

RESEARCH



HOW TO EMBRACE THE REAL-TIME REVOLUTION

(Admap, April 2016)

This article argues that marketers should embrace real-time research and outlines a best-practice process for how to adopt this new approach.

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STRATEGY



LESSONS FROM THE WARC 100 2016

(Warc Webinar, March 31)

An in-depth look at some of the world's most-awarded marketing strategies, ranked in the Warc 100.

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