The Challenge
Business, Marketing and Insights & Analytics leaders are all asking themselves how to effectively compete and grow their business in a connected society where traditional business value drivers have become a commodity.

Drivers of Customer-Centric Growth
‘Insights2020 – Driving Customer-Centric Growth’ is a global initiative, focused on uncovering the drivers of customer-centric growth. It aims to align strategy, structure, capability and the role of Insights & Analytics to drive business growth. Insights2020 shows what overperforming companies do differently than underperforming companies and will provide practical guidelines and case study examples on how to implement the 10 key drivers of customer-centric growth.

About the Study
Insights2020 is the largest global study of its kind, based on 337 vision interviews with business, marketing and Insights & Analytics leaders; as well as a quantitative survey with 10,000+ respondents from 60 countries. Insights2020 builds on the findings of Marketing2020, which was featured in the July-August 2014 cover story of Harvard Business Review.

Insights2020 is founded by a strong coalition of partners and supported by an Advisory Board including Keith Weed (CMO Unilever), Sir Martin Sorrell (CEO WPP), Diego Scotti (CMO Verizon), Rob Norman (CDO, GroupM), Harish Bhat (GEC, TATA), Julian Prynn (Regional Marketing Director, BAT), Jerry Wind (Professor, Wharton School), Barbara Lamprecht (Director Brand & Strategy, Volkswagen), Tony Fagan (VP, Google), Gayle Fuguitt (CEO, ARF).

http://lnkd.in/insights2020  @insights2020
The findings of Insights2020 are structured along the 3 key dimensions of customer-centric growth: *Total Experience, Customer Obsession and the Insights Engine*. The 10 underlying drivers directly contribute to business growth. The scores indicate how overperforming companies perform on each of the drivers.

<table>
<thead>
<tr>
<th>DIMENSIONS</th>
<th>DRIVERS</th>
<th>SCORES*</th>
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| TOTAL EXPERIENCE    | 1. **Purpose-led**  
Link everything to a clear brand purpose | 80%     |
|                     | 2. **Data-driven customization**  
Creating experiences based on data driven insights | 73%     |
|                     | 3. **Touch point consistency**  
I&A to drive consistency across all touch points | 64%     |
| CUSTOMER OBSESSION  | 4. **Embraced by all**  
Customer Centricity is fully embraced by all functions | 79%     |
|                     | 5. **Leadership priority**  
   a) Customer Centricity is a top priority for leaders  
   b) Incentives are based on customer related KPIs | 91% 45% |
|                     | 6. **Collaboration**  
Work closely with customers | 72%     |
|                     | 7. **Experimentation**  
Embracing risk and experimentation | 40%     |
| INSIGHTS ENGINE     | 8. **Leading role of I&A**  
   a) I&A leading the business  
   b) I&A reports into the CEO | 51% 29% |
|                     | 9. **Unlocking the power of data**  
Linking different data sources to distil insights | 67%     |
|                     | 10. **Critical capabilities**  
   a) Business sense  
   b) 'Wholebrain' thinking  
   c) Storytelling | 75% 71% 61% |

* Data cut September 2015
Now what? Practical guidelines and case study examples to help you grow

Insights2020 has not only uncovered the 10 key drivers of customer-centric growth, but it has also provided practical guidelines and case study examples on HOW to improve your company’s performance per driver. We can work with you to diagnose the current score of your company, identify key growth opportunity areas and develop a pragmatic roadmap to improve, all guided by case study examples of overperforming companies.

Now what? Modeling impact on business growth

Based on our large respondent base, we have created a quantitative model to measure the impact of the 10 drivers of business growth. This allows us to model business growth scenarios based on your company’s current scores and the ambition to improve on the 10 drivers of customer-centric growth.

Insights2020 global quantitative survey respondents breakdown

<table>
<thead>
<tr>
<th>Region</th>
<th>40% Europe, 35% Americas, 25% AMAP</th>
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<tbody>
<tr>
<td>Job - area of responsibiliy</td>
<td>61% Local, 21% Global, 18% Regional</td>
</tr>
<tr>
<td>Job - level</td>
<td>45% Manager, 22% VP/Director, 3% EVP/SVP, 8% C-suite/Board, 22% Other</td>
</tr>
<tr>
<td>Industry</td>
<td>28% CPG, 9% Education, 9% Manufacturing, 8% Business/Financial services, 5% Retail, 5% Technology, 5% Media, 4% Healthcare, 27% Other</td>
</tr>
<tr>
<td>Function</td>
<td>50% Marketing/Communication, 25% Research/Insights/Analytics, 25% General Management/Other</td>
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Join the Movement
There are several ways to leverage Insights2020 and get involved. Insights2020 is not a one-off study, it is a multi-year thought leadership and learning initiative that you can become a part of. Within the Insights2020 platforms we will publish, discuss, co-create, crowd-source, experiment and collaborate. Join the movement!

http://lnkd.in/insights2020  @insights2020

Leverage Insights2020 for your company
Do you want to know how to drive customer-centric growth in your organization? How your organization scores on the 10 drivers? How to best use the practical roadmap to improve on the drivers of customer-centric growth? Insights2020 can offer you practical tools and guidelines on how to do so. Feel free to get in touch to discuss in more detail.

PulseCheck Growth Opportunity Workshop
• In-company PulseCheck quantitative survey
• 5 – 10 vision interviews for opportunity identification and company context
• Workshop moderated by MB Vermeer; challenges & growth opportunities identification
• One tailored data cut for additional benchmark (e.g. industry or country specific)
• Quantified scorecard with 3 growth ambition scenarios based on Insights2020 data model
• PulseCheck report and workshop debrief

Self-Assessment & Opportunity Workshop
• 3 – 5 intake interviews (issues, opportunities, expectations)
• Insights2020 presentation (including selection of most relevant case study examples)
• Workshop moderated by MB Vermeer
• Self-assessment exercises
• Growth opportunity identification
• Workshop debrief

Keynote
• 45min keynote speech
• One tailored data cut (e.g. industry or country specific)
• Q&A / panel discussion

More information, please contact:
Benoit Garbe  Benoit.Garbe@mbvermeer.com
Millward Brown Vermeer  www.mbvermeer.com
Senior Partner
Head of Greater China, and Africa, Middle East, Asia Pacific

Info@insights2020.org  www.insights2020.org