

### December 2013

#### The Savvy Shopper - UK

“Mobile platforms and tools are already changing the savvy shopping repertoire. Increasing adoption of smartphones and tablets, as well as increased availability of online connectivity, signal a bright future for m-commerce and t-commerce.”

### November 2013

#### Lifestyles of Young Adults - UK

“The internet has become the main hub of activity for today’s young adults, as over half now prefer to watch TV programmes online, rather than on the TV set. Brands would benefit from heeding this trend and adjusting their marketing mix to incorporate online sources and social media.”

### October 2013

#### Lifestyles of Dads - UK

“Today’s dads’ involvement in children’s lives will influence the attitudes of the next generation of parents and will shape their views on parenting and family life. Companies and brands play an instrumental role in painting a picture of what it means to be a father in modern Britain, especially considering ...