

InSites Consulting Further Strengthens its Global Footprint

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Global marketing research agency InSites Consulting further strengthens its global consumer collaboration capabilities by extending its proprietary Global Community Moderator Network in Asia-Pacific and by entering a long-term strategic partnership with Sydney-based boutique agency Direction First.

Strategic partner in Australia and New Zealand Sydney-based boutique agency Direction First already introduced Consumer Consulting Boards in Australia and New Zealand at the end of 2011. After a successful collaboration on joint R&D projects (resulting in AMSRS and ESOMAR papers) and on client communities for Campbellâ€™s, IAGâ€™s direct insurance arm, Clorox and many more, the agencies have aligned on a long term strategic partnership agreement. Tom De Ruyck (Managing Partner & Head of Consumer Consulting Boards at InSites Consulting) comments: â€œDirection First is an agency with the same vision on the future of research and marketing. This is just the logical next step. We feel the vibe in the APAC region and it is great to witness the rapid growth in the openness towards research communities. I am looking forward to continuing â€œThe Consumer Consulting Boardâ€™ story in Sydney, Jakarta and Tokyo in the coming months.

Erica Van Lieven (Managing Director at Direction First) about the partnership: â€œIt is great to work together with the global thought leaders in the field of consumer collaboration and online research communities, to leverage over 8 years of experience and best practices resulting from more than 500 communities. We are proud to offer our clients such a state-of-the-art co-creation experienceâ€™. Consumer Collaboration in Asia-Pacific InSites Consulting has gathered, trained and certified a team of more than 50 professional local moderators in the region to manage research community projects in both established (Japan, China, Indiaâ€™) and emerging (Indonesia, Malaysiaâ€™) research markets. The moderators are experienced qualitative researchers with first-hand knowledge of their local market and culture. They are trained to apply the proprietary InSites Consultingâ€™s research community approach and were certified after examination. Strengthening this resource was a strategic priority, given the rapidly expanding interest of (global) clients in the region. Christophe Vergult (Managing Partner & Head of Global Development at InSites Consulting) states: â€œBy extending our global network and having a strategic partner in the region, we will be able to serve our global clients even better than before. The expansion of our network allows us to run consumer collaboration projects not only in APAC but on all continents simultaneously in an efficient and high-quality mannerâ€™. The Consumer Consulting Board approach will be showcased at the Best of ESOMAR Australia, ESOMAR APAC Conference, ESOMAR Best of Japan and the monthly #JMRX event. For more information please visit: <http://www.insites-consulting.com/> | @InSites