

# Insights2020 - Driving customer-centric growth

Issued by [Kantar](#)

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[Insights2020](#) is a global marketing leadership initiative focused on aligning insights and analytics strategy, structure and capability to drive business growth.



The **Insights2020** study will develop the strategic framework, practical guidelines and case studies to help marketing, insights and analytics leaders:

- *Define the role of insights and analytics in driving business strategy and growth;*
- *Build and organise the function - in terms of structure and processes - for success; and*
- *Emulate the leadership competencies and behaviors of over-performing organisations*

[Insights 2020](#) from [Millward Brown Vermeer](#) on [Vimeo](#).

**Millward Brown Vermeer, ESOMAR, Kantar, the ARF and Korn Ferry would like you to participate in the Insights2020 survey and share your vision and expectations on the future of insights and analytics.**

**Insights2020** builds on the findings and success of Marketing2020, which led to the cover story of the best-selling Harvard Business Review issue, [The Ultimate Marketing Machine](#).

All **Insights2020** participants will get exclusive access to findings and recommendations.

Click the button below to take the survey or visit [<http://www.insights2020.org/> insights2020.org]] to learn more. For troubleshooting please contact [info@insights2020.org](mailto:info@insights2020.org). The survey will take no more than 15 to 20 minutes of your time. All responses will be kept completely confidential and will not be attached to individual persons.

Take the survey 

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- **South Africa shines in the global 2024 Kantar Creative Effectiveness Awards** 25 Apr 2024
- **Creative trends 2024: Crafting effective digital ads** 1 Feb 2024
- **Navigating media trends in 2024: adapting strategies for consumer engagement** 25 Jan 2024
- **10 marketing trends for 2024** 5 Dec 2023

#### Kantar

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