

March 2019

数码营销 - China

“内容和接触点都对数码营销的成功至关重要，因为消费者不想再被填满与自己无关的信息。原生广告内容将持续占据重要地位，生活方式的定位正越来越受到青睐。同时，广告商应探索新的接触点来吸引消费者，从传统渠道到新的数码服务或设备，比如聊天机器人和智能音响。”

对新兴科技的态度 - China

“随着线上信息渠道和电商的发展，新兴科技对消费者来说已不再陌生。消费者的兴趣从无线耳机等成熟产品拓展到了VR、AR和AI等新兴科技。除了提升效率的基础要求，消费者也希望通过科技产品体现自己的新潮和与众不同，从而得到心理满足。”

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Attitudes towards Emerging Tech
- China

“Emerging technologies are no longer unfamiliar to consumers with the development of online information channels and e-commerce. Consumers' interests have expanded from mature products like wireless earphones to emerging technologies like VR, AR and AI. Besides the basic requirement of efficiency improvement, consumers also seek the emotional satisfaction of being ...

January 2019

Health Tech - China

“Chronic disease is a key focus in the health tech market. Consumers' strong desire for disease prevention has stimulated interest in health data and indicators of diseases and changed the ways they manage health conditions. Consumers are also expecting more advanced functions like data analysis, notification and diagnosis.”

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Digital Advertising - China

“Both content and touchpoint are crucial for successful digital advertising, as consumers don't want to be fed irrelevant information anymore. Native content will continue to be of importance and lifestyle-positioning is increasingly appealing. Meanwhile, advertisers need to explore new touchpoints to engage consumers, from traditional channels to new digital services ...

健康科技 - China

“慢性疾病是健康科技市场的一大关注焦点。消费者对疾病预防有强烈渴望，这刺激了他们对健康数据和疾病指征的兴趣，也改变了其管理健康状况的方式。消费者也期待健康科技具备更多先进的功能，如数据分析、通知和诊断等功能。”

— 黄开意，研究分析师