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## **InSites Consulting launches MC DC “Marketers & Consumers, Digital & Connected”**

InSites Consulting launches MC DC “Marketers & Consumers, Digital & Connected”. The report deals with 17 challenges that digital media marketers are currently facing. The survey is carried out in 16 European countries in a partnership with IAB Europe. MC DC is available from September 2009.

### **The launch of MC DC “Marketers & Consumers, Digital & Connected”**

InSites Consulting launches MC DC “Marketers & Consumers, Digital & Connected”. In 1999 InSites Consulting began to research digital media and the marketing landscape in Belgium. 10 years and 18 BIM/BMM reports later, MC DC is launched.

“A lot of market research reports and articles are available including adoption figures on digital media,” says Gianni Cooreman, Director Digital Media at InSites Consulting. “Examples are the number of people on social networks, which activities are done online, how mobiles are used ...” But very few reports go beyond these figures. It is a fact that consumers live and interact with other people and brands in the virtual world and marketers are often guessing the answers to vital questions. How can I use social networks to reinforce my brand? How can consumers co-create via digital channels? How can I have my brand approved to enter consumers’ virtual world? How do I integrate mobile and location-based services in my marketing mix? ...

In order to answer these questions, we are launching MC DC “Marketers & Consumers, Digital & Connected”.

### **17 digital media challenges for marketers**

17 topics have been defined based on conversations with marketers. These topics concern challenges currently faced by brands, marketers and companies trying to enter the digital world of the consumer.

Some examples of topics are:

- Emancipated consumers: from shouting to building
- Interactive content on the move: the mobile future
- Building future proof brands: social influence marketing
- Enforcing customer loyalty through digital media
- Co-created product innovations leading to better brand experiences

You can find a full list of topics and their detailed content on [www.insites.eu/mcdc](http://www.insites.eu/mcdc).

### **IAB Europe Partnership**

As we set up MC DC, we entered into a partnership with IAB Europe. IAB Europe is the leading trade association of the European digital and interactive marketing industry. The survey is carried out in 16 countries: Belgium, The Netherlands, France, UK, Germany, Italy, Spain, Greece, Denmark, Norway, Sweden, Finland, Switzerland, Poland, Romania and Hungary.

By conducting the survey at a pan-European level, it is possible to compare data between countries and identify trends.

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### **A mix of quantitative and qualitative research at a European level**

The MC DC report is based on the results of quantitative and qualitative research that is complemented by secondary sources, expertise and cases.

On a quantitative level, an online survey is carried out with 32,000 internet users (15+) in cooperation with IAB Europe in 16 countries.

On a qualitative level, a bulletin board for 200 European digital media users is activated for 6 weeks. A bulletin board is an online qualitative research method that allows us to obtain an in-depth understanding through discussions with several participants over a longer period.

All survey data are collected in June and July 2009.

### **Practical info on MC DC**

The MC DC report costs 4,000 Euro, which includes a digital version (PDF) of the report and access to all research data via our online reporting software. The report is available from September 2009.

If an order is placed before 1 July 2009, the report includes an invitation to a webinar in September presenting the main insights from the report. You can place your order online at [www.insites.eu/mcdc](http://www.insites.eu/mcdc).

A selection of research data is available online via a free LINK Account. You can register at [www.insites.eu/mcdc](http://www.insites.eu/mcdc).



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### **InSites Consulting**

InSites Consulting is a leading market research company in the field of online market research with a strong international position. It was created as a spin-off from the Vlerick Leuven Gent Management School. Via an online community TalkToChange comprising more than 2,000,000 panel members spread over 25 European countries, both quantitative and qualitative online marketing research is conducted. InSites Consulting has 75 highly educated and experienced employees working in offices in Ghent and Rotterdam. InSites Consulting stands for expertise and consulting driven by innovation, excellent customer service and quality-orientation. For more information, visit our website [www.insites.eu](http://www.insites.eu) and our blog <http://blog.insites.be>