

January 2015

Marketing to Millennials - Brazil

“Convenience, sustainability, and customization are important aspects for Millennials, and the main factors that influence their purchasing decisions. Millennials are used to the convenience offered by online activities, and have developed a need for immediate answers and gratification in all aspects of their lives, including professional careers and work environment ...

November 2014

Healthy Eating Trends - Brazil

“There are opportunities to improve the positioning of healthy products. It could be very broad, if targeted at young people, but it could also serve a niche, such as for diet products. For functional products, it is important to highlight the promised benefits so that consumers can identify the suitable ...

October 2014

World Cup and Olympic Games - Brazilian Attitudes towards Major Events - Brazil

“People may never witness another World Cup and Olympic/Paralympic Games in Brazil in their lifetime, particularly so close in time to each other. These events represent an unparalleled opportunity for Brazil to show its ability to host such large and expensive events to the world. They must pay off ...