

September 2012

Marketing to Pet Owners - US

Pet ownership in America is widespread, with 64% owning any pet. Being a pet owner often means more than providing the basic necessities for an animal. In fact, Mintel finds that pets are considered members of the family to nearly nine out of 10 pet owners; however, this view is ...

Attitudes Toward Corporate Social Responsibility - US

Corporate social responsibility (CSR) has evolved from its origin of a suggestion that corporations earmark a portion of their profits to put toward philanthropic initiatives, to becoming a basic component of the way that many companies operate their business. Along with increasing financial status, many companies now address social and ...

August 2012

Marketing to Millennials - US

Millennials are taking increasingly prominent roles as consumers and in the workforce, and in so doing have captured the attention of retailers, employers and government officials who are growing more cognizant of these young consumers' preferences and overall market potential. Millennials are in large part the driving force behind incorporating ...

July 2012

Buying the Family Car - US

According to the U.S. Census Bureau there were over 115 million households in the U.S. in 2011 and this number is growing. As most households need a vehicle that can accommodate the many needs of a family, how automakers market family cars is crucial to their ability to ...

Living Online - US

Over a relatively short period of time, internet use has steadily evolved from a mere curiosity for many, and an interest for only the tech savvy, to a mainstream tool for news, research, communication, transactions and entertainment.