

Creative Insights division adds to Springleap's offerings in Africa

Utilising the crowdsourcing model Springleap previously used for design challenges, it has launched its Creative Insights Division, where clients can plug into the co-creation community as an insights platform for research and qualified feedback. In conjunction with the launch of the Creative Insights division, it is also launching its first product, a monthly syndicated Trend Report covering localised perspective on marketing and brand activity and cultural trends. Leading the new division are recently hired research executives from research houses TNS, Millward Brown and Nielsen, including MD and Head of Commercialization, Trevor Wolfe and Research Lead, Remon Geyser.

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