

February 2019

Marketing to Generation X - UK

“Too often overlooked and consequently too often underserved, Generation X presents a golden opportunity for brands that can welcome them in from the wilderness. Being pulled in all directions can create a build-up of different pressures that brands can help to alleviate, starting by motivating them with advertising that goes ...

Consumers and the Economic Outlook - UK

“Concern over the impact of Brexit is more severe than at any other time since Mintel started tracking this measure, including the initial shock in the immediate aftermath of the vote. Theresa May’s withdrawal agreement was the first glimpse of anything resembling certainty since Article 50 was triggered in March ...

January 2019

Marketing to Women - UK

“Younger women are demanding more social responsibility from companies. Campaigns that aim to affect societal change rather than just promoting a new product or service are likely to become an expectation for this cohort. However, in trying to create a more inclusive, diverse image, some advertising campaigns have missed the ...

Marketing to Men - UK

“Men’s mental health has become an increasing concern in recent years. While there is often particular emphasis placed on the high number of male suicides, the problem is much broader than this, and many men suffer in silence. For businesses there are undoubtedly reputational benefits to be had for those ...