Verve Recruits Ex-ad Planner And Agency Managing Director Luca Antilli

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Luca has had a long and diverse career in advertising and media research, from account planner at DDB London, Youth Insight Head at the BBC, to co-founder and MD of Essential Research, the award-winning full-service agency specialising in media and entertainment.

Luca will bring a range of complementary techniques to add to Verveâ€™s growing client offering. At the BBC and for a number of agency clients, Luca pioneered Customer Immersion as a valued corporate investment to go hand-in-hand with an existing research programme. He is also an experienced designer and practitioner of the Deliberative research approach, gathering large numbers of respondents for iterative, qualitative insight to feed into product, service or policy development. Luca will bring his expertise to clients across Verveâ€™s account portfolio. Andrew Cooper, Verve CEO, comments: â€œOur Community Panel approach is all about bringing the voice of the customer in to our clients businesses through tactical research, strategic research and customer immersion â€“ both online and face to face. Lucaâ€™s expertise and leadership in the areas such as customer immersion really helps expand our offering to our clients and he is already busy leading some exciting programmesâ€• For more information please visit: www.addverve.com | @AddverveFollow Market Research World on Twitter or join in the conversation with our LinkedIn Group