



## October 2021

### Marketing to Black Moms - US

“Black moms have chosen joy and resiliency, even in the face of a difficult year. Black moms display a deep love for their children, and over the last year have shifted their time and energy to focus even more on their children’s needs. Brands have an opportunity to help Black ...

## September 2021

### Marketing to Hispanic Moms - US

“Hispanic moms love their families dearly, but having them 24/7 during the pandemic was taxing as normal activities such as entertaining younger children, helping older children with school work and managing finances became more challenging. Still, most Hispanic moms adjusted and created new habits; staying focused on the positives ...

## August 2021

### Multicultural Young Adults and Social Activism - US

“Social activism in the US has been rapidly increasing since the beginning of 2020, and the role of multicultural young adults in the growing social movements is undeniable. Brands looking to engage multicultural young adults must understand their audience’s outlook on social activism as participation in activism and top social ...

### Multicultural Young Adults' Attitudes toward Advertising - US

“Multicultural young adults are avid consumers of media who believe that ads matter – even though they rarely see themselves or their communities accurately depicted in them. This dichotomy creates a real opportunity for marketers to invest in truly understanding this audience in all its racial, cultural and economic diversity ...

## July 2021

### Marketing to Black Millennials - US

“Black Millennials have been impacted by the pandemic more negatively than their peers. Some have suffered financial setbacks and many have lost loved ones due to COVID-19. As a result, it will take these consumers a bit longer to reach a post-pandemic ‘next normal.’ Brands can support these consumers ...

### Consumers and the Economic Outlook - US

“The current economic climate of the US has the country primed for further growth over the course of the next few years. The nation is reopening, vaccination rates are increasing, and consumer sentiments are exceedingly positive. With unemployment rates continuing to improve and the economy rapidly growing, many consumers have ...



## Marketing to Hispanic Millennials - US

“Hispanic Millennials feel that their best days are yet to come. While the pandemic impacted their lifestyles and finances, Hispanic Millennials are optimistic about their financial future. As they move forward, they have positive attitudes toward marketing and are open to listening to what brands have to say. As Hispanic ...