



InSites Consulting wins another award

Wednesday night InSites Consulting won the MOA Innovation Award 2012. This prize is awarded by MOA (the Dutch Market research association) to the company which created added value in the past year by learning from consumers in an innovating, positive and striking way.

The winning case: Gamification in MROCs

The InSites Consulting case has to do with gamification (= usage of game techniques in order to engage people) in online research communities (MROCs), in the entire research process: both in data collection, interpretation and reporting.

The data collection and interaction with participants is gamified at several levels. Examples: participants get challenges rather than questions, and they 'fight' each other to enter the best insights. Furthermore participants 'unlock' all the more information as they contribute themselves, which results in rewards. What's the result of all this? Data which is 7 times as rich!

Elias Veris, Senior Research Innovator at InSites Consulting: *"By integrating gamification at different levels in MROCs, we totally transform the experience of doing research. We move on to an experience which research participants really like, which entails better results".*

After the collection the data also needs interpreting and reporting. To this end InSites Consulting developed a game which allows participants to contribute themselves to the interpretation: the "crowd interpretation game".

"During the game the participants interpret the other participants' data, which can lead a 20% increase in insights." explains Annelies Verhaeghe, Head of Innovation. *"This is 20% of insights we might have missed as researcher, so we work more efficiently with the available data."*

The last stage, the interaction with the client, has also partly been gamified. By asking several stakeholders to play a game beforehand, they discover what they do not know yet (or what they incorrectly assume they do know), which creates more openness for the results. The final workshop is also turned into a game, so that everyone gets the most out of the results. This entails more research impact than ever before.

Tom De Ruyck, Head of Research Communities: *"The fundamental integration of gamification in the entire research community process is a major challenge, one that we believe in, and one that brings us results on a daily basis."*

The final judgment of the jury:

"InSites Consulting has created a methodology which is capable of bringing fundamental changes to the way the industry sees research. Furthermore it is impressive that not only one part but the entire process of an approach is innovated and improved."



5 MOAwards in the past 4 years

In the past 4 years InSites Consulting was nominated 7 times and effectively won 5 awards at the MOAwards. An overview:

- **2009:** *Agency researcher* of the year: Christophe Vergult, Managing Partner InSites Consulting and Feedback Innovation Award: [Social media Nethnography case](#) with RTL the Netherlands. More information [online](#).
- **2010:** [Nominated](#) as *Market research agency* of the year
- **2011:** *Market research agency* of the year and *Agency researcher* of the year: Kristof De Wulf, CEO InSites Consulting. More information [online](#).
- **2012:** Innovation Award: Gamification in MROCs and nominated for the Innovation Award: Social Media case with RTL the Netherlands

Ramon Pardo, Managing Director InSites Consulting the Netherlands about InSites Consulting's presence at the MOAwards: *"Competing for these awards is not simply a possibility; it should be an inspiration for any agency. Participating means you are willing to take part in the further development of our business and says a lot about your contribution as an agency."*

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About InSites Consulting:

InSites Consulting was founded in 1997, and although a market research agency its founders never really had the ambition of being market researchers. InSites Consulting is in fact a crazy mixture of academic visionaries, passionate marketers and innovating researchers, all determined to tackle the status-quo van of market research.

In the past 10 years the company has grown an amazing 35% every year. Today they are more than 130 collaborators in 5 offices (Belgium, the Netherlands, the UK, Romania and the US). Their energy is generated by assisting world brands in the improvement of their marketing and in reaching consumers all over the world. The InSites Consulting work has already been rewarded with no less than 15 international awards.

The recipe to success: constant enthusiasm, a lot of hard work, a sharing culture, and permanently innovating research methods and leading marketing ideas. And last but not least: positively surprising customers on a daily basis.

More info: www.insites-consulting.com - Twitter: [@InSites](#)



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