



Wednesday, March 09, 2016

Alieke Stubbe (InSites Consulting) awarded as Febelmar Young Talent of 2016

On Thursday February 26, at the annual Febelmar Congress in Brussels, Alieke Stubbe (Qualitative Research Consultant at InSites Consulting) was rewarded the first Febelmar Young Talent Award. For this 2016 edition of the Febelmar Congress, Febelmar introduced the Young Talent Award, inviting young researchers (aged -30) to present their big idea for the future of market research.

Alieke Stubbe, who joined InSites Consulting mid-2015, presented 'What's the price of privacy?'

Every day we continuously interact with technology by using our smartphones, wearing activity trackers and being online every single moment of the day. We still need PIN codes and passwords or need to carry extra devices, which can be rather messy. Some applications are already speeding up the process by using fingerprint or eye-scan identification. But wouldn't it be easier for all of us if we could constantly carry an *always-on* device?

In comes the market research chip: a chip so smart that it captures your behavior, the brands you use, your emotions, moods, thoughts and attitudes. A chip that can connect with your debit card, smartphone, car and even your home security system. A chip that tracks your expenses in a personal way and can provide customized services (e.g. bank accounts, insurances, etc.). All these metrics that are tracked can be used anonymously for commercial purposes (like in traditional market research), but of course they can also be viewed by the chip carrier (i.e. the participant).

How much would you want for having a (market research) chip implanted in your wrist, tracking your every movement? What would be a fair transaction between research agency and participant?

Her fellow candidates were Bert Hendrickx from GfK and Maarten Elen from Haystack. After the 5-minute pitches, a client-side research professionals' jury selected Alieke Stubbe as the Febelmar Young Talent of 2016.



What the jury said

InSites Consulting, Haystack and GfK all three sent an enthusiastic and passionate researcher to talk about the future of market research: Nanno Palte - Group MI manager Puratos and chairman of the jury - declared that the jury of 10 market intelligence and research professionals was the most impressed with Alieke's dynamic contribution and her specific example to implant a chip which gathers behavioral data on an individual level.

About Alieke Stubbe

Alieke Stubbe joined InSites Consulting as a Qualitative Research Consultant, after completing a master in industrial psychology & human resources and a postgraduate in marketing management. As part of the InSites Consulting Technology & Services team, she is currently working for a range of local and global clients (AXA Insurances, Adecco, MasterCard, Baloise, etc.).

Questions? Get in touch!

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