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InSites Consulting wins MOAwards: Marketing Research Agency & Agency researcher of 2011

On June 15, MOA (the Dutch Market Research Association) announced its winners of the fourth edition of the MOAwards. InSites Consulting, the international marketing research firm won two of these annual prizes for marketing research firms in the Netherlands.

Research Agency of the year: InSites Consulting

The jury described InSites Consulting as an organisation that is 'passionate to the end'. In 2010 this was translated into a 45% growth. The unlimited energy of the fast-growing company was praised. It's a matter of choosing the right team and of always looking towards the future, says business director Ramon Pardo: "Right now we are celebrating, but tomorrow we're ready again for the next challenge."

Last year InSites Consulting was one of the nominees. We already noticed then that the organisation is passionate at every level. As a company they wish to conquer a tough position on the Dutch market, with many tools developed in Belgium. InSites Consulting wants to follow the consumers from close-by and invite them into the boardrooms. Look, these are your consumers and this is what we know about them. And it's necessary to follow those consumers from close-by since it's the only way to catch the rapid developments and the unpredictable and broad vision of that consumer. InSites Consulting does so mainly aided by digital means, in communities. And the clients seem to understand this, as demonstrated by the 45% growth in 2010. The fact that InSites Consulting has also impressed colleagues in the sector is proven by their impressive series of awards.

Agency Researcher of the year: Prof. Dr. Kristof De Wulf, Managing Partner and Country Manager of the Dutch office

Kristof is one of InSites Consulting's founders. The jury somehow feared that Kristof therefore spends more time on management than on proper research. But nothing could be further from the truth. The main part of his time is spent on research projects for clients, where he dives in with his consumers.

Kristof sees beyond the job's boundaries, he moves boundaries, literally from Belgium to the Netherlands, but also within the companies he advises. He is no atypical market researcher but someone who widely spreads the research sector across organisations, through his advice and his many publications and workshops. His target is to get a 'result'. Market research to him is a means to encourage companies to get into conversation with their consumers.

The jury: "We chose someone who is closely involved in innovations, who can inspire us when presenting them. Someone you can listen to for hours, from whom you can learn something from in every sentence. Someone with valuable insights and visions, which he translates into market research and its development. An evangelist for the sector as it will continue to exist. He is a playing captain, he shows leadership. He has already won his spurs in education, science ... it's Kristof De Wulf!!"

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Contact:
Prof. Dr. Kristof De Wulf
Managing Partner & Country Manager NL
Kristof.dewulf@insites.eu
T +32 9 269 15 03 | M +32 496 232 920

InSites Consulting

InSites Consulting is a fast-growing, global, online marketing research agency, delivering comprehensive solutions and advice to world leading brands in nearly all industries. Our mission is to challenge conventional marketing & research wisdom by putting conversations and storytelling at the heart of our thinking and acting. We stay ahead of the game via our ForwaR&D lab, co-creating state-of-the-art research solutions together with clients, suppliers, academics, consumers, and professional organizations. Over the last 3 years, we received no less than 12 awards from different internationally well-respected bodies such as AMA, ARF, ESOMAR, MRS, Media Marketing, MOA, SPSS, AMMA, and eConsultancy. We do not believe in 'one-size-fits-all' solutions, emphasizing the need for customization and consulting in formulating answers to marketing challenges. Being fully independent, we stand for flexibility and long-term focus. We are headquartered in Belgium, having offices in the UK and the Netherlands, New York office opening in 2012. More information is available on our website www.insites.eu and blog <http://blog.insites.eu>.