

September 2014

Marketing to Moms - Canada

“Providing greater incentives for ‘liking’ a brand like contest entries, free sample products, the ability to be among the first to try new products or the ability to provide feedback, may help to develop brand engagement.”

August 2014

Leisure Time - Canada

“With the aging population correlating with an expected increase in smartphone and tablet usage over the next decade, leisure operators should be exploring ways of engaging older consumers with apps and online tools.”

– Jason Praw, Senior Lifestyle Analyst

July 2014

Healthy Lifestyles - Canada

“Providing incentives like free gym trials, online tools/ apps, more affordable options for wearable tech and athletic gear, and increased well-being education could be avenues for both companies and health organizations which are looking to appeal to less affluent Canadians who would like to lead a healthier lifestyle.”

- Jason ...