

March 2019

针对55岁以上人群的营销 - China

“老年人喜欢社交且乐于结交新朋友。他们是谨慎果断的消费者，非常看重实用性和性价比。举办线下活动，以及发挥老年人中意见领袖的影响力，是品牌向老年人推广品牌的好方式。健康问题仍是老年人的关注重点，他们也愿意在健康方面投资，说明健康市场极具潜力。”

Marketing to Over-55s - China

“Seniors enjoy socialising with others and will not hesitate to make new friends. They are prudent as well as assertive consumers and place a great emphasis on utility and value for money. Offline events are a good way to promote brands to older people, as is harnessing the influence of ...

February 2019

对企业社会责任的态度 - China

“中国消费者普遍具有企业社会责任意识。他们越来越看重具有社会责任感的公司，对企业社会责任的更多领域感兴趣。企业承担社会责任的做法已不再仅仅限于成立慈善基金或发起独立项目。当今企业要将社会责任融入企业文化之中，制定可量化的目标并努力践行；此外，企业社会责任也可成为企业与消费者沟通的渠道，为产品和公司提供故事素材。”

— 赵鑫宇，初级研究分析师

January 2019

Attitudes towards Corporate
Social Responsibility - China

“Chinese consumers have high CSR awareness. They increasingly seek companies that are socially responsible and show interest in a wider range of responsible areas. Companies today have to grow beyond setting up charitable funds or separate projects. It is time to integrate CSR into corporate culture and set quantifiable goals ...