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PAPERS



# The Brave New Digital World – New Opportunities for MR

MRSS Asia Research  
Conference  
6th-7th August 2014  
Fairmont Hotel  
Singapore

The world of marketing and marketing research is changing at warp speed as consumer behaviour is increasingly digital and even blurring channels. The philosophy and practice behind these disciplines are on the cusp of transformation as digital data on consumer's needs & habits increase in quantity and accessibility.

New digital technologies and tools have made it faster, easier and more affordable to conduct market research and inform marketing decisions. However marketers are continually challenged on how to effectively work in the digital space & target digital-based behaviour and the digitally-engaged consumer.

This year's conference will showcase expert international and regional speakers discussing disruptions and opportunities for marketers and researchers in this Brave New Digital World.

The best outlines submitted will be chosen for presentation during the conference and will be in the running for the Best Paper Award, voted by conference attendees and awarded a \$1,500 SGD cash prize.

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## EXTENDED DEADLINE

Submit a presentation outline by 12th May 2014 to be a part of this exciting event. Email to: [secretariat@mrssingapore.org.sg](mailto:secretariat@mrssingapore.org.sg)