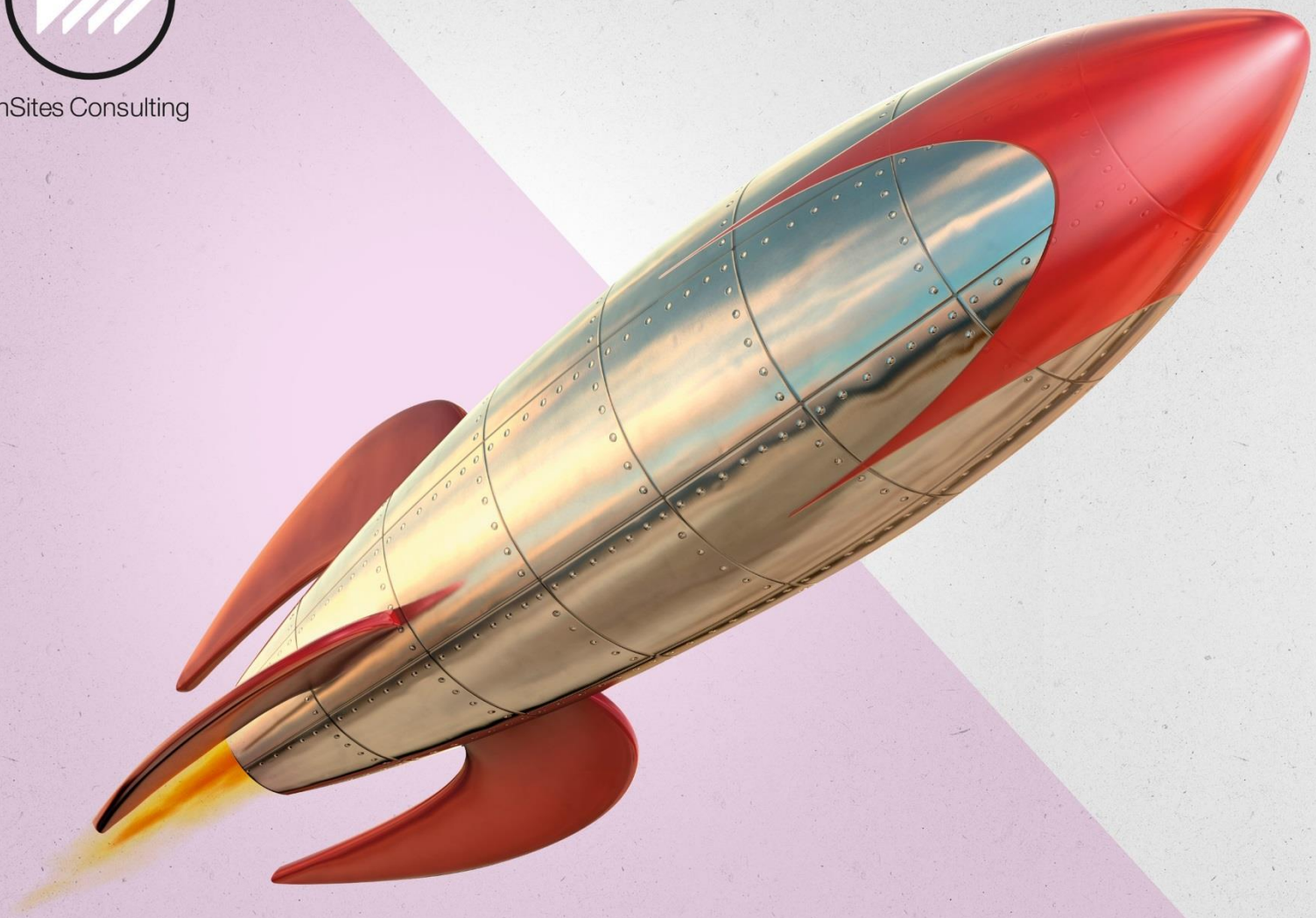
InSites Consulting



TAKING **RESEARCH FORWARD**

Market Research trends
to act upon now, start working on or create a vision around.

Tom De Ruyck
Managing Partner, InSites Consulting

Today

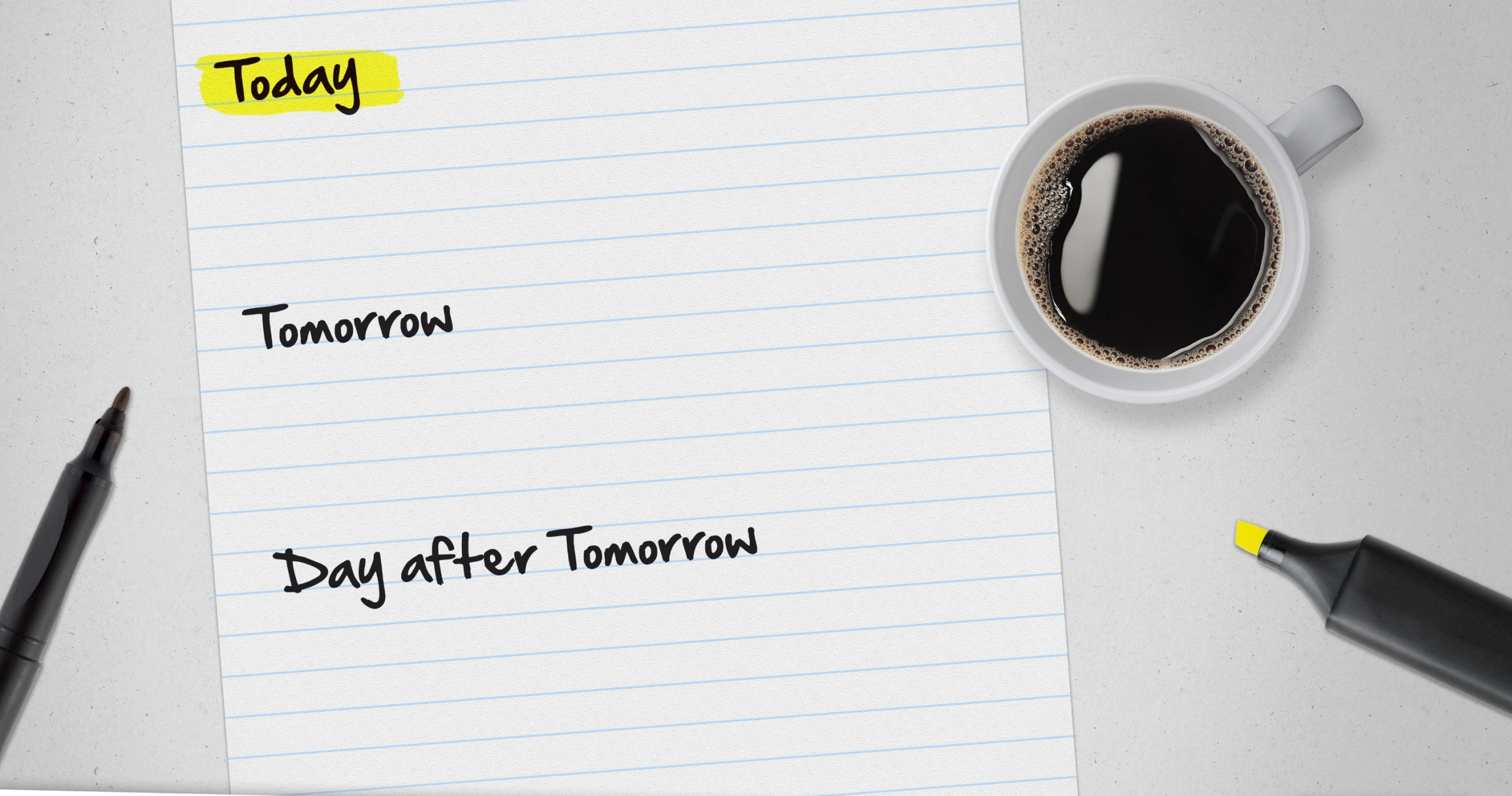
70%

Tomorrow

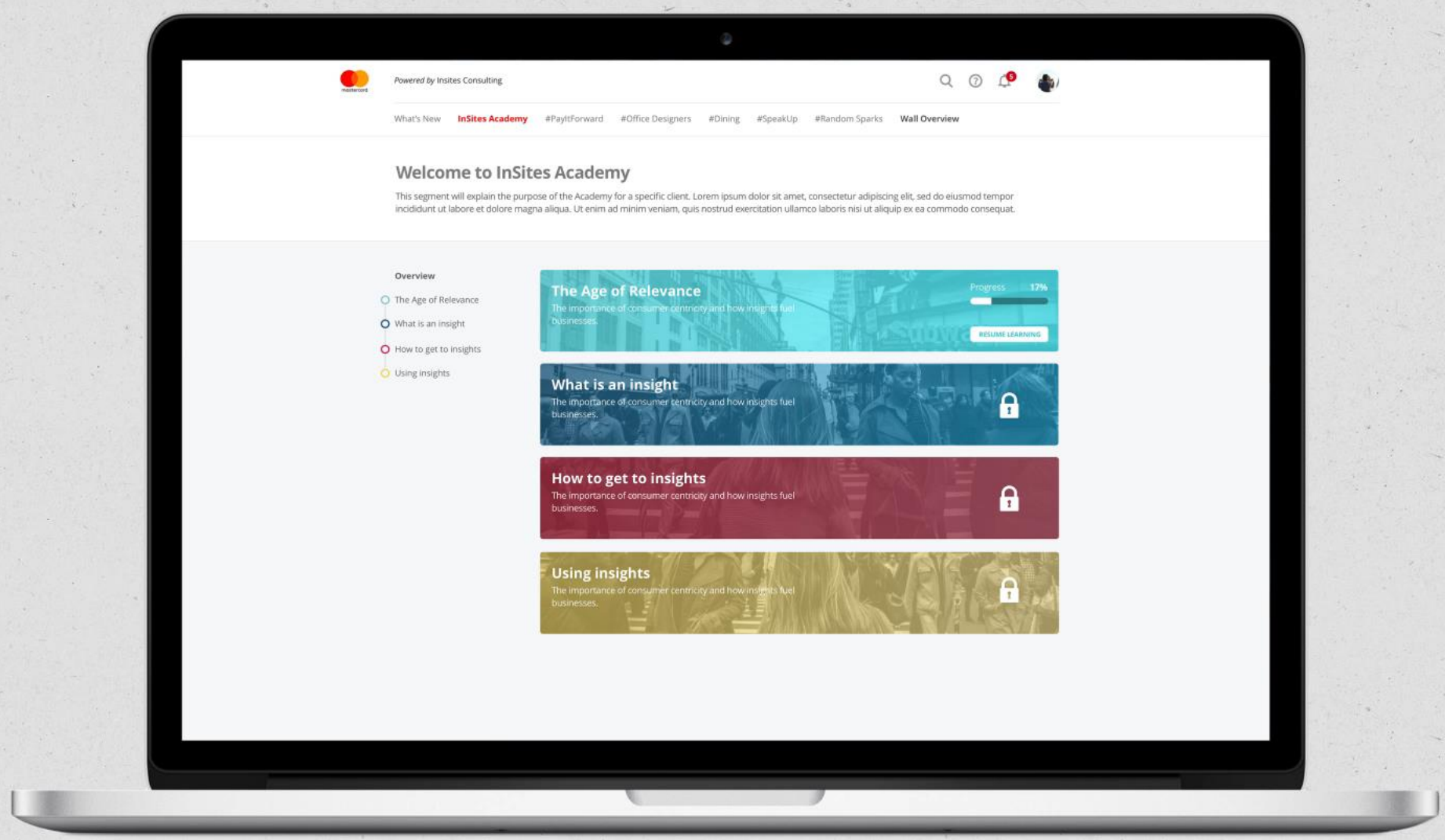
20%

Day after Tomorrow

10%

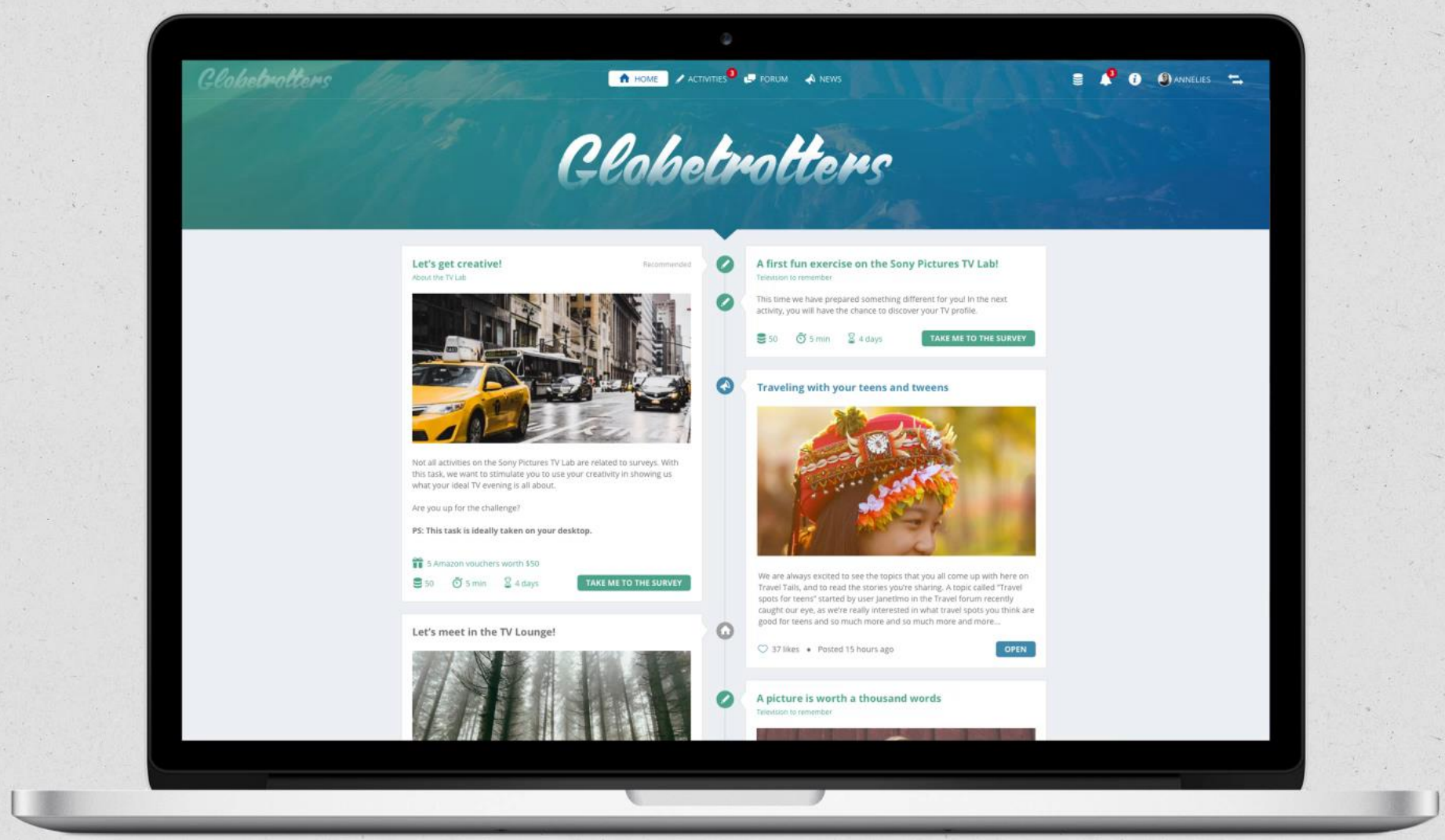

Today
Tomorrow
Day after Tomorrow

CRAFTING *actionable insights*


Powered by Insites Consulting
What's New
InSites Academy
#PayItForward
#Office Designers
#Dining
#SpeakUp
#Random Sparks
Wall Overview
Welcome to InSites Academy
This segment will explain the purpose of the Academy for a specific client. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.
Overview
The Age of Relevance
What is an insight
How to get to insights
Using insights
The Age of Relevance
The importance of consumer centricity and how insights fuel businesses.
Progress
17%
RESUME LEARNING
What is an insight
The importance of consumer centricity and how insights fuel businesses.
How to get to insights
The importance of consumer centricity and how insights fuel businesses.
Using insights
The importance of consumer centricity and how insights fuel businesses.

MAKING
RESEARCH
MORE *agile*

45%


Globetrotters
HOME
ACTIVITIES
FORUM
NEWS
ANNELIES
Globetrotters
Let's get creative!
Recommended
About the TV Lab
Not all activities on the Sony Pictures TV Lab are related to surveys. With this task, we want to stimulate you to use your creativity in showing us what your ideal TV evening is all about.
Are you up for the challenge?
PS: This task is ideally taken on your desktop.
5 Amazon vouchers worth $50
50
5 min
4 days
TAKE ME TO THE SURVEY
Let's meet in the TV Lounge!
A first fun exercise on the Sony Pictures TV Lab!
Television to remember
This time we have prepared something different for you! In the next activity, you will have the chance to discover your TV profile.
50
5 min
4 days
TAKE ME TO THE SURVEY
Traveling with your teens and tweens
We are always excited to see the topics that you all come up with here on Travel Tails, and to read the stories you're sharing. A topic called "Travel spots for teens" started by user JanetImo in the Travel forum recently caught our eye, as we're really interested in what travel spots you think are good for teens and so much more and so much more and more...
37 likes • Posted 15 hours ago
OPEN
A picture is worth a thousand words
Television to remember

KPI REPORTING *automation*

49% ***in use***

47% ***considering***

Today

- Crafting actionable insights
- Making research more agile
- KPI reporting automation

Tomorrow

Day after Tomorrow

Today

- Crafting actionable insights
- Making research more agile
- KPI reporting automation

Tomorrow

Day after Tomorrow

fusion OF RESEARCH METHODS

In 10 years time the number of 'fusion research' projects will have doubled towards 2 out of 3 projects

@tomderuyck

DATA *integration*

28% ***in use***

71% ***considering***

empowering STAKEHOLDERS TO GO DIY

35% ***in use***

14% ***never***

Today

- Crafting actionable insights
- Making research more agile
- KPI reporting automation

Tomorrow

- Fusion of research methods
- Data integration
- Empowering internal stakeholders to go DIY

Day after Tomorrow

@tomderuyck

Today

- Crafting actionable insights
- Making research more agile
- KPI reporting automation

Tomorrow

- Fusion of research methods
- Data integration
- Empowering internal stakeholders to go DIY

Day after Tomorrow

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artificial

INTELLIGENCE

augmented
REALITY

Today

- Crafting actionable insights
- Making research more agile
- KPI reporting automation

Tomorrow

- Fusion of research methods
- Data integration
- Empowering internal stakeholders to go DIY

Day after Tomorrow

- Artificial Intelligence
- Augmented and Virtual Reality

THE *modern* INSIGHTS FUNCTION AND TEAM

TAKING RESEARCH FORWARD *together*

@tomderuyck

Let's talk!

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@tomderuyck