

June 2016

Researching and Buying Technology Products - UK

“Brands’ presence needs to become device-agnostic in order to be able to convert shoppers into buyers at any point of the consumer journey regardless of the device they are on, thus eliminating the risk of losing them in the process of redirecting to another device/platform.”

– Sara Ballaben ...

May 2016

Consumers and the Economic Outlook: Quarterly Update - UK

“Mintel’s consumer confidence data shows that the economy only has, at best, an indirect impact on sentiment. When the UK economy was outperforming most of its peers, many people were still pretty wary. However, in 2016 sentiment has continued to trend upwards, despite disappointing growth in the economy as a ...

Social and Media Networks - UK

“While the reach of branded communication still seems relatively limited, brands should not underestimate the potential of second-degree exposure through shares of content originally posted by brands and online reactions to offline ads, which can significantly broaden the audience that is exposed to a brand’s message.”

– Sara Ballaben ...

April 2016

Music and Video Streaming - UK

“Original content has become a powerful selling point for video streaming services. Music streaming services, which are looking to distinguish themselves within an increasingly competitive marketplace, are beginning to similarly explore the option of adding exclusive video content.”