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InSites Consulting opens New York office in 2012

Underlining its ambition to provide a truly international service to global firms, pioneering marketing research company InSites Consulting has announced plans to open offices in the US. Adding to its current presence in Belgium, the Netherlands, the UK and Romania this US office will boost the agency's ability to connect with and service key decision makers in global consumer companies.

"If we take our claim seriously of becoming a true business partner to our global clients, we need to make sure we have the right competences available where our clients operate", says Managing Partner Christophe Vergult, responsible for the agency's international development. "The InSites Consulting offering is wide and innovative, spanning all marketing domains. We recently complemented our research toolbox with a consulting offering helping companies to manage conversations about their brands. This requires large teams of senior and well trained professionals with strong client networks."

This analysis has led to the decision to cross the Atlantic and open the New York office in early 2012. The stateside opening follows several years of rapid and continuous growth and expansion in Europe.

The growth challenges of key clients of InSites Consulting increasingly require a true connection with consumers in both large and emerging consumer markets. "InSites Consulting will speed up its investments in access to consumers in emerging markets. This also implies a further expansion of our already multi-national consulting team", explains Christophe Vergult.



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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 11 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, France, the Netherlands, and Switzerland. More information on our site www.insites.eu and our blog <http://blog.insites.be>