

2016 is coming to an end. Our eleventh year. It has been an unusual year. A little drier. A little more introverted and quiet. Quattroporte has quite simply been more boring. We could not even be bothered to throw a birthday party. Or a single seminar based on all the knowledge we have gleaned on a daily basis. Why? Do not think this means that we have been slacking off. Or fallen behind. On the contrary. We have been working hard to become the best in our class. In other words even more best than before. We have developed new services. Recruited new competencies. Conquered new prestigious blanket agreements with big players. And not least travelled more than ever. Gathered new impressions of the world. Exciting encounters and thousands of new images for our extensive database. We believe it is called trend research.

Our proprietary system *Q-ball* will blow the world away. No Big data-solution has previously been able to gather, analyse and conceptualise digital information and communication in a way as smart as our innovation. Unique algorithms that are fed into the system predict everything, from stock prices, who wins the election, to what flavour the next liqueur should be. There are no limits for *Q-ball*.

Visits to the US have been frequent, with a number of trips to hip Austin, trend setter New York and hot wannabe Miami. Hearing Obama campaign for Hilary was an unforgettable experience. And a great learning opportunity. That we received a hefty speeding ticket on the way there was an aside, the only worry was making the presidential speech in Kissimmee on time. Next time it might be Donald Trump at the speakers pulpit. We managed to fit in Venice and Milan, naturally, as well as London and Marrakesh. You are welcome to check out the pictures on our website.

Memorable and entertaining projects have occurred, where a number of broad concept developments and a vision document for Wallenstam stands out.

We look forward to another fantastic year with the best company in the world and the best clients who make going to work such an enjoyable thing.

Merry Christmas & Happy New Year!

from Your
Friends at Quattroporte

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