

September 2014

针对家庭的营销 - China

“爸爸们越来越多的参与家庭日常任务如日常采购、做饭烧菜和照顾孩子。对于公司和品牌十分重要的一点是需要明白传统的家长角色和优先事项已不再适用于当今20多岁和30多岁的家长。在一些家庭里，爸爸们可能依然是养家糊口的人，但是，他们整体上也花更多的时间和家人在一起，照顾家庭方面也不亚于妈妈们。

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Marketing to Families - China

“Dads are getting more involved in household duties such as grocery shopping, cooking, and taking care of children. It is vital for companies and brands to understand that the traditional parental roles and priorities no longer exist nowadays to modern parents in their 20s and 30s. Dads may still be ...