

Families - UK - January 2020

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“Recent years have seen a transformation in how brands represent families in marketing, with significantly improved representation of Britain’s diverse family types.

- Jack Duckett, Associate Director – Consumer Lifestyles

This report looks at the following areas:

- Switching off and switching on; balancing the role of tech in family life
- The role of brands in driving diversity

However, as the UK population becomes ever-more diverse, there remains scope for brands to take a more educational approach in campaigns, helping to support parents and schools as they help children to better understand the society they live in, and to create a more cohesive and accepting society for the future.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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