

# What is the future of insights and analytics?

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Bizcommunity has partnered with Millward Brown in South Africa to conduct 'Insights2020 - Driving Customer-Centric Growth' - a global marketing leadership initiative aimed at helping business leaders decode how insights and analytics can help drive business growth.



The research - [which Bizcommunity readers can help shape by taking part in the project](#) - will reveal how the media and marketing industry envisages the future of insights and analytics.

The study's advisory board is headed up by Unilever Chief Marketing and Communications Officer Keith Weed. He will be joined by business and academic leaders including WPP's Sir Martin Sorrell, Verizon Chief Marketing Officer, Diego Scotti, GroupM Chief Digital Officer, Rob Norman, VW Brand and Marketing Strategy Head, Barbara Lamprecht and Google VP of Research, Tony Fagan.

"As business leaders face unprecedented complexity and disruption, they need to align research, analytics and brand knowledge to support planning, decision making and business growth," said Frank van den Driest, Millward Brown Vermeer's Chief Commercial Officer and [Insights2020](#)'s global programme leader.

"Through in-depth discussions with marketing and insights leaders, complemented by case studies and quantitative findings, we'll uncover how over-performing organisations are approaching insights and analytics differently, and offer leaders a framework for success."

The report will build on the findings of the [Marketing2020](#) report.

The findings of the research will be shared by Bizcommunity with survey participants gaining exclusive access to findings and recommendations.

**[Click here to take the survey](#) - which should take 15-20 minutes - or visit the [Insights2020 website](#) to learn more.**

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