

June 2019

针对亚文化的营销 - China

“亚文化爱好者愿意在兴趣爱好上投入时间。他们愿意分享自己的兴趣爱好，并且想要更多地参与到与自己兴趣相关的活动中去。品牌可将线上和线下资源整合，提升与粉丝群体在现实生活中的互动。同时，市场营销中应体现对亚文化的理解和原真性。”

— 赵鑫宇，初级研究分析师

中国消费者 - China

“2018年经济仍保持健康态势，GDP（国内生产总值）因消费者支出不断增加而达到了6.6%增速。但前景的不确定性意味着一些品类既经历了消费升级，也伴随消费降级。前者伴随消费者追求犒赏自己而出现，后者则源于人们节俭的消费习惯，上述变化可见于旅游度假和服装及配饰细分品类。增长知识和积累经验等无形资产对未婚和已婚人群而言都十分重要，其优先性超过生理上的满足。品牌应首先以卓越的产品质量惊艳消费者，而不是尝试通过价值和个性引起他们的共鸣。”

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The Chinese Consumer - China

“The economy is still healthy, recording 6.6% GDP growth in 2018, maintained by consumers' increasing consumption. But uncertainties ahead mean some sectors have experienced both trading up, with consumers' seeking self-indulgence, and trading down, due to frugal mindsets, as seen in the holiday and clothes and accessories segments. Intangible ...

Marketing to Subcultures - China

“Subculture lovers devote a lot of time to their hobbies. They are willing to share their interests and be more engaged in activities related to their interests. Brands would do well to integrate online and offline resources and increase interaction with consumers in real life. Meanwhile, understanding and authenticity should ...