

## February 2015

### 面向妈妈的市场营销 - China

“现今的妈妈认为拥有良好的外表和保持家庭幸福（以孩子为焦点）同样重要，这表明美容产品和服务创新有机会满足她们的新需求。除了产品营销，道德营销也被证明在妈妈中奏效。同时，妈妈们在态度和购买力上的差别表明，在向不同级别城市的妈妈们进行营销时，有必要采取有针对性的营销策略。”

## December 2014

### Marketing to Mums - China

“According to the National Bureau of Statistics, there are more than 15 million women giving birth to babies in China every year, with the majority of them (about 65%) being first-time mums. The proportion of first-time mums is even higher amongst urban consumers – reaching an average of 89% over ...

### 针对青少年的市场营销 - China

“青少年正处于从父母娇宠的‘小皇帝’向担负起生活中各方面责任的转型过程中，例如，他们都需要适当地管理自己的零用钱，用以承担日常生活开支，而年龄偏大的青少年——大专和大学在校生——正积极地谋划未来职业发展，甚至准备开始担负起家庭责任。”

## November 2014

### Marketing to Teens - China

“Brands will need to have a full understanding of teenagers’ attitudes and behaviour before they can effectively market to them. Knowing the multiple facets of today’s teenagers and seeing their key pursuits and needs are both important.”

– Laurel Gu, Senior Research Analyst