

The Market Strategist

on ChicagoNow, a *Chicago Tribune* site



[Beauty Enthusiast Loyalty Blooms into 20% Sales Growth for ULTA Beauty](#)

Beauty is big and growing—this \$60.58 billion industry has doubled since 2003.

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[good2grow's 'Healthy Fun' Market Strategy Wins with Millennial Moms](#)

For Mom, serving juice to her child has become a bit of a sticky subject.

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[Bespoke Beverages: How How F'real and Coca-Cola Freestyle Satisfy Millennial Cravings](#)

Millennials and personalized options.

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[Walgreens Draws Urban Millennial Consumers for Convenient Trips with Chicago Flagship Store](#)

Walgreens is targeting the urban working consumer in this area, particularly a Millennial.

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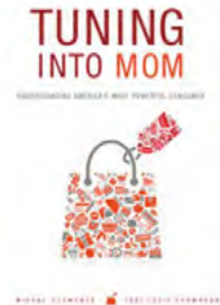
[My Last Back to School \(as a Mom\)](#)

The Magic of School Supplies: Bringing Parents and Children Together

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[Insight To Action](#) is a high touch client-focused consulting firm. As our name describes, we combine in-depth industry, customer and competitive marketplace insights with creativity and client collaboration to create a credible, definable and measurable blueprint for action.



A Book by Michal Clements and Teri Lucie Thompson

[Tuning Into Mom](#) provides a new approach to understanding the

"American Mom" market, examining the effect of age of the eldest child on hot-button areas for moms, including food, exercise and sports, education, safety and health, technology, and fashion and beauty.

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