

Instant Grass launches Street Grass with Bizcommunity.com

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Instant Grass is launching Street Grass, an ongoing micro-trend report based on Instant Grass' proprietary research methodology.

On a weekly basis Instant Grass receives hundreds of micro trends from their urban trend scouts. These trends are collated at Instant Grass HQ where they are translated into consumer intelligence and presented as their monthly Grasscapes Report to a blue-chip client base.

From the 22nd of June Instant Grass will be uploading Street Grass, a weekly bite-sized version of The Grasscapes Report, on Bizcommunity.com for the benefit of all Bizcommunity readers.

Not only will Street Grass highlight a current consumer micro-trend but more importantly they will offer an opinion as to why and how marketers can use this intelligence to enhance their brands.

For more information on how to subscribe to a category-specific Grasscapes Report please contact .

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