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InSites Consulting opens offices in London and Geneva

On 1 July 2009, InSites Consulting will open offices in London and Geneva, in addition to the already existing offices in Ghent and Rotterdam. These new InSites Consulting offices meet the needs of existing clients who are based in the area and are an investment in InSites Consulting's further internationalisation. This decision underlines the success story of the Rotterdam based office opened on 1 August 2008.

New offices in London and Geneva

On 1 July 2009, InSites Consulting will open offices in London and Geneva, in addition to the already existing offices in Ghent and Rotterdam. InSites Consulting is a full service market research company, originated in Belgium but 75% of the turnover is generated outside Belgium. Major international clients have offices and departments in the Netherlands, but also in the United Kingdom and Switzerland. By opening an office in the area, InSites Consulting is able to provide a better service to existing clients. Both London and Geneva open up interesting markets for research in view of the many headquarters of international companies based there.

"The opening of these 2 new offices is the logical result of our growth objectives," says Tim Duhamel, CEO of InSites Consulting. "A local team of consultants will be developed who look after the client contacts and manage projects with the support of the team in Ghent. Our centralised approach is the ideal foundation to work for international companies and headquarters.

Our base line, 'taking research forward', stands for a forward looking focus on innovative market research in which traditional and new methods, innovations and expertise are combined into a tailor-made solution for our clients. Our ForwaR&D Lab often plays an important role in this, especially in so-called 'fusion' research projects in which we collaborate with clients.

Recent examples include:

- fine-tuning of online discussion groups in co-operation with Heinz concerning their brand in 6 European countries;
- testing a strategic brand positioning tool in co-operation with Heineken in Spain;
- observing social media via text analytics in co-operation with RTL Nederland.

We also work intensively on R&D projects with universities and business schools over the whole world such as the Universiteit van Maastricht, Bauer College of Business (University of Houston), Essec, Vlerick Leuven Gent Management School and Smeal College of Business (PennState University)."

The success of Rotterdam

Rotterdam's success was a contributing factor in our choice to open extra offices in London and Geneva. The InSites Consulting Rotterdam office was established on 1 August 2008 and is managed by Ramon Pardo, Country Manager for the Netherlands. The Rotterdam team will be strengthened from 1 August by Martijn van Bijnen, an experienced market researcher and ex-Research International employee.

The crowning glory in Rotterdam is our double nomination for the MOAwards, which are awarded every year by the MOA (Center for Marketing Intelligence and Research). First, Christophe Vergult, Managing Partner, was nominated for market researcher of the year. And secondly, our RTL Nederland Case has been nominated for the SPSS Feedback Innovation Award. The winners will be announced on 18 June.

The Dutch client portfolio includes Unilever, Heineken, Albert Heijn, Heinz, Danone, PepsiCo, Koninklijke Peijnenburg, ING, RTL, Sara Lee, PON, PCM uitgevers, Agis, Coca Cola, Pfizer, MSD,...

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London and Geneva led by managing partners

Christophe Vergult and Niels Schillewaert, both Managing Partners, are responsible for the development of the offices in London and Geneva respectively. This implies a strong involvement of the management at the start-up of the two offices and guarantees InSites Consulting's values and culture are respected in these international offices.

Christophe Vergult, Managing Partner on the office in London: "With Hakim Zemni (Senior Research Consultant), Tom Goderis (Research Director) and Magali Geens (Research Director – Health) the UK team has considerable research experience spread over different sectors such as media, FMCG, health and services. These research directors all work in their field for international clients".

Niels Schillewaert, Managing Partner on the office in Geneva: "With Delphine Van Tomme (Senior Research Consultant) & Filip De Boeck (Managing Partner) our team in Switzerland will be a mix of experience, skills and interests, just as the UK team. In this way we are able to repeat what InSites Consulting is good at, i.e. serving headquarters on a high-quality methodological level".

InSites Consulting opens its offices in London and in Geneva on 1 July. More practical information about these offices is available on www.insites.eu.



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InSites Consulting

InSites Consulting is a leading marketing research company in the field of online market research with a strong international position. It was established as a spin-off of the Vlerick Leuven Gent Management School. Via an online panel comprising more than 2,000,000 panel members spread over 25 European countries, both quantitative and qualitative online marketing research is carried out. InSites Consulting has 75 highly-skilled and experienced employees with offices in Ghent, Rotterdam, London and Geneva. InSites Consulting stands for "passion, openness, dedication & forward thinking". More information on www.insites.eu and our blog <http://blog.insites.be>