

October 2015

西方烈酒 - China

“由于中国饮酒文化的复杂性以及西方烈酒市场上产品的多样性，万能型营销传播方式和产品设计已不再能满足需要。品牌需要在市级地区差异的基础上进一步进行市场细分，以在市场竞争中取胜。”

September 2015

Western Spirits - China

“Given the complexity of the drinking culture in China and the wide range of products within the Western spirits market, one-for-all marketing communication and product design are no longer fit for purpose. Further segmentation based on regional differences at city level is needed to triumph in the market.”

茶饮料 - China

“饮即茶饮料市场上的消费者越来越精明。产品价格等简单的外部因素对消费者的认知和购买决定的影响有限，单纯追求全能型产品的年代一去不复返了。因此，找到正确的沟通渠道并结合特定的宣称来定位各种不同的即饮茶消费群体已成为重中之重。明智地使用健康和美容宣称有助于即饮茶品牌在蓬勃发展的新领域中获取一席之地。”

— 张一，高级饮料分析师

July 2015

Tea Drinks - China

“Consumers in the RTD tea drinks market have become savvier. Simple extrinsic cues such as product prices achieve limited impact on consumers' perception and purchase decision-making process. The era of having simple one-for-all products is long gone. Consequently, finding the right communication channels combined with specific claims to target various ...