



## June 2013

### Online and Mobile Shopping - US

“The majority of e-commerce shoppers purchase goods online via laptop/desktop computers. Though they tend to stick to ‘familiar’ online retailers, the frequency in online shopping is significantly less than those who shop via smartphones or tablets. These shoppers, however, tend to be savvy, to be more incline to compare ...

### Social Networking - US

“The bridge to greater efficacy in social network ads and the road to greater ad sales for networks are intertwined around a single segmentation that rises above industry verticals—how the networker feels about brand interactions on ‘her’ page or feed in general.”

## May 2013

### Mobile Advertising - US

“The amount of real estate available for mobile ads, including apps, websites, games, mobile search, mobile social networking, and streaming audio and video, is enormous. With \$3.4 billion in spending in 2012, marketers are staking positions in these new ad formats, but the most basic question regarding ad placement ...

## April 2013

### The Photography Consumer - US

“Digital camera manufacturers may offer a product with superior quality and features but with two substantial disadvantages—it is not always at hand and consumers are generally satisfied with the quality and convenience of the camera on their mobile device. Digital pictures can be lost through human error, device failure, and ...

### Internet Advertising: Search and Banner - US

“Advertisers are having a hard time—TV commercials can be DVRd, searches skipped, banner ads ignored or blocked—as consumers gain increasing control of ad viewership. A consistent response to these problems is to aim to make ads harder to ignore, but this typically also makes ads harder to bear. Civility, and ...

### Living Local - US

“Local marketers have a challenge to simultaneously position local involvement as conducive to community and personal gain. While helping the local and wider economy and supporting patriotic sentiments are leading drivers of living local, participation in the local market are unlikely to be completely selfless. Whether focused on bettering their ...