



June 2019

Marketing to Hispanic Millennials - US

"Brands need to harness Hispanic Millennials' influence because they represent one in four US Hispanics and one in five US Millennials. Considering these numbers, they are likely part of most brands' target market. Hispanic Millennials believe in hard work and feel that their efforts will eventually pay off. Brands that ...

Marketing to Black Millennials - US

"Black Millennials have high expectations for their future and want to achieve their version of the American Dream – family, faith and a comfortable life. This generation believes in their ability to be successful – one day, but works just to maintain their current situation. Black Millennials take ownership of ...

May 2019

Digital Trends - Asian Consumers - US

"Although the Asian American population is small, it is incredibly influential to the development of emerging tech trends in the US. A mobile-first strategy and smart home integration will be important to reaching this tech-savvy group as they look to connect to their domestic and international interests through the adoption ...

Digital Trends - Hispanics - US

"Hispanics' reliance on fast and stable internet services is growing as they are online and own a variety of technology devices for the household and personal use. The internet is enhancing Hispanics' content consumption through streaming services, and it is also enabling Hispanics to connect to friends and family and ...

Digital Trends - Black Consumers - US

"Digital technology touches all Black consumers, whether it is a tool of convenience, a connector to their social circle, or most importantly an accessible entertainment center. Desired innovations for this consumer are rooted in a desire for better accessibility through the internet and wireless technology rather than by way of ...

April 2019

Hispanics' Attitudes toward Advertising - US

"The fast-growing US Hispanic population has reached 59.9 million and counting, or just over 18% of US consumers. With this group expected to increase significantly in both number and buying power in the years to come, it's a critical audience for marketers to reach. Still, like the average consumer ...