

May 2015

Marketing to Teens - US

"The teen years are a unique middle ground; teen consumers are not quite children, not quite adults. A big part of being 'not quite an adult' is that teens rely heavily on their parents to buy things for them. This means that brands often have to gain the approval of ...

April 2015

Marketing to Kids - US

"Today's kids are the true digital natives; they do not remember a time without smartphones and constant connectivity. Modern kids can be difficult to impress and even more difficult to captivate."

American Lifestyles 2015: The Connected Consumer – Seeking Validation from the Online Collective - US

"Americans have endless choices to make on a daily basis and even the simple act of buying staple household products can be overwhelming to those who have yet to establish a routine or build brand loyalties. In a never-ending quest to buy the 'best,' consumers are looking to others' ...