

### December 2014

#### Beauty Retailing - Canada

“Beauty product and personal care shopping is fairly routine for the majority of consumers. Brick & mortar and online stores will benefit from staying in tune with their consumers’ preferences, offering promotions based on information gathered. Retailers may also want to offer incentives to encourage purchasing of new products as ...

### November 2014

#### Generational Lifestyles - Canada

“With Canadians prioritizing the improvement of their financial base and mobile usage on the rise, companies should look to mobile apps to incentivise consumers by providing savings while they spend.”

– Carol Wong-Li, Senior Lifestyle Analyst

### October 2014

#### Digital Trends - Canada

“Tablets have proven to be more popular devices when it comes to watching videos or reading news online – suggesting that manufacturers could benefit from partnering with content providers in these industries to offer consumers discounted hardware when they sign up for a new media subscription (eg to Netflix, The ...

#### Vacation Trends - Canada

“Given their preference for booking last-minute vacations, it is important for deal or booking sites to provide Quebecers with the ability to research, review and book trips in their native tongue, which is typically French Canadian.”

– Jason Praw, Senior Lifestyle Analyst

### September 2014

#### Marketing to Moms - Canada

“Providing greater incentives for ‘liking’ a brand like contest entries, free sample products, the ability to be among the first to try new products or the ability to provide feedback, may help to develop brand engagement.”

### August 2014

#### Leisure Time - Canada



## Lifestyles and Retail - Canada

“With the aging population correlating with an expected increase in smartphone and tablet usage over the next decade, leisure operators should be exploring ways of engaging older consumers with apps and online tools.”

– **Jason Praw, Senior Lifestyle Analyst**

### July 2014

#### Healthy Lifestyles - Canada

“Providing incentives like free gym trials, online tools/apps, more affordable options for wearable tech and athletic gear, and increased well-being education could be avenues for both companies and health organizations which are looking to appeal to less affluent Canadians who would like to lead a healthier lifestyle.”

- Jason ...