



### About GRITscape

We launched the GRITscape in 2018 as a fun way to visualize the topography of the insights landscape by showing how both buyers and suppliers categorize themselves, and how those categories relate to one another.

In 2020 we're continuing the process with a lumascape that is changing as the industry changes, using the metaphor of a map with shifting borders and populations. And because we think it's cool, we doubled-down on the use of a "Game of Thrones" type fantasy world map as the context for the visualization.

Organizations are clustered based on which category most respondents from each company self-selected as the best fit. Supplier categories are laid out along the service-technology dimension (vertical). Client categories represent the different roles internal insights departments can play within organizations on a strategic-tactical continuum.

Relative placement and size of logos have no defined meaning and are only driven by design considerations.