Infographic: Why ‘Transformists’ Are the Demographic Brands Should Be Targeting

While millennials may be the hottest demographic for marketers to target, research by Insider Inc. and Digitas says they’re not the most powerful influencers—and that we shouldn’t be focusing so much on generations in the first place. A recent study identifies a new group of people cutting across age groups and backgrounds that brands should… http://www.adweek.com/brand-marketing/infographic-why-transformists-are-the-demographic-brands-should-target/