy and password-protected access to social networks might be a modern day equivalent of a locked diary. Parents could bridge this gap by joining their offspring in online ...

## May 2012

### Charitable Giving - UK

“Even though charities are facing the perfect storm of public funding cuts and poor returns on investments, more aggressive canvassing alienates potential donors. Increased transparency of operations and an open conversation about how the donations are spent would result in more converts.”

## April 2012

### Lifestyles of the Over-55s - UK

“Today’s over-55s feel relatively sheltered from the economic turmoil as high home and asset ownership as well as absence of dependents afford more financial freedom. The over-55 consumers don’t mind paying a premium price for products of genuine quality. However brands’ marketing strategies need to be more inclusive of this ...