

March 2022

Understanding LGBTQ+ Communities - US

“As more Americans identify as LGBTQ+ due to widespread awareness and acceptance, brands must invest in growing their knowledge and understanding of this population and its sub-communities. Today many LGBTQ+ marketing efforts are considered pandering, misrepresentative or hypocritical. Brands looking to target this population should explore the ways they can ...

American Values - US

“The past two years have been marked by uncertainty, social tension and political division for Americans. This unprecedented period of time in US history has affected Americans’ outlook on the country, their fellow Americans and their own personal American values. As the country begins to recover from the COVID-19 pandemic ...

February 2022

Trendsetters and Early Adopters - US

“Trendsetters and Early Adopters are keen to stay ahead of the curve. To connect with these segments, brands must make sure to maintain and enhance this feeling. As these consumers are inherently drawn to being first, incorporating “insider” programs, limited releases and exclusive pre-release events into campaigns would catch their ...

Americans' Social Circles - US

“The COVID-19 pandemic and the growing presence of virtual spaces are changing the way consumers think about and pursue new friendships. As people navigate the new landscape of social life, they continue to struggle with the challenges of meeting new people and forging new friendships. Brands have the opportunity to ...

January 2022

Consumers and the Economic Outlook - US

“Despite yet another COVID-19 variant, the US economy ended 2021 in good shape, with rising consumer confidence and unemployment rates that fell to a pandemic-era low. Alongside the strong economic gains, consumers’ financial situations also continued to improve, with most remaining optimistic about their finances going into 2022. As the ...