

March 2015

Lifestyles of Young Families - US

"Young families in America are facing a slew of challenges, from the rising cost of childcare to the increasing necessity of two incomes to support a family comfortably. Despite these challenges, young parents seem motivated and optimistic. They are focused on saving for the future and even hope to purchase ...

February 2015

Marketing to Millennials - US

"Millennials will continue to play an increasingly important role in the workplace and the economy. In order to effectively target Millennials, brands must understand how they see themselves (and their generation overall), how they are rethinking traditional adulthood milestones, and how to market to Millennials without alienating older generations." ...

January 2015

Arts and Crafts Consumer - US

"The abundance of online communities available to support craft inspiration and instruction has opened new doors for novices and experts interested in crafting. Moreover, these digital platforms have given marketers fresh insights into the wants and needs of the target crafting audience. With this wealth of information available, marketers have ...