

March 2014

Marketing to the Green Consumer - US

“Enthusiasm for green products has increased since 2012, perhaps this is due to consumers’ perception of green as money saving. However, consumers refuse to be inconvenienced by green. They value accessibility, affordability, and quality. Companies should not presume that loyalty will come easily as consumers seek transparency and authenticity from ...

February 2014

Marketing to Millennials - US

“Companies or brands that successfully market to Millennials are ones that recognize that there is no such thing as a ‘Millennial’—just individuals or groups of individuals who are at a similar lifestage and have lived through similar experiences. They want to be treated for who they are, rather than be ...

January 2014

Marketing to Baby Boomers - US

“Marketing to Baby Boomers is rooted in the quality of the product or service being advertised. Boomers may take notice of product messaging (though they might not want to admit they are influenced by something so prosaic as direct marketing and TV ads), but if products don’t deliver on their ...

The Arts and Crafts Consumer - US

“There is a core audience of arts and crafts consumers, generally women aged 18-34. Yet marketers have plentiful opportunities to attract new audiences. Parents, younger men, unskilled crafters and consumers selling arts and crafts online are just some examples. Marketers can engage with and increase their share of consumers by ...