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## In a changing market, European research agency InSites Consulting broadens its offering

European market research agency InSites Consulting has announced it is to expand its range of services from November, including marketing consultancy

One of the major changes in the market research industry today is the higher value and broader service customers expect from their agencies.

Joeri Van den Bergh, Managing Partner at InSites Consulting says that they noticed a shift starting some time ago. "Today our clients want us to surpass merely presenting findings in an attractive format. Research insights should be translated into actionable insights. Apart from vivid storytelling, researchers of the next generation need to adapt consultancy methods to ensure full organizational uptake of what our clients have learned from research. InSites Consulting wants to put the consumer into our clients' boardrooms. By offering consultancy services we re-connect marketers with their audience."

In November Polle de Maagt joined InSites Consulting as a Marketing consultant to support this positioning. De Maagt brings a formidable track record of previous consulting work with major brands such as Nike and KLM. He will support InSites Consulting's existing Brand & Communication and Youth & Trends teams and will join Steven Van Belleghem in his Conversation Manager philosophy to help organizations get ready for the conversation age.

After being a freelance social media consultant for major brands such as Nike, Philips and Randstad for several years, Polle de Maagt worked for youth trendwatching agency Trendwolves, where he analyzed European youth trends.

Immediately before joining InSites Consulting, de Maagt was strategist/creative technologist at Leuven/Amsterdam-based advertising agency Boondoggle where he worked for Nike, Rabobank, KLM/AirFrance and the Dutch Government.



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### **InSites Consulting**

InSites Consulting is a fast-growing, global, online marketing research agency, delivering comprehensive solutions and advice to world leading brands in nearly all industries. Our mission is to challenge conventional marketing & research wisdom by putting conversations and storytelling at the heart of our thinking and acting. We stay ahead of the game via our ForwaR&D lab, co-creating state-of-the-art research solutions together with clients, suppliers, academics, consumers, and professional organizations. Over the last 3 years, we received no less than 11 awards from different internationally well-respected bodies such as AMA, ARF, ESOMAR, MRS, Media Marketing, MOA, SPSS, AMMA, and eConsultancy. We do not believe in 'one-size-fits-all' solutions, emphasizing the need for customization and consulting in formulating answers to marketing challenges. Being fully independent, we stand for flexibility and long-term focus. We are headquartered in Belgium, having offices in the UK, France, the Netherlands, and Switzerland. More information on our site [www.insites.eu](http://www.insites.eu) and our blog <http://blog.insites.be>