MEDIA KIT

Boiler plate

Approved company descriptions for use in press releases, event programmes, partner materials and bylines. Use them as written.

Short — one sentence (32 words)

Decision Lab is a market research and consulting firm in Vietnam, turning complexity into clarity with data, insights and strategy built for Southeast Asia's most dynamic markets.

Medium — one paragraph (72 words)

Decision Lab is a market research and consulting firm founded in Vietnam in 2009 as a joint venture with the European research group Epinion. It built the country's first online panel in 2013 and became the market leader in tracking digital advertising and online audiences in 2016. Today it works with more than 275 clients across ten industries, through four practices, on questions of brand health, category growth, customer experience and marketing effectiveness.

Long — three paragraphs (150 words)

Decision Lab is a market research and consulting firm founded in Vietnam in 2009 as a joint venture with the European research group Epinion. The firm set out to rethink how businesses understand their markets: it built Vietnam's first online panel in 2013 and, by 2016, led the market in tracking digital advertising and online audiences.

Its work spans brand tracking, category deep-dives and bespoke research programmes, always toward one outcome: clarity a client can act on. Exclusive partnerships extend that reach — with YouGov since 2020, bringing real-time brand tracking to Vietnam, and with Meta since 2024, introducing next-generation marketing mix modelling to the market.

Decision Lab today serves over 275 clients across ten industries, delivered through four practices and more than 800 projects, from offices in Ho Chi Minh City.

House style

- **Decision Lab** — two words, both capitalised. Never "DecisionLab" or "Decision lab".
- Takes a singular verb: "Decision Lab is", not "Decision Lab are".
- No legal suffix in editorial copy. Use the registered entity name only where a contract or filing requires it.
- First mention in full; "the firm" or "Decision Lab" thereafter. Avoid "DL" in external copy.
- Research is attributed to Decision Lab, not to an individual, unless a named spokesperson is quoted.

Attribution

Cite findings as **"Decision Lab"**, with the study name and period where one applies — for example, "Decision Lab, The Connected Consumer Q4 2024". Work published with a partner carries both names, in the order the report itself uses.

Contact

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