

March 2013

针对55岁以上中老年人的营销 - China

2015年之前退休的中国人历经激烈的社会动荡和变革。他们经历过列强侵略、战争、饥荒、政治混乱和经济灾难。而现在，根据《经济学人》的预测，按GDP值衡量，中国将于2018年成为世界最大经济体。

January 2013

Marketing to Over 55s - China

“Chinese people who will be at retirement age on or before 2015 have been witness to massive social upheavals and change. In order to understand what shapes the way they behave as consumers, we need to first grasp the scope of the changes they have witnessed, and how these affect ...

December 2012

针对儿童的营销 - China

“中国的‘小皇帝’是中国正在崛起的中产阶级家庭中的青少年子女。他们成长在高于平均家庭收入，没有兄弟姐妹和祖父母积极关爱的家庭中。他们是儿童支出增加的受益者。但是，僵化的教育体系和望子成龙的强烈愿望意味着他们是在压力下争取成功。而没有‘做家长的第二次机会’导致很多家长通过购买他们认为会保障孩子未来的商品和服务来保护他们的孩子。”

November 2012

Marketing to Children - China

“China’s ‘Little Emperors’ are the youth of the country’s nascent emerging middle class. Growing up in families with higher-than-average discretionary incomes, no siblings and active grandparents, they are the beneficiaries of rising expenditure on children. However, a rigid education system and a heavy burden of expectation means that they are ...