



December 2014

Hispanic Consumers and Alcoholic Beverages - US

“Hispanics have so many options to choose from when deciding which alcoholic beverages to purchase. They decide based on the occasion and the people that they will be with. However, it is seldom that they purchase something they are not familiar with. Bars and restaurants are ideal settings to promote ...

Black Consumers and Alcoholic Beverages - US

“Black consumers like alcoholic beverages that are indulgent in some way, whether it’s in the smooth taste, flavors, or in the packaging design. Blacks like to drink at home as much, if not more so than they do outside of the home. There are distinct subsegments, and marketers should keep ...

November 2014

Hispanic Consumers and Non-Alcoholic Beverages - US

“While Hispanics tend to stick to the beverages that they know and like, smaller brands trying to reach them may be able to create a potentially profitable and long-term relationship by investing time and effort to get to know them, establish a presence where they are, and invite them to ...

Snacking Preferences of Black Consumers - US

“Despite the fact that Blacks are heavy snackers, there is very little advertising aimed at reaching this consumer. While the motivation for snacking may be consistent with other consumers, the types of snacks vary considerably when compared to other consumer groups. Given the health disparities among Blacks, very few companies ...

October 2014

Hispanic Consumers and Property and Casualty Insurance - US

“Hispanic consumers value personal relationships making the role that insurance agents play in building a relationship and offering support very important; as they reach Hispanics with a consulting attitude rather than a sales approach, they may be able to gain their trust and anticipate the questions that Hispanics may have ...