

January 2016**奢侈品营销 - China**

“随着数字科技的发展，加上营销商孜孜不倦努力——致力于营销策略的整合，奢侈品和体验式奢侈品的营销活动的空间潜力无限。奢侈品品牌跨界合作主打限量版产品、延伸的高端服务或休闲活动在中国市场的发展更是欣欣向荣。可是，在体验式营销和品牌延伸战略实践中保持独一无二的定位是奢侈品牌所面临的核心挑战。”

December 2015**针对青少年的营销 - China**

“青少年的网络生活还有待更有趣和更好玩的产品来丰富，尤其是那些有益身心健康，但不一定（且最好不是）和学习相关的产品。在现实世界中，青少年如今更注重才艺和专业技能的发展。品牌可以迎合这种新兴需求来吸引青少年（如推出相关的休闲/教育类产品或课程）。”

— 顾菁，研究经理

November 2015**Luxury Marketing - China**

“With advancements in digital technology and marketers’ efforts in planning integrated marketing communication strategies, the scope for campaigns for luxury goods or services is seemingly unlimited. Crossover partnerships to create limited edition products, services or leisure activities inspired by luxury brands are flourishing in China. The key challenge is the ...

针对20多岁年轻消费者的营销 - China

“相比年长一代，20多岁的中国消费群体特征鲜明。然而，有些时候，辈分与年龄因素会被“放大”。英敏特发现20多岁群体本身体现极大的多样性，同时他们与年长的一代也有相似点（如求同心理）。”

Marketing to Teens - China

“Teenagers’ cyber life is yet to be enriched with more fun and playful products which are healthy but not necessarily (and ideally not) educational. When it comes to real world experiences, teenagers are now attaching more importance to the development of a talent or professional skills. Brands may respond to ...

October 2015**Marketing to People in their 20s - China**



China Lifestyles: Demographics - China

"The twentysomethings in China are an interesting group to study given the unique family structure they have been brought up in and China's fast economic development in the last two decades."