



Program introduction

Client Name

May, 2015

Agenda

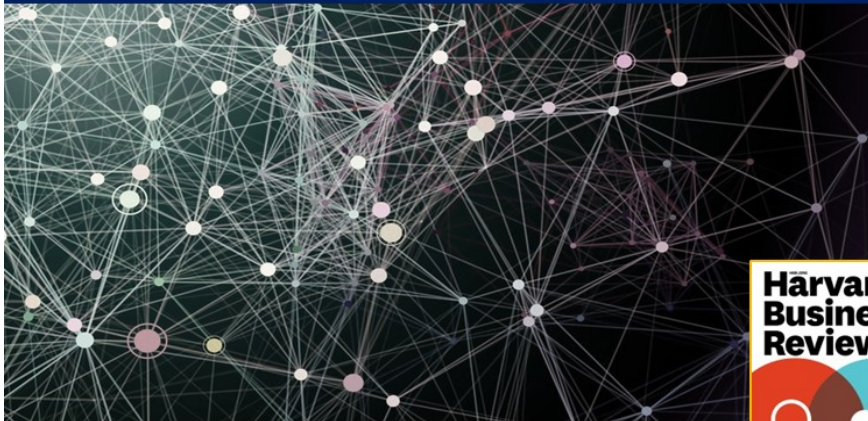
60 minutes

1. Welcome and introductions
2. Objectives, scope and approach
3. Participation

Follow-up on Marketing2020

Data rich, often insights poor to understand the true

Big Insights



Doing More with Less



Enabling Technology



Ability to Stay Current



Insights2020 Scope & Approach

Vision, Learnings & Best practices

From / For

On Insights & Analytics (I&A)

Linked to / Correlated with



Advisory Board & Founding Partners



Partnership to lead Insights2020



Advisory Board



Keith Weed – **Unilever**
Chief Marketing Officer
Chairman



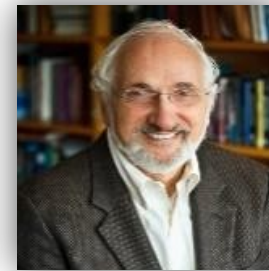
Sir Martin Sorrell – **WPP**
CEO



Diego Scotti – **Verizon**
Chief Marketing Officer



Julian Prynn – **BAT**
Marketing Director Middle East



Jerry (Yoram) Wind – **Wharton**
Lauder Professor
Professor of Marketing



Harish Bhat – **TATA**
Group Executive Council



Gayle Fuguitt – **ARF**
CEO and President



Rob Norman – **GroupM**
Chief Digital Officer



Tony Fagan – **Google**
VP of Research



Barbara Lamprecht – **Volkswagen**
Brand and Marketing Strategy (VMQ)

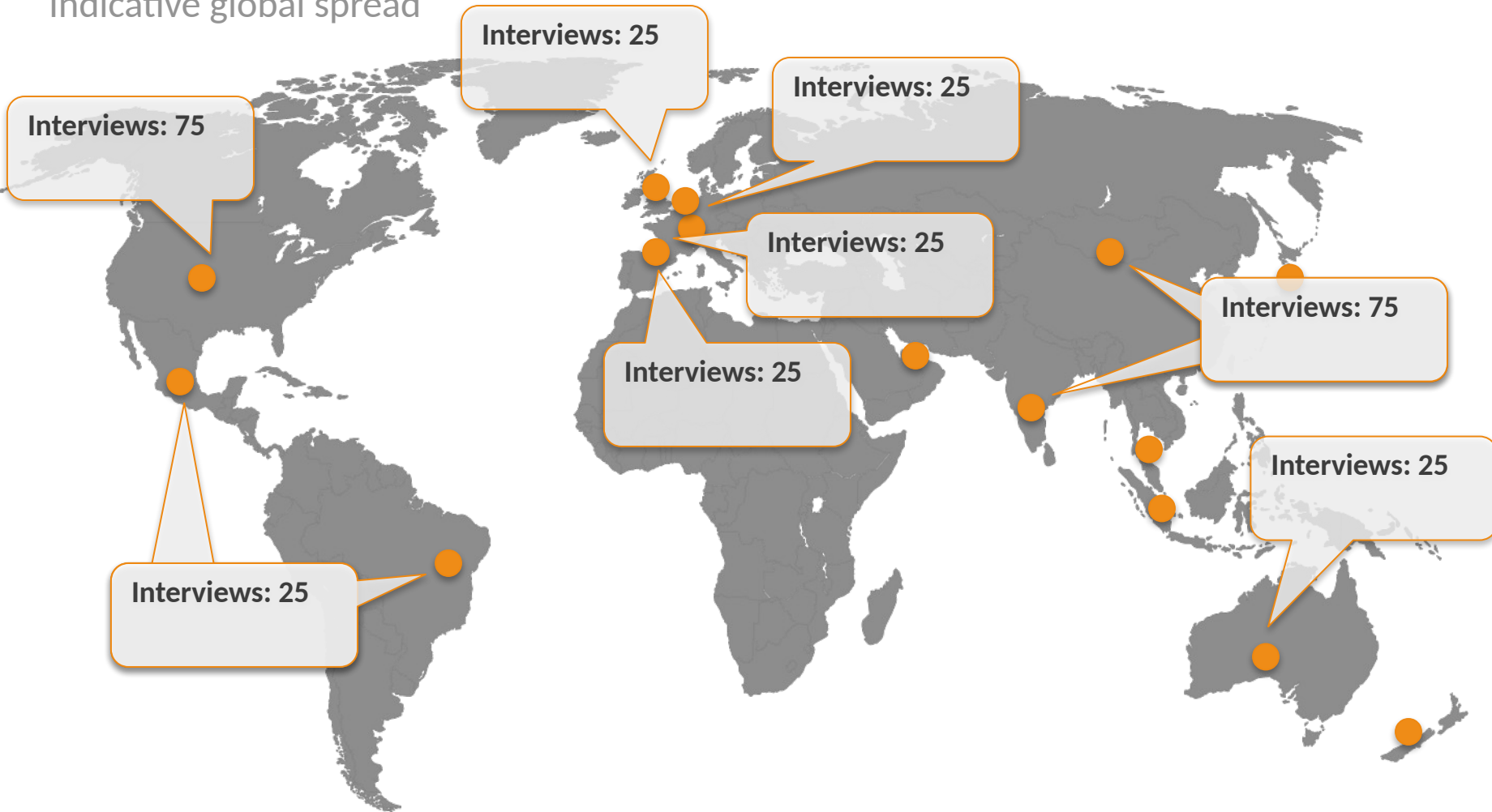
Program Design & Timing

Insights2020 key phases:

Insights2020							
	Mar	Apr	May	Jun	Jul	Aug	Sep
1. Building the Coalition							
2. Designing the program							
3. Fieldwork: QUAL interviews							
4. Fieldwork: QUANT Surveys							
5. Top line results							
6. Presentation of findings							

300+ CMOs, CMI's, CEOs and KOLs contributing in Vision Interviews

Indicative global spread



Vision Interviews



Participation

- A select group senior business leaders
- Covering the future role, structure and capabilities of insights & analytics, in better driving customer-centric growth and improving ROI.
- How to contribute:
 - 60 minute Insights2020 vision phone interview
 - You will also be invited to take a 15 minute quantitative online survey
- Benefits of participating
 - full report & access to resource center
 - having the opportunity of spreading the link for the quantitative survey within your company, allowing a 'pulse-check' summary for your own organization or sector.

Survey & Organizational Pulse-check

Optional Benchmark

- Benchmarking your own organization against entire study and top performing companies at key metrics.
- Relevant people within your organization to **receive a link to the survey that we will provide** (specifically for your organization).

NOTE: minimum company size = 5000+ employees;
response sample size > 50 net

- You will receive a summary report (see Exhibit 1) for your organization on key aspects and key metrics from the study results and we will organize a working session to discuss the outcome and possible implications.



Exhibit 1.

For more information visit

www.insights2020.org