

### September 2013

#### Marketing to Moms - US

“In addition to advertising overexposure, moms are confronted with issues such as safety, childhood bullying, health and nutrition, and the influence of social media. Understanding moms’ top concerns as they relate to her children—and her aspirations for them—can help brands tailor messaging that will resonate with moms and assist with ...

#### Marketing to Non-Traditional Parents - US

“Non-traditional parents face the same challenges as traditional parents in providing for their kids and doing so in the most cost-effective ways possible. Marketers can acknowledge non-traditional families and the fact that their family settings have become more common by including them in advertising.”

### July 2013

#### Lifestyles of the Under- and Unemployed - US

“Many Americans have not recovered from the financial impact of the Great Recession resulting in a rise in the percentage of Americans who are downwardly mobile. These adults need products and services commonly associated with a middle-class lifestyle buy at budget rates as well as services (childcare, transportation) that extend ...