

December 2014

The Budget Shopper - US

“Coupons are still an effective way of appealing to budget shoppers. Not only do they provide tangible value, but they can sway consumers to try products or stores they may not have otherwise considered. Retailers should strive to make it easy and even fun for customers to use coupons, tailor ...

The Premium Brand and Luxury Consumer - US

“The internet is the ultimate equalizer, and it has given brands both large and small a chance to communicate directly with consumers; however, the ‘access for all’ mentality of the web does not always work in favor of brands that have an exclusive reputation to manage. Though the adoption of ...

November 2014

Cause Marketing - US

“As partnering with a cause organization has become a standard marketing tactic, it has become increasingly difficult to stand out from competitors using cause marketing. Consumers have become skeptical of cause marketing and some brands have seen backlash from aligning with controversial causes.”

Diet Trends - US

“Due to rising levels of obesity, the diet market is poised for growth. However, a great deal of skepticism toward products is hindering growth.”

– Emily Krol, Health and Wellness Analyst

October 2014

Exercise Trends - US

“Exercise participation rates continue to be relatively stagnant in the US, despite an increase in obesity. Creating more customized programs, especially for the aging population, can help to increase likelihood of exercising. In addition, wearable fitness devices are a huge opportunity within the fitness landscape.”

– Emily Krol, Health ...

Cooking Enthusiasts - US

“The recession fueled a surge in cooking at home as a way to save money. As the economy improves, brands must work to retain newly minted cooking enthusiasts and encourage consumers overall to cook at home. Mintel data suggest that though saving money is an important driver for cooking, there ...

September 2014

Marketing to Moms - US

“The modern mom utilizes an assortment of tools and resources to research products and make purchases; most prominent among them is her smartphone, but her arsenal also includes social media, family and friends, and experts. As the Millennial generation settles into its prime childbearing years, brands must keep tabs on ...

America's Pet Owners - US

“Americans love their pets to the tune of more than \$54 billion a year. For many, the household pet is member of the family like any other. Yet, the cost of ownership is rising at the same time that families have increasing financial responsibilities and burdens. Marketers that figure out ...

July 2014

Marketing to Sports Fans - US

“Watching sports on TV is not going to be enough for today’s young adult and teen fans. To keep them involved with sports, leagues will have to operate across all media channels, including those yet to be developed. This will likely require the cultivation of diverse revenue streams to reduce ...

Marketing to Men - US

“Men are a broad consumer base that are increasingly being recognized by marketers. The emerging male consumption patterns can be attributed to both shifting societal norms as well as shifting demographics. Traditional gender roles continue to blur, and today’s Millennial males buck tradition by taking on household chores that had ...

June 2014

Social Networking - US

“Social advertising spend is on the rise and shows no sign of slowing down. While display ads still play a key role in terms of brand awareness and new product discovery, getting the most out of social media marketing requires a greater emphasis on aiding networkers in conducting deeper research ...

May 2014

Living Online - US

“Our increasing need to be online will continue to impact all areas of consumers’ lives in ways that we mostly cannot right now imagine. The internet has so consistently been a disruptive force to the distribution of goods and ideas over the past 20 years that the only safe bet ...

Activities of Toddlers and Preschoolers - US

“Parents are keeping their 2-5-year-olds entertained through traditional activities like reading and physically active play. Traditional gender roles influence the way that moms and dads interact with their children. Moms are more likely to shop with kids and try to play outside as much as possible. Dads lean toward self-directed ...

Marketing to Kids and Tweens - US

“Companies or brands may be enticed to market directly to kids and tweens because they exert influence over billions in annual spending. However, smart marketers will avoid this temptation and build lasting brand equity through a more tempered approach. They will create positive brand experiences that will create loyal customers ...

April 2014

American Lifestyles 2014: Looking Forward - US

Kids as Influencers - US

“In 2014, it appears that America has finally stopped holding its collective breath, waiting for another economic shoe to drop. After five years of slow but steady growth, Americans have passed the tipping point of prolonged economic worry and have cautiously accepted that things are better. Confidence in personal finances ...

“Kids are influencing what parents buy, but families are getting harder to reach and more difficult to pigeonhole. We are seeing a shift in the demographics of the ‘traditional family’ as well as massive changes in how media is consumed. Marketers need to develop strategies with content that is not ...

March 2014

Marketing to the Green Consumer - US

“Enthusiasm for green products has increased since 2012, perhaps this is due to consumers’ perception of green as money saving. However, consumers refuse to be inconvenienced by green. They value accessibility, affordability, and quality. Companies should not presume that loyalty will come easily as consumers seek transparency and authenticity from ...

February 2014

Marketing to Millennials - US

“Companies or brands that successfully market to Millennials are ones that recognize that there is no such thing as a ‘Millennial’—just individuals or groups of individuals who are at a similar lifestage and have lived through similar experiences. They want to be treated for who they are, rather than be ...

January 2014

Marketing to Baby Boomers - US

“Marketing to Baby Boomers is rooted in the quality of the product or service being advertised. Boomers may take notice of product messaging (though they might not want to admit they are influenced by something so prosaic as direct marketing and TV ads), but if products don’t deliver on their ...

The Arts and Crafts Consumer - US

“There is a core audience of arts and crafts consumers, generally women aged 18-34. Yet marketers have plentiful opportunities to attract new audiences. Parents, younger men, unskilled crafters and consumers selling arts and crafts online are just some examples. Marketers can engage with and increase their share of consumers by ...