DO ANDROIDS DREAM OF ELECTRIC SHEEP?

Exploring the interface between market research and technology

GAME CHANGERS

Ipsos

THE ROBOTS ARE HERE!

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EVOLUTION IS ALIVE AND WELL

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IT'S RESEARCH JIM,
BUT NOT AS WE KNOW IT

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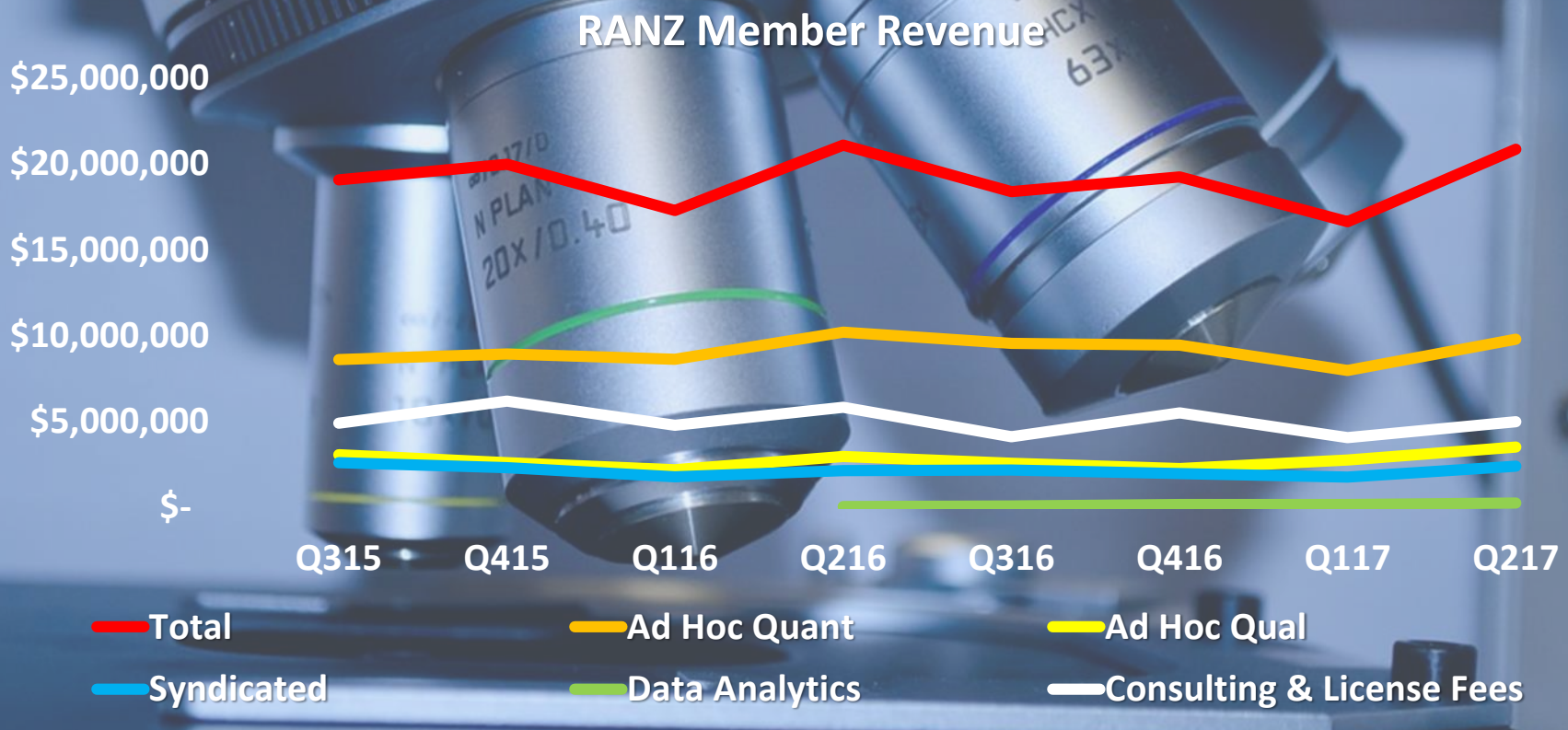
A ROSE BY ANY OTHER NAME

EVIDENCE OF CHANGE RIGHT HERE AND NOW



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THE FALSE SECURITY OF DATA

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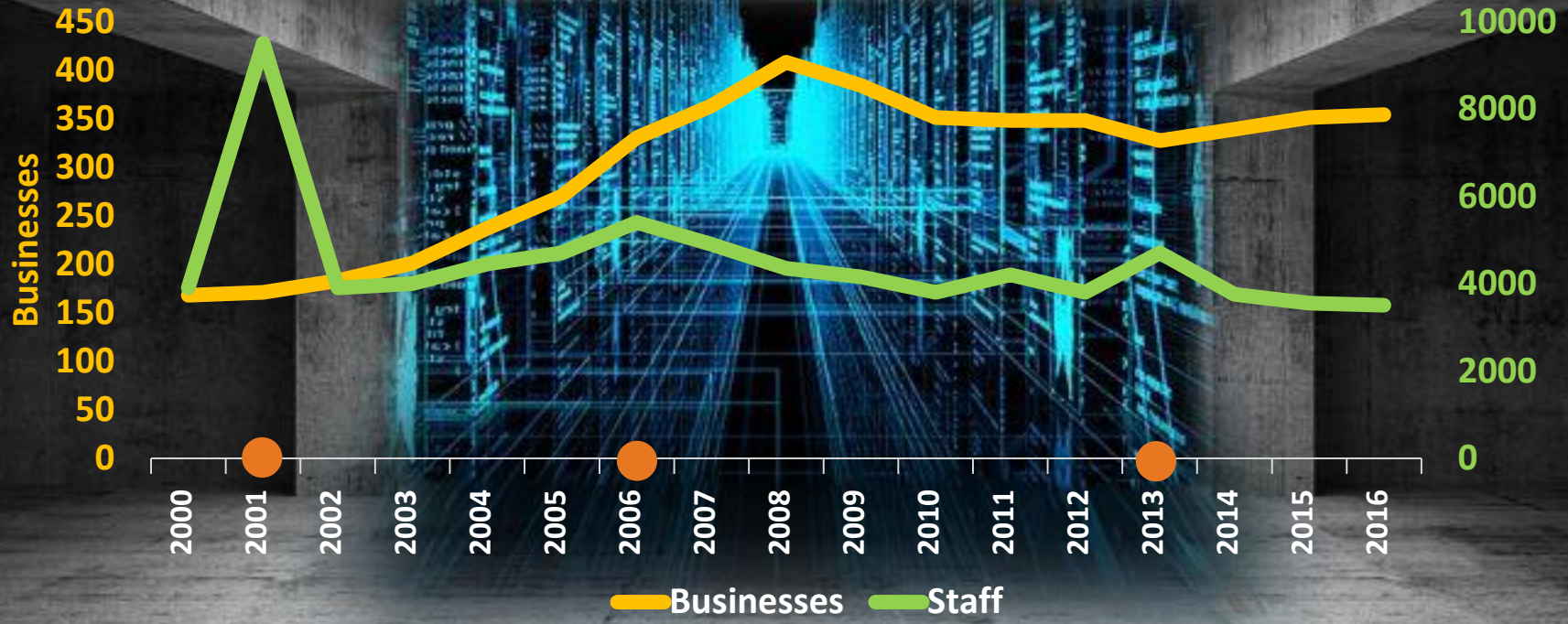
THE AVAILABLE DATA DOES NOT ALWAYS MEET OUR NEEDS



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Market Research Manager
Advertising, Public Relations and Sales Managers
Phew, only
14%
of your job is more susceptible to automation.

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SURVIVAL SKILLS

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POWER TO THE PEOPLE

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ONE PLUS ONE EQUALS THREE

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CLOSING THOUGHTS

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CLOSING THOUGHTS

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