How to Outpredict Every One of Your Competitors
and Anticipate the Shopper of Tomorrow

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About Firebrand Group

Firebrand Group is a creative consultancy based in New York City that specializes in market research, design, and thought leadership.

Whether the project is to refresh a brand that's gone stale, introduce a new product to the market, create a campaign on social media, recently content for a website, or consult with a firm on how advances in AI / Tech will shape their business, our team always that our solutions are forward-thinking and rooted in facts.
Please be more specific
Don’t try to be bold
Be correct & realistic

Break a problem down
as much as possible
Provoke Insights conducted an online survey October-November, 2017. 736 respondents completed the survey among two segments.

1. Worked at an advertising agency (149 completes)
   • Job role is one of the following: account management, analysts, art buyers, creative, finance, leadership, media buying/planning, media buyers, production, project management, research, sales, social media/community management, strategy, or web development.

2. Works as an in-house marketer (587 completes)
   • Minimum of 25 employees at the company
   • Has an advertising budget
   • Full or shared decision making authority of ad budget, marketing vendor selection, or marketing initiatives

How To Read the Deck
• Statistical differences between subgroups were tested at a 90% confidence level and are indicated by capital letters in the analysis. Margin of error is +/- 3%.
2018 Learning Goals

- Content Marketing
- Artificial Intelligence
- Virtual Reality / Augmented Reality
- Wearable Technology
- Audio & Voice Tech
- Native Advertising
- Geolocation
- Other

Not looking to learn more about marketing in 2018.

• In-house marketers are most interested in virtual reality, audio tech and geo-targeting.

n=149

Q. Which of the following areas of marketing are you looking to learn more about in the next year? (Select all that apply)

Tech integration

- Advertisers are ahead of the curve with implementing new technology; they are more likely to have used geolocation, AI, and VR.
- Almost half of in-house marketers are already employing audio & voice tech.

n=587

Brands plan to follow advertisers' innovative advertising initiatives.

• Content marketing, geolocation, VR, wearable tech, and AI are on brands' to-do list.

Base: Have not implemented technologies
Advertisers (n=40-79)
Marketers (n=170-391)

2018 tech implementation plans

- Content marketing, geolocation, VR, wearable tech, and AI are on marketers' to-do list.

Advertisers (A)
In-House Marketers (B)
Almost half of in-house marketers are already employing audio & voice tech.
In-house marketers who have learned about content marketing, geolocation, VR, or wearable technology are significantly more likely to plan on implementing those technologies as compared to advertisers.