

## January 2017

### 针对妈妈的营销 - China

“如今的中国女性比以往更自信。但成为妈妈后，生活发生变化，她们在某种程度上感到困惑和无助。新手妈妈将从一个崭新的视角审视世界，并学会如何在“母亲”这条崎岖之路上独立行走。没有一个母亲是完美无缺的，她们需要更多的理解和宽容。”

— 马子淳，高级研究分析师

## December 2016

### Marketing to Mums - China

“Modern Chinese women are more confident than ever. But when they become mums, their life is no longer the same and they feel somewhat disoriented and helpless. New mums will see the world from a new perspective and learn how to walk the crooked path of motherhood independently. They are ...

## November 2016

### 在线生活 - China

“中国智能家居设备的渗透率依然很低，该市场还有待发展。除了丰厚的优惠，在线服务的平台/供应商需要找到其他的方法提高消费者的忠诚度。投放在线广告时，商家和品牌可以将口碑营销的策略放在首位，以吸引中国消费者。”

### 针对大学生的营销 - China

“今天的中国大学生在经济和思想上都更独立。他们理性思考，购买性价比高的产品，而且喜欢那些了解他们心声的品牌。炫富并不是他们首要的追求。他们希望自由生活，免受社会压力和竞争的影响。为了获得更多的自主性，他们致力于发展特殊技能，在经济和精神上自我提高。”

## October 2016

### Living Online - China

“Smart home device market is yet to be developed in China as the penetration of most smart home devices is still quite low. Apart from heavy subsidy, online service platforms/providers need to find other ways to enhance and improve their consumer loyalty. When launching online advertisements, companies and brands ...

### Marketing to Students - China

“Today's Chinese university students are more independent financially and mentally. They make sensible and value-driven purchases and like brands that speak their minds. Showing off is not a primary pursuit. They intend to live free from societal pressure and competition. To achieve greater autonomy, they look for ways to develop ...