

Hall & Partners Launch New Predictive Modelling and Strategic Simulation Platform

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Hall & Partners yesterday announced the launch of Avatar, a new predictive modelling and strategic simulation platform that helps accurately predict all possible futures. It is driven by extensive data combined with proven simulation science.

The new Avatar platform, powered by Simudyne technology, is an intuitive and highly interactive “market laboratory”™. Experiments are run in “virtual markets”™ that allow clients to repeatedly make scenario adjustments to determine the most effective ways to influence future behaviour, drive sales and increase profitability. Avatar also serves as an early warning system, enabling actions to be taken sooner than would otherwise be possible. Overall, Avatar is a space where marketers can experiment safely.

The flexible and open-architecture platform connects clients to real world data sources and feeds into Hall & Partners proprietary Hub data integration platform.

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Vanella Jackson, Global CEO at Hall & Partners commented: “With Avatar, we are able to combine data together and create synthetic representations of the people brands are actually marketing to, and predict how marketing strategies will play out in the future.”

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Justin Lyon, Simudyne CEO added: “Avatar gives marketers across a number of industries unprecedented foresight. Marketers take control of their brand’s™ destiny rather than being swept along by external events and competitors’™ agendas. We are delighted to work with Hall & Partners on this important initiative.”

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Avatar is now available to clients worldwide and offered solely by Hall & Partners. To learn more about Avatar, visit www.hallandpartners.com/avatar.

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