

X-TRIBES

THE X-TRIBES SERIES DELIVERS ESSENTIAL INSIGHT ON A GROWING RANGE OF GEO-DEMOGRAPHIC GROUPS AND IS AN INVALUABLE TOOL FOR UNDERSTANDING CONSUMER BEHAVIOUR AND MOTIVATIONS

CONSUMER BEHAVIOUR

Communication cannot be fully understood without appreciating the cultural context in which it exists. The X-tribes series examines effective communication that both drives and responds to consumer behaviour.

X-tribes Teens examines editorial sources and teen-related advertising in key international markets to provide a social and cultural map of teenage life and mindsets.

X-tribes Kids examines the children's consumer landscape within the UK to provide crucial strategic insight into kids, their parents and their motivations and influences.

X-tribes China provides a unique insight into the rapidly changing socio-cultural consumer trends in the new China.

In addition to the articles included in each report, there is also a round-up of the latest news and events in different sectors. Topics include: alcohol, cigarettes and drugs; crime; eating and drinking; education and vocation; equipment and toys; fashion and beauty; health, leisure interests and spending; media and entertainment; sex; social and cultural trends; technology; transport and travel; video games and mobile phones.

Reports are published quarterly and supported by an online resource.



EACH REPORT IS ACCOMPANIED BY A CD COMPILATION OF KEY NEW ADVERTISING THAT HAS AIRED IN THAT QUARTER ACROSS A RANGE OF SECTORS

BENEFITS

- **Understand current and emerging trends** – in-depth analysis of key geo-demographic markets
- **Gain an instant overview of all areas that touch your audience** – sector-specific information selected from the latest news and advertising campaigns
- **See the advertising affecting and being influenced by a particular audience** – each issue is accompanied by a CD compilation of key creative campaigns



THROUGH REGULAR ANALYSIS OF THOUSANDS OF PRESS, RESEARCH AND ADVERTISING SOURCES, X-TRIBES DELIVERS ESSENTIAL INSIGHT ON A GROWING RANGE OF CONSUMER GROUPS

X-TRIBES
INFORMATION