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The Marketing Strategist Digest by Michal Clements

Anthem's Unconventional
Tonik Health Plan Targets
Millennials

[Anthem's Unconventional Tonik Health Plan Targets Millennials](#)

It's rare to see health insurance collateral tout such sentiments as, "Life can be crazy unpredictable, and freak accidents do happen." But Anthem recognized the opportunity to serve the young adult market.

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Fisher Brand Nuts Stand Up
to the Competition

[Fisher Brand Nuts Stand Up to the Competition](#)

When a brand innovates to solve problems and appeal to both consumers and retailers, it has the opportunity to really stand up to the competition.

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Tuning into Mom Cover

What Brands Need to Know
about Segmenting First-Time
Moms by Age

[What Brands Need to Know about Segmenting First-Time Moms by Age](#)

While all moms value education, the older first-time moms...

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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.

[B2B Insights: What Do You Know About Your Customer's Customer?](#)

In developing a B2B strategy, it is often helpful and useful to understand the trends, unmet needs and segments of your B2B customer's customer.

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