

January 2014

Regional Lifestyles - Brazil

"Companies and brands interested in competing in specific regional markets must be aware of what defines each region. The North-East is without a doubt one of the most interesting regions in terms of business investment and consumer demand, but it is also the region that most stands out in terms ...

November 2013

Marketing to Moms - Brazil

"Representing nearly six in 10 Brazilian women, mothers are a lucrative group of consumers; they are investing more in their careers (which means income enhancement) and putting more expectations on products and services with quality and convenience benefits in order to help them juggle the work/life balance."