

WHY I LOVE YOU BUT HAD TO LEAVE?





**KEEP
CALM
AND
LOVE
RESEARCH**



**“YOU GUYS HAVE
THE GOLD, YOU JUST
DON’T USE IT”**

‘YOU GUYS’.....?

PICK YOUR FIGHTS



Not the RA, not you, not Kantar, not even with the wife – Hi Carina!!

CAVEAT!



- **The Qual Revolution!**
- **Innovation Labs**
- **Brand / Strategic / Niche Agencies**

SECURITY NOTICE

**FURTHER INSPECTION
MAY BE REQUIRED**

- **Brand Tracking decline**
- **Ad revenue decline (...except FB & Google?)**
- **Agency head count v Client team head count**
- **Programmatic**
- **Streaming**
- **Mobile v Wearables x Implants**
- **Block Chain technology**





BIG DATA



— GOT IT...

NOW WHAT?

SO WHAT?

ACTIVITY

The Qual Revolution!
Innovation Labs
Brand / Strategic / Niche Agencies
Ad revenue decline (...except FB & Google?)
Agency head count v Client team head count
Programmatic
Streaming
Mobile v Wearables x Implants
Block Chain technology

IMPACT

The Code of Conduct

PROBLEM

Industry or Skill?





WHAT IF...

SORRY IF I OFFEND
I DON'T EXPECT ANYONE TO AGREE
ITS JUST A CHALLENGE
I WILL ALWAYS BE A RESEARCHER 