

**From:** Insights in Marketing, LLC <info@insightsinmarketing.com>  
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Second Quarter 2014

Issue 10



**Featured Blog :**

**Beyond "Yummy": How Premium Brands Can Capture 20% of American Men**

By: [Chad Hinkle](#)

"Young." "Big spender." "Passionate." Marketers everywhere dream about the day they hear these words used to describe their consumer. Premium brands were recently introduced to such a consumer target: the young, urban male - better known as a "Yummy." "Yummies" have been talked about in several news articles (example [here](#)) and the interest in this target continues to grow.

Here's some more information on this group:

- 85% are employed
- 61% are working to be wealthy
- 62% are driven by other's recognition and admiration
- 58% use shopping as a way to feel better
- 51% say they have a lifestyle that impresses others

Find out more about the strategies you need in order to attract these men [here](#).



**Featured IIM Research:**

**IIM Survey Finds Consumers are Skeptical of Advertising and Marketing**

Insights in Marketing (IIM) research finds that only a small percentage of men and women believe what advertisers and marketers say about their products/services.

Insights in Marketing surveyed 1,700 women and 1,700 men ages 18 to 67 to evaluate consumers' latest thoughts on advertising. The research revealed that for marketers vying for the attention of women, there is a challenge:

- 29% of women believe what marketers say about their products/services (compared to 34% of men)
- 22% of women trust advertisers and marketers (compared to 30% of men)
- 22% of women believe the people and images in advertising reflect reality (compared to 27% of men)

The research also revealed that, surprisingly, the group most open to messages from advertisers are Millennial men:

- 47% of Millennial men believe what marketers say about their products/services (compared to 34% of Millennial women)
- 42 percent of millennial men trusted advertisers and marketers (compared to 24 percent of millennial women)
- 43 percent of millennial men believed the people and images in advertising reflected reality (compared to 25 percent of millennial women)

One positive note for advertisers and marketers is that 57% of consumers say they "I learn a lot about products/services from advertising" so even though advertising and marketing doesn't appear to completely influence consumer behavior it certainly can be a useful resource for introducing products/service to consumers.

For more details on this study, click [here](#).



**In This Issue:**

Featured Blog: Beyond "Yummy": How Premium Brands Can Capture 20% of American Men

Featured Blog: Traditional Gender Roles & How Younger Men Can't Shake Them

IIM Survey Finds Consumers are Skeptical of Advertising and Marketing

IIM on Quirks.com: 5 Marketing Trends and How MR Must Respond

Consumer Trend & Insight Tracking: Top Articles from 2Q



**Featured Blog:** Traditional Gender Roles & How Younger Men Can't Shake Them

Understanding the new shift in expectations for men can help any brand market more effectively to their male consumers.

Read full blog [here](#).



**Featured News:**

IIM on Quirks.com - 5 Marketing Trends and How MR Must Respond

Insights in Marketing is committed to taking what we learned in 2013 and applying it to the future. By utilizing all of the data around us, we have come up with a list of the top five trends impacting the Marketing world in 2014 and what you should do to address them.

Read full article [here](#).

**Consumer Trend & Insight Tracking:**

**Top Articles from Q2**

[Mobile Trends That Make Registers Ring](#)



[Millennials in Adulthood](#)



[Growing Number of Dads Home With Kids](#)



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