



## The 24th Annual RBR Predictions Issue

**Jon Last,**  
**President — Sports and**  
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2019 will continue to be about fusing the abundance of organically generated behavioral data with attitudinal insights. A quiet resurgence in qualitative (particularly that conducted in non-traditional settings) will add texture and color to these findings, particularly for those seeking knowledge and storytelling to enhance marketing communications' messaging and emotional resonance of various purchase journey drivers.

On the research business front, expect continued price pressure on those aspects of the data collection value chain that can be commoditized and disrupted. The unprecedented inflow of venture capital will put increasing demand on ROI that could sacrifice quality over volume. This will, in turn, continue to present opportunities for those organizations that can differentiate through vertical niche expertise and value-added consulting skills.

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