

June 2012

The Budget Shopper - US

Popularized during the height of the recession, the term “budget shopper” referred to a consumer who was struggling to make ends meet by scrutinizing costs, weighing out the pros and cons of nearly every purchase, and making spending cutbacks wherever possible. Although the recession officially ended in 2009, consumer attitudes ...

Marketing to Sports Fans - US

Sports continue to be a staple of American culture that attracts fans of each gender, all ages, ethnicities, and backgrounds. Sports fans have largely come to show their enthusiasm for professional and college-level athletics in two principle ways—by developing allegiances to specific sports stars and teams, as well as a ...

May 2012

Social Networking - US

Global sales of ads on Facebook alone grew 69% in 2011, reaching \$1.7 billion in the U.S., and are expected to reach \$3.7 billion in 2012. The leading network also reported 37% growth in ad sales in the first quarter of 2012, based on its increasing membership ...

April 2012

Marketing to the Green Consumer - US

Improving economic conditions indicate that demand for green and sustainable products will grow in 2012. During the recession years (2007-09) and the subsequent slow recovery, the green consumer base stagnated as financial concerns outweighed environmental concerns. However, current macroeconomic data shows that a reversal of fortunes may be in the ...