

Industry Recognition For InSites Consulting's Insight Activation Studio

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Early March, the German Online Research (GOR) Association rewarded the best of innovation in research with their GOR Best Practice Award. This year, InSites Consulting's Insight Activation Studio took the victory. InSites Consulting showcased the platform at the German Online Research Conference in Dresden, by means of one of their first running Studio's for Danone. And this is not the first time the international market research industry has rewarded the Insight Activation Studio. At the end of 2015, the company already received the ESOMAR Fernanda Monti Award at the ESOMAR General Congress in Dublin.

The Insight Activation Studio is a SaaS solution by InSites Consulting. The goal of the platform is to turn insights into action, a key shortcoming in the research industry according to the recent Impact study by InSites Consulting (in cooperation with Greenbook and Gen2 Advisors). When interviewing more than 185 insight professionals and marketers on their most recent market research project as well as their ideal study, the results showed that research in general underachieves in making a change in executives' minds and actions.

As an industry, we spend \$43,000,000,000 per year on finding insights, according to the 2015 ESOMAR Industry report. But we lock up those insights in PowerPoint reports, making research a one-way, isolated and "actionless" experience says Tom De Ruyck, Managing Partner at InSites Consulting.

Today's research should not focus merely on generating good consumer insights, it should be about how to turn those insights into action, which is exactly what the Insight Activation Studio was designed for. It releases insights to entire organizations, uniting employees around those insights and pushing them to take action, e.g. by liking/ commenting on insights, uploading their own observations and ideas, adds Anouk Willems, Head of Insight Activation Studios at InSites Consulting.

According to the GOR Best Practice Award jury, they awarded the Insight Activation Studio based on three significant research industry supporting features:

- The Studio builds bridges between research and marketing, between agencies and brands, between researchers and research users.
- The Studio makes working with research and insights fun, thus helping client-side researchers to shine within their companies.
- The Studio can be used in almost any business, creating value for a variety of brands and sectors.