Simmons Research co-CEO Discusses Future Consumer Trends

Contributed by Simmons Research
Friday, 10 March 2006

FORT LAUDERDALE, Fla. â€“ March 10, 2006 â€“ Simmons Research, an Experian company and leading authority on the behavior of the American consumer, today announced that Bill Engel, co-CEO of Simmons, gave a futuristic view of consumers at the 2006 Promotion Marketing Association (PMA) Conference this week in Chicago, IL. Engelâ€™s topic, â€œThe Consumer Perspective: A Forward Looking Discussion,â€• focused on how consumers are evolving and illustrated what it means for marketers and their ongoing race for relevance.

Simmons Research co-CEO Discusses Future Consumer Trends at 2006 Marketing Conference
Bill Engel Delivers Address on the Evolving Consumer and the Future Impact on Marketers

FORT LAUDERDALE, Fla. â€“ March 10, 2006 â€“ Simmons Research, an Experian company and leading authority on the behavior of the American consumer, today announced that Bill Engel, co-CEO of Simmons, gave a futuristic view of consumers at the 2006 Promotion Marketing Association (PMA) Conference this week in Chicago, IL. Engelâ€™s topic, â€œThe Consumer Perspective: A Forward Looking Discussion,â€• focused on how consumers are evolving and illustrated what it means for marketers and their ongoing race for relevance.

â€œBombarded by thousands of advertising messages per day, consumers are increasingly tuning out the efforts of marketers,â€• said Bill Engel, co-CEO of Simmons Research. â€œCapitalizing on the industryâ€™s best information, database solutions, analytics and services, marketers can understand the behaviors and preferences of their best customers, optimizing return on investment.â€•

Highlights of his speech included:

â€œCompanies no longer have the time or luxury to research, build, test, improve and launch a product. When I started my career, we could test a product for three or four years before launching it. Now, you get maybe 6 or 9 months. Todayâ€™s product developers follow the credo: ready-fire-aim.â€•
â€œIn the future economy, technology will have to become smarter, offering more features for less money. Electronics manufacturers will have to offer stripped-down yet still powerful models to ensure people in the lower economic strata can still take part in the technological revolution.â€•
â€œTo understand consumers in the future, marketers will need to tap a variety of behavioral data sources rather than simple demographics. And theyâ€™ll need to conduct research based on behavior.â€•
â€œOur research has taught us that viewers donâ€™t hate advertising; they hate irrelevant interruptions. In other words, emerging consumers want more personalized communications.â€•

Bill Engel has over 34 years of experience in the media and marketing information industries, from sales and product management to methodological design and execution. From 1987 until 1992, Bill was president of the VNU Research Operations Center. In 1993, Bill left VNU to join Simmonsâ€™ current co-CEO, Bill Livek, in founding Symmetrical Resources serving as its chairman and CEO. In 1998, Bill became chairman and co-CEO of Simmons Market Research Bureau when it was acquired by Symmetrical. Simmons Market Research Bureau was purchased by Experian in October of 2004.

The theme of this yearâ€™s PMA Conference, which ran March 8-9, 2006 at the Hyatt Regency in Chicago, was â€œBranding 360Â° - Activating Innovation.â€•

For more information, please contact Dave Aneckstein at (954) 427-4104, ext. 148 or DaveA@smrb.com. Also, visit Simmons at www.smrb.com.

Simmons Research
Simmons Research, an Experian Company and part of Experian Research Services, has been a leading chronicler of the American consumer for over 50 years. From the products that all Americans buy and the brands they prefer, to Internet shopping behaviors, attitudes, lifestyles and media, Simmons measures over 30,000 American consumers each year using statistically projectable samples. Simmons' samples include the largest representation of all Americans, including, Hispanic, African American, Asian and other consumers and are used by over 500 clients worldwide to provide the most complete picture available on America's consumers.

Â