

## April 2023

### Technology Trends: Spring - UK

“The way we search for information online is changing. Search engines continue to dominate, but Generation Z in particular is turning straight to social media sites such as TikTok instead. However, the integration of conversational AI into search engines will transform the way consumers look for information and discover brands ...

## March 2023

### Amazon: Creating an Ecosystem - UK

“Amazon has grown to be the largest non-food retailer within the UK and the dominant player within the online retailing market. Key to this success has been building an ecosystem, anchored by Amazon Prime, which ensures an element of loyalty and consistent purchasing for the retail operation. Due to strong ...

## February 2023

### Social Media: Influencers - UK

“BeReal’s emergence onto the social media scene and the incorporation of BeReal-esque features into major platforms, should push creators and influencers to create more content focused on authenticity and spontaneity.”

- **Rebecca McGrath, Associate Director for Media and Technology**