

ILLUMINATE ASIA INDONESIA MOVES OFFICES TO ARKADIA GREEN PARK



Illuminate Asia Indonesia (PT. Illuminate Research Asia), a leading Strategic Insights Consultancy, has moved its office from Jl Mampang Prapatan to Arkadia Green Park in Jalan TB Simatupang, South Jakarta on 18 August, 2022. The move stems from Illuminate Asia's unprecedented growth in the last year and will enable Illuminate to maintain closer contact and a better service to its customers.

The new office is designed to meet the increased demand for digital insights and online methodologies; and allow the team to work flexibly in a hybrid model during this post-pandemic era. The office includes state of the art technology that will enable a mix of remote and face to face work and client servicing – with Zoom rooms for online work, and face to face viewing facilities and meeting spaces.

Illuminate Asia has been conducting market research and Strategic Insights since 2011. It has recently expanded its Indonesian team and appointed Haris Rahmanto, as Indonesian Country Head. It is known for services such as Consumer Insights, Cultural Insights, Brand & Marketing Strategy, Business Intelligence across a range of industry pillars.



"The opening of Illuminate's new Jakarta office is an important step towards better servicing our clients' needs both in Indonesia and regionally. We have adapted from the traditional insights agency approach in response to the changing client and market needs; working much more in the digital online space; but acknowledging the need to still offer face to face where necessary", said Dawn Herdman, Founder & CEO.



“Our business has grown significantly in the past 2 years and the team has also grown compared to before Covid-19 pandemic. While our team were able to work seamlessly from home during pandemic, we realize that hybrid working model provides flexibility to our team member to choose where they can work productively”, said Haris Rahmanto, Indonesia Country Head

Illuminate Asia’s Singapore Office - Illuminate Asia Consultancy Pte Ltd, was opened in mid-2021 at 17 Phillip Street, #05-01 Grand Building, 048695, Singapore. This opening in Singapore was initiated by an increase in regional and multi-country work for our clients across Southeast Asia; and operates to service regional work in multi-markets.

About Illuminate Asia: Founded in 2011, Illuminate Asia is well known for its Strategic Insights Consultancy offering Consumer Insights (qualitative & quantitative market research), Cultural Insights, Brand & Marketing Strategy and Business Intelligence (Market Entry Strategy). The company's mission is to deliver insights and strategic enlightenment to our clients, empowering them to make decisions to achieve success. Illuminate Asia currently serves over 50 clients across Southeast Asia (Indonesia, Singapore, Thailand, Philippines, Vietnam, Malaysia and Australasia). In the Jakarta office, Illuminate Asia employs 22 people. For more information about Illuminate Asia, visit its website (www.illuminateasia.com).

COMPANY VISION: Illuminating clarity and insight to create a positive impact for our clients and community across Southeast Asia

**FOR MORE
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