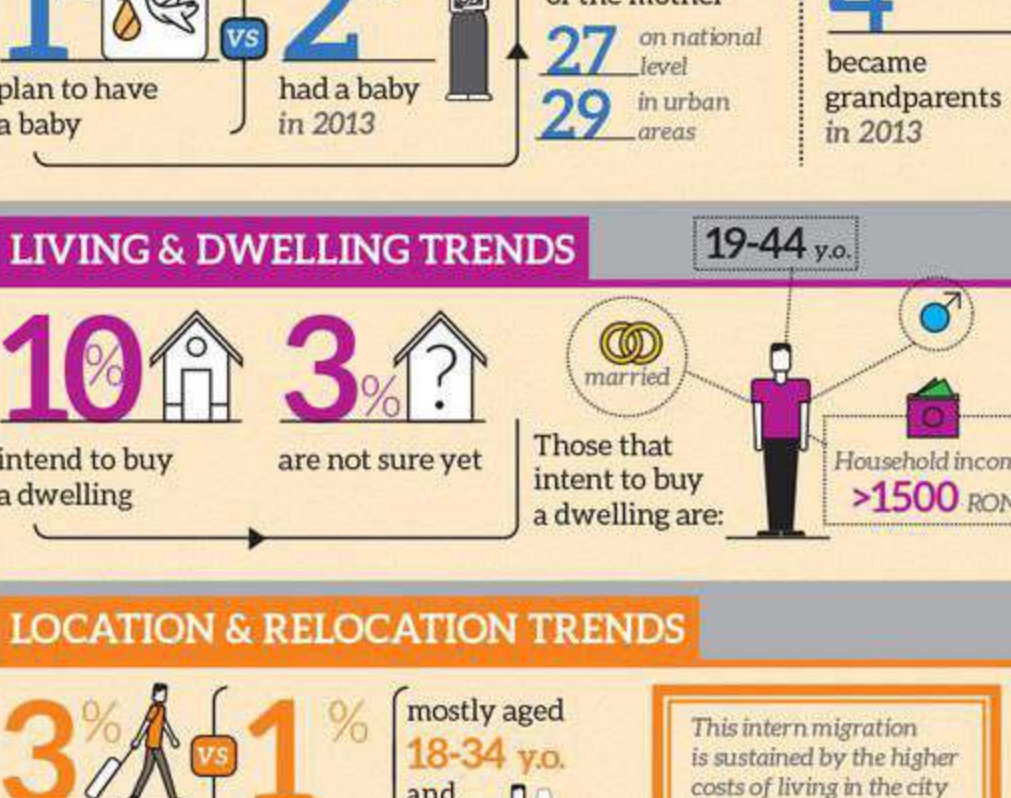


# MAJOR LOCAL TRENDS

## FAMILY TRENDS



## LIVING & DWELLING TRENDS



## LOCATION & RELOCATION TRENDS



## EDUCATION TRENDS - NATIONAL LEVEL



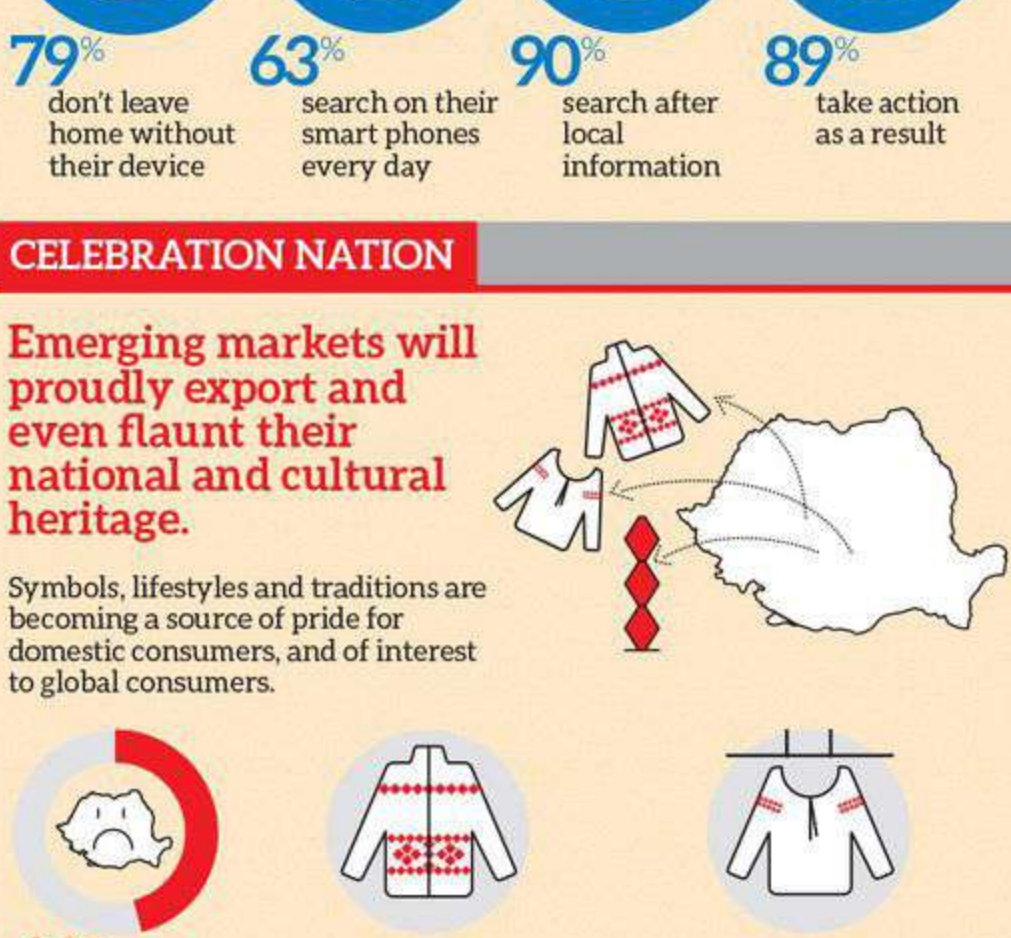
## LABOR MARKET TRENDS



## FINANCIAL TRENDS

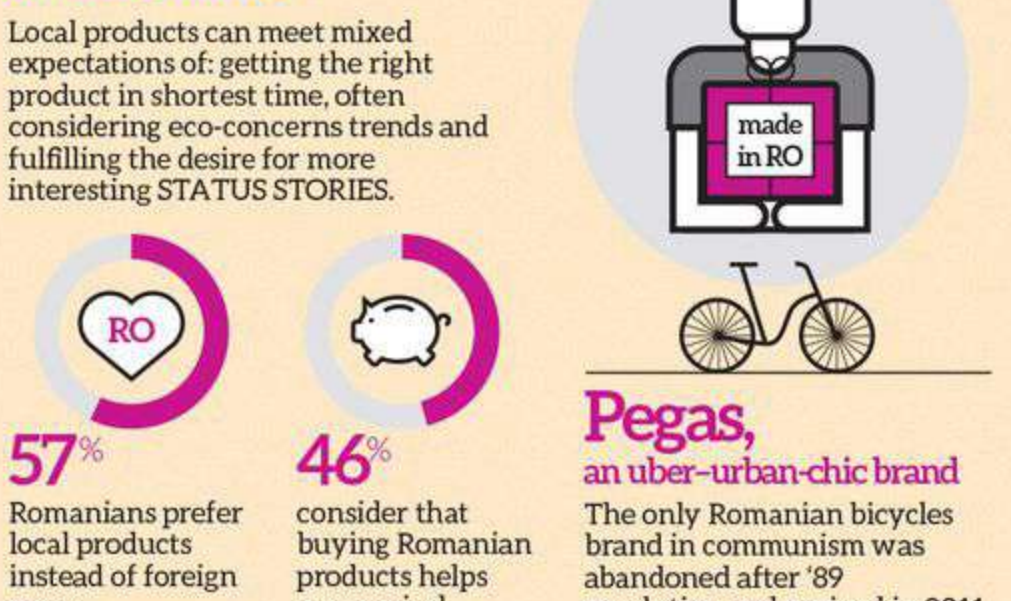


## HOLIDAY TRENDS

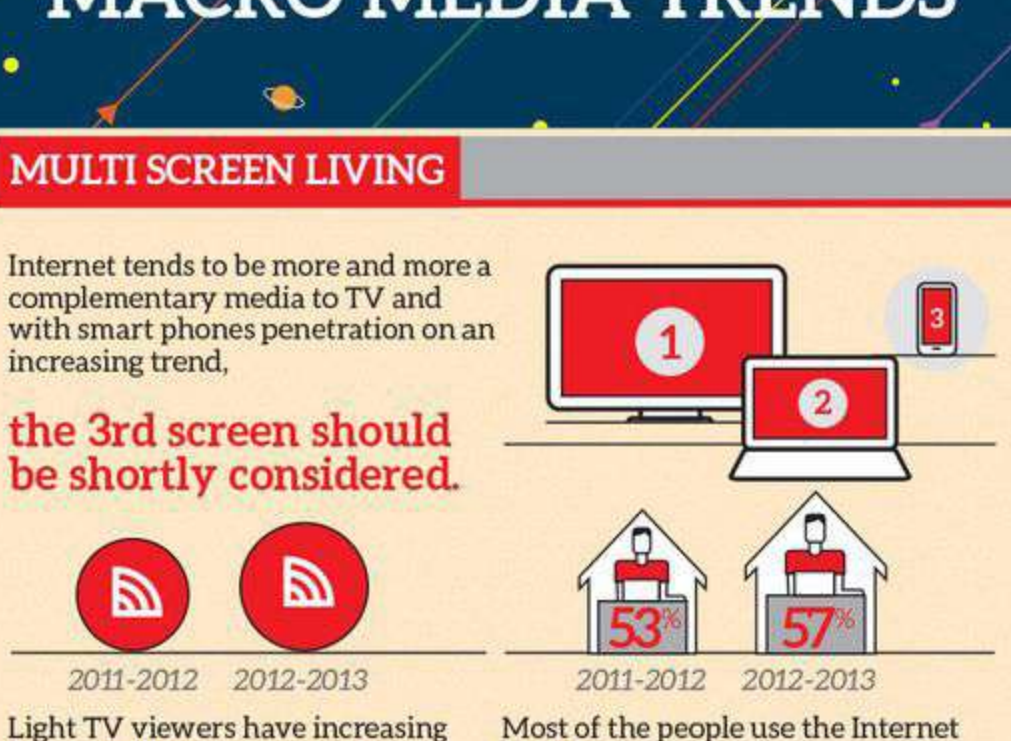


# INTERNATIONAL TRENDS AT LOCAL LEVEL

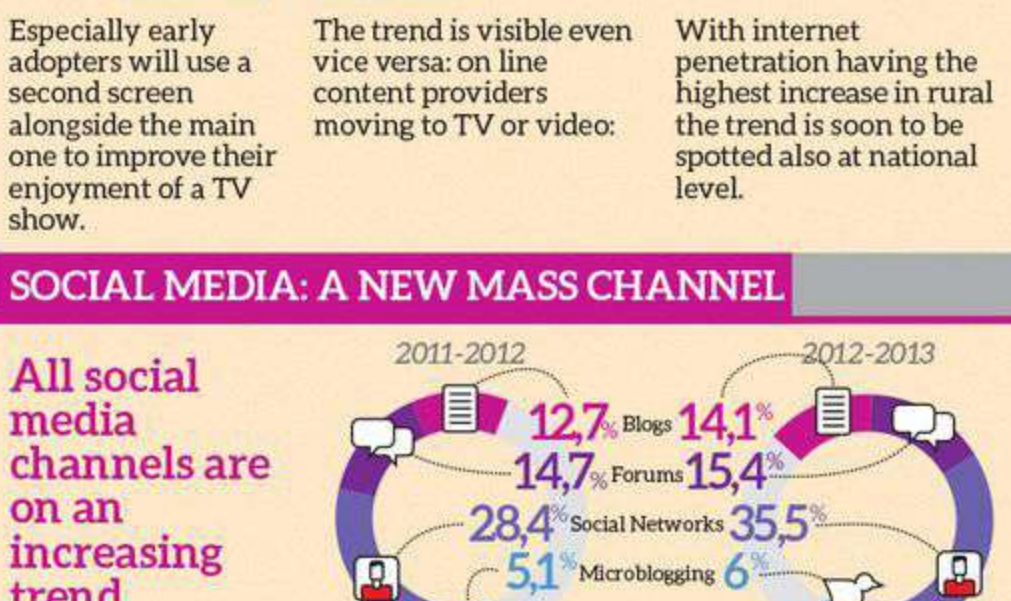
## MOBILE MOMENTS



## CELEBRATION NATION

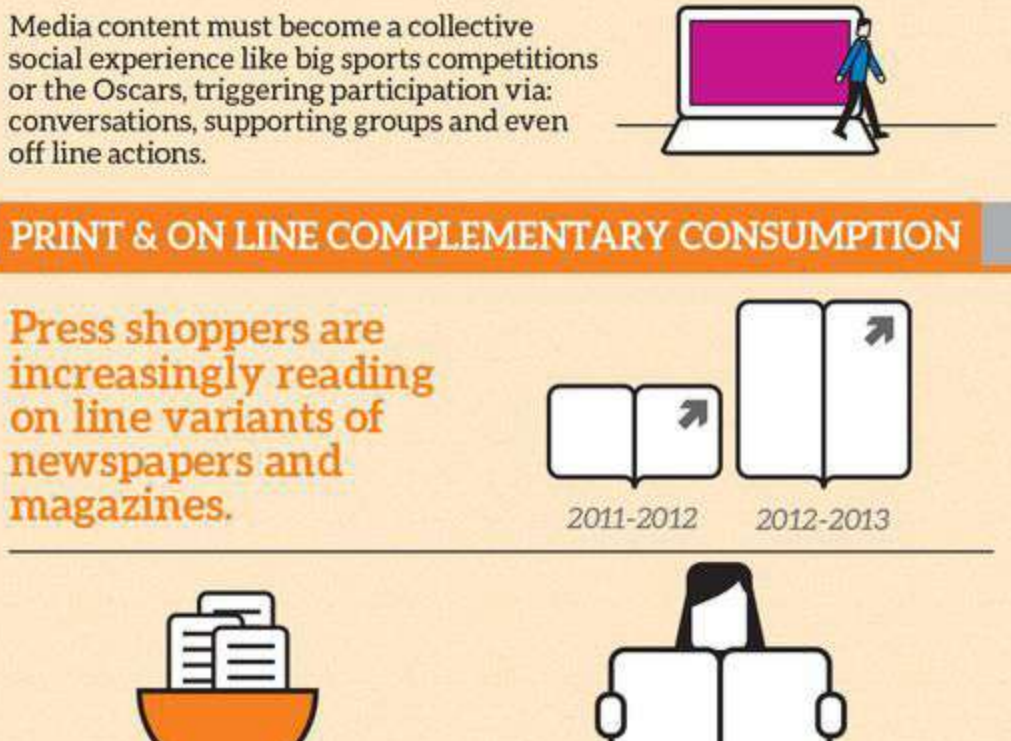


## AGAIN MADE HERE

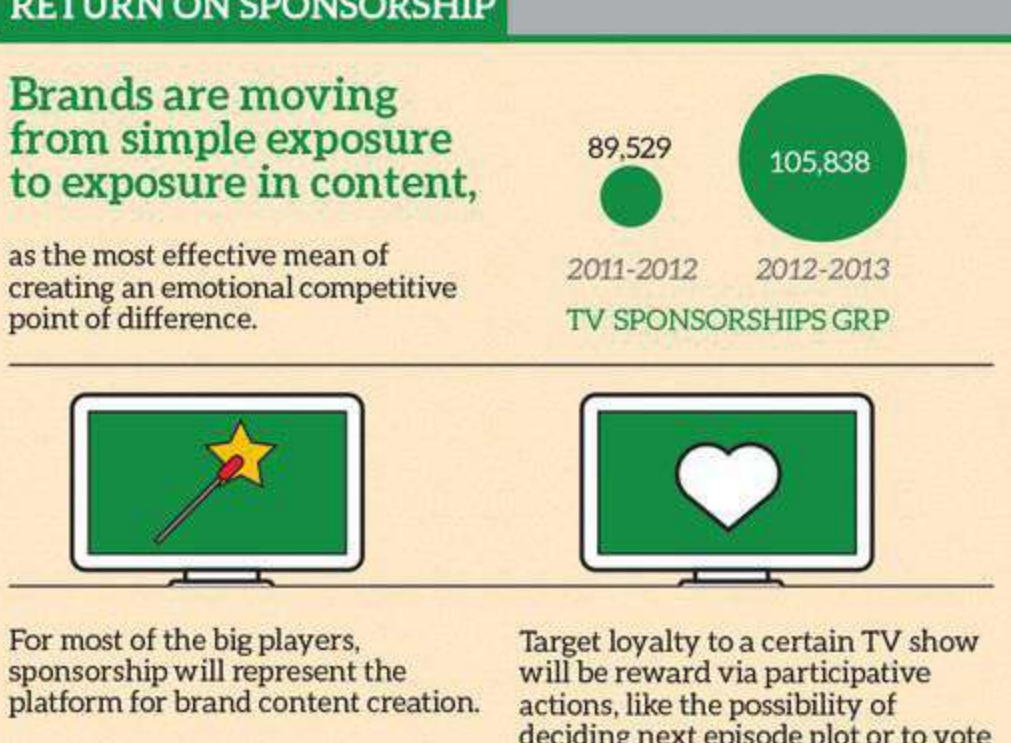


# MACRO MEDIA TRENDS

## MULTI SCREEN LIVING



## SOCIAL MEDIA: A NEW MASS CHANNEL



## PRINT & ON LINE COMPLEMENTARY CONSUMPTION



## RETURN ON SPONSORSHIP



## REAL TIME PLANNING

