December 2019

针对现代家庭的营销 - China

“中国家庭中父母和孩子在一起的时间仍然很多，但亲子关系正在改变。越来越多的家长已经意识到发展孩子独立性很重要，而且在许多时候愿意让孩子选择要买什么。同时，孩子更多地参与家庭的决策过程。做购物决策时，孩子的意见会被考虑在内。提升品牌知名度需要通过强化沟通去不仅影响成年人，还要影响家中的孩子，并帮助现代家庭构建友好关系。”

– 谢栋，初级研究分析师

夜生活 - China

“中国夜生活市场不小也有强大增长潜力，但目前的市场供给仍然有限。各行各业的夜生活，包括餐饮、娱乐、购物、运动健身和文化类活动，都有大展拳脚的机会。总体来说，中国消费者夜间大多想要放松或减压，但如今的夜生活有更多体验活动和新乐趣。具体而言，英敏特在夜间旅游和文化活动（艺术和表演）中看到致胜良机。

– 牛钰，品类总监

November 2019

Night Life - China

“The China night life market is a big market with potential to grow, but current supplies are still limited. All walks of night life, including dining, entertaining, shopping, exercise/sports and cultural related, have seen opportunities to grow. Overall Chinese consumers mostly want to be relaxed or de-stressed but there ...

Marketing to Modern Families - China

“Parents and children in Chinese families still spend a lot of time together, but parent-child relations have been changing. More parents have realized the importance of developing independence in their children and in many areas are willing to let them choose what to buy. At the same time, children are ...

针对大学生的营销 - China

“现在的大学生寻求比以往更为多样化的体验，这刺激了他们对消费的强烈欲望。但与此同时，他们极为注重自我管理和自我调节，更注重情商、控制和表达情绪以及处理人际关系的重要性。该群体对生活和未来职业发展抱有积极务实的态度。品牌可以与年轻人建立坚实牢固的关系。为此，品牌有必要了解如何利用游戏化元素吸引该群体，帮助他们实现自我提升，养成良好习惯。”

– 谢栋，初级研究分析师

对意见领袖的态度 - China

“随着社交媒体网红数量的迅速增长和多渠道网络（MCN）机构的迅猛发展，KOL行业正经历专业化进程，该行业和市场的竞争将更为激烈。社交媒体上KOL和追随者的多元化将推动KOL市场的碎片化，但这将惠及品牌，因为最合适的KOL能够说到目标受众的心坎里。”

Marketing to University Students - China

“Today’s students are seeking more diverse experiences than ever, which stimulates their strong desire for consumption. However, at the same time, they are highly conscious of self-management and self-regulation. They are more aware of the importance of emotional intelligence, controlling and expressing their emotions, and handling interpersonal relationships. They hold ...

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Attitudes towards KOLs - China

"With the rapid growth of social media influencers and development of MCN agencies, the KOL industry is going through a professionalization process and the KOL industry and market will be more competitive. The diversification of KOLs and social media followers will push the fragmentation of the KOL market but it ...

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