

June 2013

Theme Parks - US

“The theme park industry is healthy and growth is forecast due to increasing attendance numbers and greater per diem expenditures in park. However, theme parks can grow revenues further by incorporating other forms of leisure entertainment – namely, gaming and the internet – into their offering. Theme parks also can ...

Social Networking - US

“The bridge to greater efficacy in social network ads and the road to greater ad sales for networks are intertwined around a single segmentation that rises above industry verticals—how the networker feels about brand interactions on ‘her’ page or feed in general.”

May 2013

The Arts and Crafts Consumer - US

“The arts and crafts industry has room to grow in the U.S. To increase involvement, marketers must appeal to more consumers by positioning handmade items as conducive to financial, personal, and social gain. The most likely artists and crafters are those who can either save or make money by ...

Health and Fitness Clubs - US

“Though membership and revenues at health and fitness clubs have appeared to recover from the recession, locations are still under pressure to perform. The market of health and fitness clubs is up against several challenges, including increased free alternatives and high price points. Clubs that can meet a variety of ...