

November 2017

Managing a Healthy Lifestyle - UK

"Only 15% of people thinking that they are unhealthy for a person of their age contrasts sharply with more than six in 10 people being overweight or obese. Consumers recognise the importance of getting enough sleep, having a healthy diet and exercising, but the majority are falling short on recommendations ...

Consumers and the Economic Outlook: Quarterly Update - UK

"Consumers' spending power is being hit by the squeeze on incomes as inflation continues to outpace average wage rises. In four of the last five months, people have been more likely to feel worse off compared to a year ago than to say that their finances have improved. This is ...

October 2017

The Connected Consumer - UK

"The continued growth in consumer connectivity is impacting every stage of the transaction process, from pre-purchase information gathering to reviews and social media interaction. This has created strong opportunities for brands to communicate on a more personal, engaging level and offer relevant, timely information and promotions."

– Adrian Reynolds ...

Marketing to Parents - UK

"While being a parent has never been easy, it could be argued that today's parents face a unique set of factors that are making them more stressed than preceding generations. With this in mind, campaigns that carry pro-relaxation messages are likely to resonate with this cohort, particularly where they can ...