

May 2017

British Lifestyles: Preparing for Change - UK

“Whether in favour of or against the UK’s decision to leave the EU, it has undoubtedly triggered a period of great political, social and economic change. However, while Brexit will almost certainly present challenges for UK businesses and consumers alike, there remain opportunities for brands to drive growth, with the ...

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Marketing to Older and Younger Millennials - UK

“While Millennials have been at the forefront of a physical health revolution in recent years, their mental health has fared less well. A growing number of studies have cited social media as the dominant factor behind the generation’s self-esteem crisis; however, their ardent usage of these platforms suggests that they ...