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The Market Strategist Digest by Michal Clements

Is Your Brand Targeting
Millennial Mom 'Drifters' or
'Planners?'

[Is Your Brand Targeting Millennial Mom 'Drifters' or 'Planners?'](#)

Millennial Moms are the focus of many brand marketers, and for good reason.

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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.

Brand Portfolio Strategy:
Norwegian Cruise Line
Reaches New Customer
Segments and Addresses
New Need States

[NCL Reaches New Customer Segments & New Need States](#)

It's interesting to consider that the brand portfolio not only appeals to different travelers, but also to potential new needs states.

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[Tuning into Mom Cover](#)

Mini Market Strategy: The Era
of the Skinny Sandwich

[Mini Market Strategy: The Era of the Skinny Sandwich](#)

Sandwiches are experiencing a renaissance in American consumer appreciation. And for calorie-conscious consumers, skinny sandwiches are becoming as fashionable as skinny jeans.

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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.

Off to College and At College:
The Growing Market of 11
Million Millennial Full-Time
Students and their Parents

[The Growing Market of 11 Million Millennial Full-Time Students and their Parents](#)

Across the US, an estimated 21 million students will be enrolled in college in 2014.

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