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GRBN News



Three Keys to Building Business Impact

We've just wrapped up fieldwork on the survey we've conducted into building business impact with insights. Our initial analysis of the data sheds some interesting light on this issue, specifically when it comes to the building blocks for having more impact. The first of these concerns how Insights is organized... [Read more](#)

How do you demonstrate the ROI of insights?

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Building Business Impact – The only KPI Insights really needs

We are calling Insights leaders to make business impact their key KPI for 2020. The ROI of Insights can and should be measured in terms of value to the business and not just budget efficiency.

This was the topic of my recent keynote address at the RANZ New Horizons Conference in Auckland. Metrics was also a topic in a recent [article in Quirks](#). As part of their recent survey, they had asked Insights leaders about 'the key metrics against which their marketing research and insight function is judged?' The conclusion Quirks came to was that it is currently 'unclear'. [Read more](#)



Featured Guest



Marketing is Morphing. Insight Departments Must Evolve Too

Andrew Grenville, Maru/Matchbox

"Why more brands are ditching the CMO position" was the headline of a recent Ad Age article. It reports: "Several big-name companies have recently done away with the CMO position altogether—including Johnson & Johnson, Uber, Lyft, Beam Suntory, Taco Bell and Hyatt Hotels, accelerating a trend that began a few years ago."

The force behind this trend has important implications for the insights industry too." ... [Read more](#)

APRC / Asia Pacific



The 10th APRC Conference and Summit - Great things are happening in APAC

I've just had the pleasure of attending both the APRC/AMSRS and RANZ conferences. Both had excellent content and I can certainly recommend that you attend both conferences next time they are held if you get the chance. I was also honoured to be invited to the APRC Committee meeting held the day before the APRC/AMSRS conference.

I must say that I was very impressed with the work being done by the national associations in this region, in particular in the field of data analytics/science. ... [Read more](#)

ARIA / The Americas



Top 9 Most Important Business Intelligence Trends for 2020

Knowledge is the most valuable asset in both life and business. Whether we like it or not, our modern-day existence leaves a digital fingerprint that reveals virtually everything about us. And from a business standpoint, this is more than any entrepreneur could hope for – an opportunity to collect and analyze data on customers, competitors, and markets.

It's no wonder then that business intelligence (BI) is booming. Having already revolutionized decision making, the many technologies and practices for data collection and analysis are growing more powerful by the minute. ... [Read more](#)



Is MR capable of changing the world for the better?

A special issue of the International Journal of Market Research of the British Market Research Society will focus on the contribution of market research to international development. We are interested in the role of market research in promoting gender equality, health, eradication of poverty, good governance and economic and human development. Is MR capable of changing the world for the better?.....

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Featured Events



Insights Association's CEO SUMMIT EUROPE

Edinburgh, UK, September 11-13 [Find out more and register](#)



Creating Competitive Advantage - Insights Association's Corporate Researcher Conference

Orlando, Florida, USA, October 22-24 [Find out more and register](#)

