

Instant Grass takes root in Russia

Instant Grass, the youth trendspotting agency, has set up shop in Moscow in its first step to providing youth insights and strategies to marketers operating in key developing markets across the globe. The network of trendspotters or 'grasses' in Russia will initially focus on Moscow, St Petersburg and key regional cities, to measure trickle-down from the trend-setting centres. Instant Grass Russia is the culmination of a highly successful year, with regional offices opening in Kenya and Nigeria, and plans for more African markets in the new year.

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