MEDIA KIT

Company fact sheet

We turn complexity into clarity — with data, insights and strategy designed for Southeast Asia's most dynamic markets.

275	04	800+	10
clients	practices	projects	industries

At a glance

Founded	2009, in joint venture with the European research group Epinion
Headquarters	Ho Chi Minh City, Vietnam
What we do	Market research and consulting — brand tracking, category deep-dives and bespoke research programmes
Markets	Vietnam and Southeast Asia
Chief executive	Thue Quist Thomasen
Partnerships	YouGov (since 2020) · Meta (since 2024) · Epinion

Vision

To revolutionise decision-making across Southeast Asia by delivering agile, connected and decision-focused market research solutions.

Mission

We empower businesses to navigate the complexities of Southeast Asia's dynamic markets by providing agile, connected and decision-focused market research solutions. Through our exclusive partnerships and our commitment to digital innovation, we enable our clients to make informed decisions that drive growth and success.

Values

Agile · Ambitious · Curious · Rigorous · Truth seeking

Decision Lab

FACT SHEET

Milestones

2009	Founded in Vietnam as a joint venture with the European research group Epinion
2013	Developed the first online panel in Vietnam
2016	Market leader in tracking digital advertising and online audiences
2020	Partnership with YouGov, bringing real-time brand tracking to Vietnam
2024	Partnership with Meta, introducing next-generation marketing mix modelling to Vietnam

Practices

- Insight Velocity Practice
- Experience Economy Practice
- Education Practice
- Finance Practice

Industries covered

- Automotive
- Digital Platforms
- Education
- Finance & Banking
- FMCG
- Food & Beverage
- Health & Wellness
- Media & Entertainment
- Real Estate
- Travel & Tourism

Solutions

Explore growth opportunities	Dynamic segmentation · Category entry point optimisation · Customer journey mapping
Measure what matters	Real-time brand measurement · Campaign evaluation · Customer experience management · Bespoke performance tracking
Generate commercial breakthrough	Next-gen marketing mix modelling · Concept optimisation · Thought leadership creation

Contact

Press enquiries	decision@decisionlab.co · +84 28 7101 0199
Media centre	decisionlab.co/inside-the-lab/media-centre
Website	decisionlab.co