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Technological, methodological, economic & business changes impacting MR

## Welcome to **RBR**'s 19th Annual Predictions Issue

Bob Lederer, Editor and Publisher, [Research Business Report](#)

It has been another fascinating, enterprising and challenging year for the market research industry. But considering the pace of change in the MR world for over a decade, it's foolish to dote on the recent past.

What's the likelihood of any prognosticators in this 19th annual **RBR** Predictions Issue betting on what they think will happen? That's hard to say, but only because of how explosive and unpredictable change has been.



**Andrew M. Appell, President and CEO, Information Resources, Inc.**

To win in 2014, CPG manufacturers and retailers must double-down on consumer and shopper activation.

In a world of greater competition, a more complex path to purchase, shifting shopper attitudes and a continuing soft economy, it's all about micro-segmentation and leveraging Big Data and new technologies to dramatically accelerate decision making at very granular levels across sales and marketing disciplines.

We believe that more and better information (collected from sources worldwide), predictive analytics and amazingly precise micro-targeting solutions that pinpoint shopper needs will disrupt traditional CPG and retail marketing, leading to new levels of growth.

To achieve this, leaders must "re-architect" everything from their new product development and the supply chain to targeted promotion, shopper and retail execution strategies in order to take advantage of the new critical capabilities.

Our industry leaders must not only reimagine marketing programs to take advantage of new media precision and immediacy if they want to reach and motivate shoppers, they must also create new levels of shopper excitement that create product and store evangelists.



**Ash Patel, CIO, Information Resources, Inc.**

Big Data will evolve from a back-room, batch process to a real-time activation engine that transforms industries. On-the-fly personalization and instant, geospatial targeting will replace mass broadcast media like TV, radio and print as the dominant means to reach, engage and activate shoppers. Retailers will metamorphose from measuring and acting weekly or monthly to leveraging insights in the morning to drive impact by the afternoon.

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