

January 2022

Loyalty Programs - Canada

“Canadians are very familiar with loyalty programs; perhaps too familiar. The wide availability of programs and the ubiquity of basic models – points for purchases that eventually lead to a reward – has made them an expected tool for consumers, but not one that actually elicits loyalty.

The opportunity is ...

Marketing to Moms - Canada

“While moms as individuals vary considerably in their interests and approaches to parenting, as a collective, moms are generally satisfied with motherhood and take pride in their children. The pandemic has been particularly challenging for moms, who saw their household workloads increase significantly. Additional cooking, cleaning and childcare contributed to ...

November 2021

Canadian Lifestyles - Canada

“Exceptional vaccination rates and business reopening across the country have given the Canadian economy a real boost in the arm (pun intended). In fact, spending in the first two quarters of 2021 look similar to pre-COVID-19 times for many categories. Given this, those who were already saving/investing got the ...