

Exclusive GDR Research

Interactive IQ:

The higher it is, the smarter you are

How technology is creating new revenue streams, marcom channels and strategic opportunities in retail and hospitality.

Available from mid-August 2009 to global consumer brands only

Chapter headings:

1. Augmented Reality
2. QR Codes
3. RFID & Bluetooth
4. Social & Interactive Media
5. Conclusions and Forecast

Length: 40-50 case studies (approx 60 slides)

Format: Quicktime & PDF with notes

Value: £ 6,000. Syndicated price: £ 980 per report if pre-purchased in July. £ 1,200 if purchased August onwards. Free to GDR clients on request.

Content to include material from the last quarter plus our latest forward research.