

# A's RESEARCH INSIGHTS

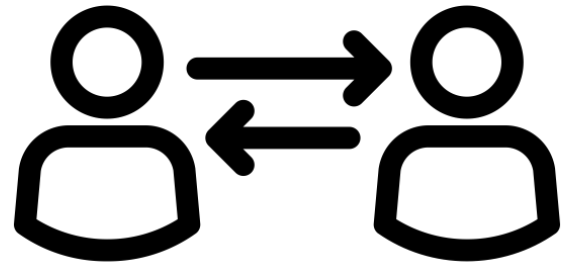
• QUARTER 1 • JANUARY 2019 •  
• THE OFFICIAL NEWSLETTER OF 4A'S RESEARCH •

## DIRECT-TO-CONSUMER BOOM



Marsha Appel, SVP, 4A's Research, examines the rise of direct-to-consumer brands and the opportunity they present to ad agencies.

Taking a financial stake in DTC brands, creating products in-house to understand what it takes to succeed, and bringing traditional media expertise to the table are just a few examples of how agencies can embrace this trend.



[Read this exclusive piece from the 4A's now!](#)

Graphic:  
Created by Eleanor Bell  
from Noun Project



## ENGAGE WITH CONSUMERS IN A TECH-ENABLED WORLD

GlobalData finds consumer desire for convenience and immersive experiences has driven brands across industries to embrace the latest digital technologies and innovations.

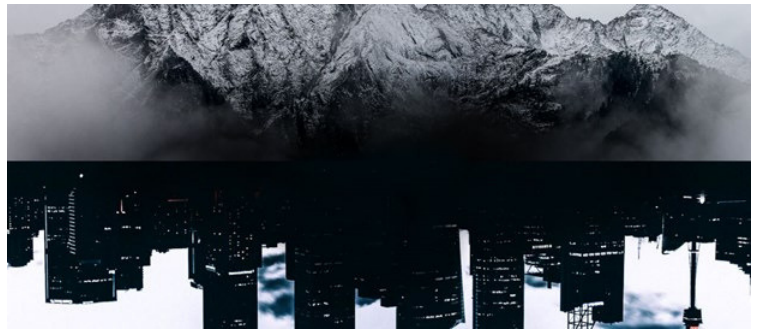
[Learn](#) how brands from beer to cosmetics to pet care are incorporating technologies into products, packaging, and marketing to better reach consumers.

## TOP HEALTHCARE TRENDS OF 2019



The arrival of digital therapies, training employees on new technologies, and increased pressure to do more with less: PwC highlights the trends expected to have the greatest impact on the healthcare industry in 2019.

[Find out the top trends now!](#)



## MEDIA PREDICTIONS 2019

Voice, experiential brand moments, rise of micro-influencers, continued reign of TV, exploration of AR.

[Read](#) more big trends Kantar says will help marketers and agencies shape their digital marketing strategies for the coming year.

Think with **Google**

## MARKETING WISDOM FROM AROUND THE WORLD

Think with Google compiles 10 marketing ideas to help you get inspired as we enter the new year.

Creative processes, representation and inclusivity in ads, building data-driven brands, and more are featured.

[Starting reading!](#)

winmo

## THE CMO LIFECYCLE

TENURE ANALYSIS  
AND NEW BUSINESS  
OPPORTUNITIES

## AVERAGE CMO TENURE: 3.6 YEARS

CMO turnover is the most significant predictor of agency reviews.

Winmo recommends ad agencies keep an eye on CMOs of their clients – and those of the brands they want to work with – around the three-year mark for changes. This will help agencies plan for reviews or pursue new clients with confidence.

[Get more insights into new business opportunities now!](#)



Going forward, the Research Insights newsletter will be published quarterly. Thank you for your continued readership!