

Gen Z & the Workplace In Vietnam

Research Report • September 2021

A new generation is here.

Are you ready to embrace them?

In just a few years, Gen Z (those born between 1997 and 2012) is expected to take up 25% of the total workforce in Vietnam.

These (future) employees grew up in a completely different world than those before them. This results in a new set of expectations and demands for the workplace.

Understanding them and designing a workplace experience that taps into what makes them tick is key.

It will significantly help companies become much more successful in attracting, engaging, and retaining these young, creative, worldly employees.

And why now? For decades, the workplace has only improved marginally, if at all.

COVID-19 and especially the long lockdown of July – September 2021 expedited the desire for a totally different kind of workplace.

One where especially the youngest employees not just have to go, but will love to go. Combined with more flexibility in where, when, and how they work.

So what specifically does Gen Z want? What drives them? And what do they expect from the future workplace?

This study set out to find the answer to those questions. By surveying 106 Gen Z-ers in Ho Chi Minh City, we aimed to gain a deeper understanding of this group that is still such a mystery to many employers, HR leaders, and managers.

We are excited to share you the results of this research over the following pages.

Born after 1997, Vietnamese Gen Z didn't just grow up connected, but mobile: smartphones were there from the start of their life.

Similarly, they grew up with social platforms, and have taken a very different stance on social media than millennials: less trusting, more focus on privacy, and everything ephemeral.

They came to age in a much healthier economy than the previous generations. They have a more optimistic spirit, but at the same time are also said to lack the resilience to “grow up.”

As they are entering or about to enter the workforce, they present a sense of resourcefulness, drive, and creativity.

They're not looking for safe, long-term and well-paying jobs, but focus on impacting the world. On contributing. And on being part of the solution, not the problem. Whether it's through doing good, entrepreneurship, or a combination of multiple jobs.

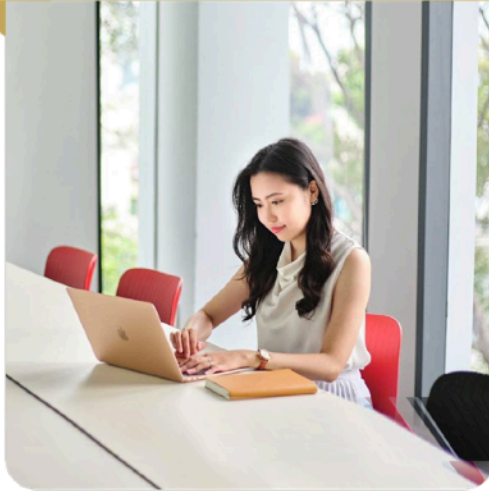
This is Gen Z.

The four components of a competitive workplace for Gen Z in Vietnam.

Our research shows that a competitive workplace for Gen Z means rethinking 4 key components of “work”

The Job

What they do
and why



Ways of Working

How they do it



The Workplace

Where they do it



Flexibility & Choice

The Job

What They Want to Do

Gen Z's experience growing up with social platforms is visible in their dream jobs

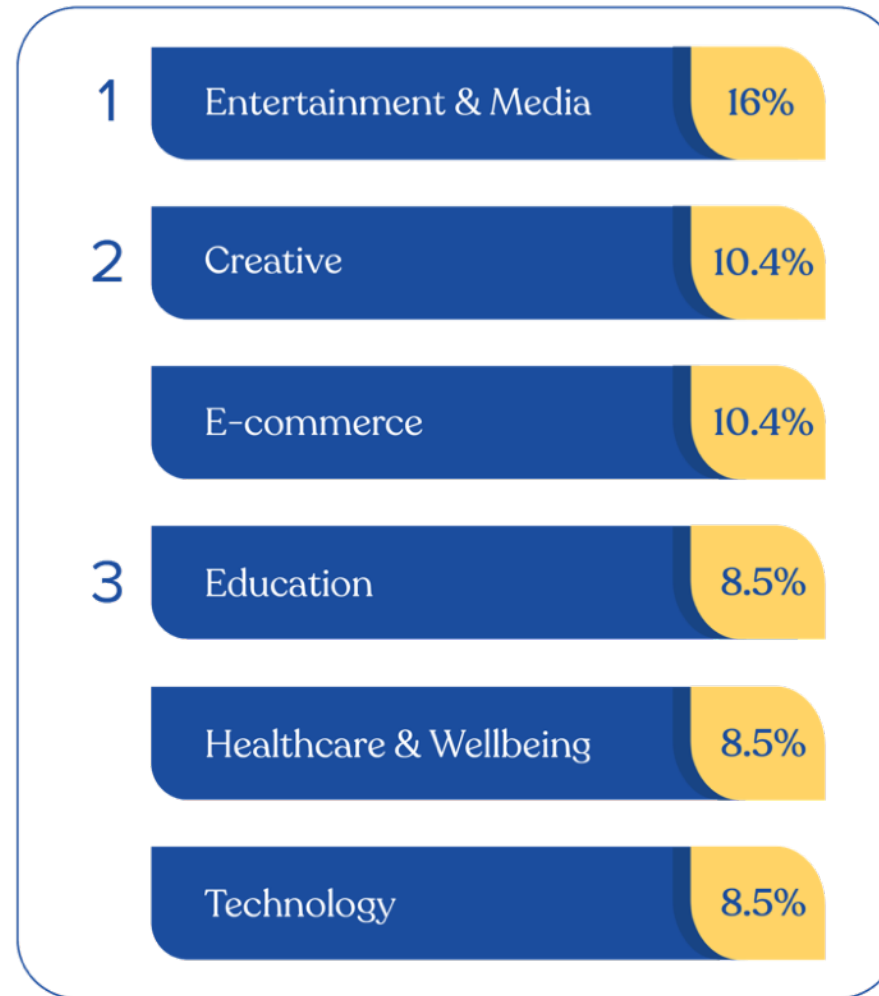
Gen Z's experience growing up with social platforms has directly impacted what they want to do for a living.

Asked what their dream job was, they ranked Entertainment & Media the highest, following up by Creative jobs.

E-commerce is new and immediately came in at a shared second place.

FinTech, which wasn't included in the 2020 version of this report is now seen for the first time as of interest to Gen Z with 3%.

As in 2020, Gen Z are much less interested in pursuing careers in government, industrial, retail, FMCG.





A great example of embedding Gen Z's love for entertainment is Amanotes (right). The music app platform integrates their cultural belief that “everyone can music” into the workplace experience by offering classes, music nights, and even by serenading new employees on their first working day.

What about companies that aren't in the entertainment industry directly? Offering places to create content can be integrated into any working environment. Take for example Sociolla (top), that integrated a beauty bar right into their office. Not only a space to work, it's also a great place to create content. Very, very Gen Z.



"Understanding our employees is as important as understanding our customers.

We bring customer experiences into our office since we believe our employees are great ambassadors to our brand. The office design itself reflects the culture we want to build as a young, dynamic and ambitious beauty tech start-up."

Dat Nguyen, Vietnam Managing Director, Sociolla

The Job

Motivation

It's not about the money. Learning new skills is the biggest motivation for Gen Z to start a new job.

Learning new skills (32%) and acquiring new knowledge (23%) beat earning salary (19%) when it comes to making Gen Z excited about starting a new job.

Contrasting with last year, both meeting new people and being in a new office space have grown in importance. More Gen Z listed it as the biggest reasons that attract them to a new job.

When it comes to ongoing job motivation, income and benefits rank highest even for Gen Z. Self- and professional development is still the largest job motivation for 1 in 3 Gen Z-ers.

Attract Talent

Learning new skills 32.1%

Learning new knowledge 22.6%

Earning salary 18.9%

Meeting new people 12.3%

Being in a new office space 11.3%

Retain Talent

Income and benefits 44.3%

Self-Development 22.6%

Professional Development 18.9%

Climbing the Corporate Ladder 12.3%

Having a stable life 11.3%



According to experts, Share & Learn spaces are created as two of the key functions of the modern office. When work happens from anywhere, sharing and training are functions that are perfect to get everyone together for.

These spaces are designed specifically for presentations to internal teams or customers, or for training sessions. Key requirements for these spaces include monitors or a projector, whiteboards, as well as tables and chairs. They can either be facing each other or orientated towards the speaker or trainer, and lots of stationary.

As in many other modern office spaces, flexibility is key to easily transform between functions.

At Dreamplex Ngo Quang Huy (pictured left), foldable walls turn three individual meetings room into one large workshop or training space. Tables are foldable and chairs are stackable to accommodate any kind of training session.

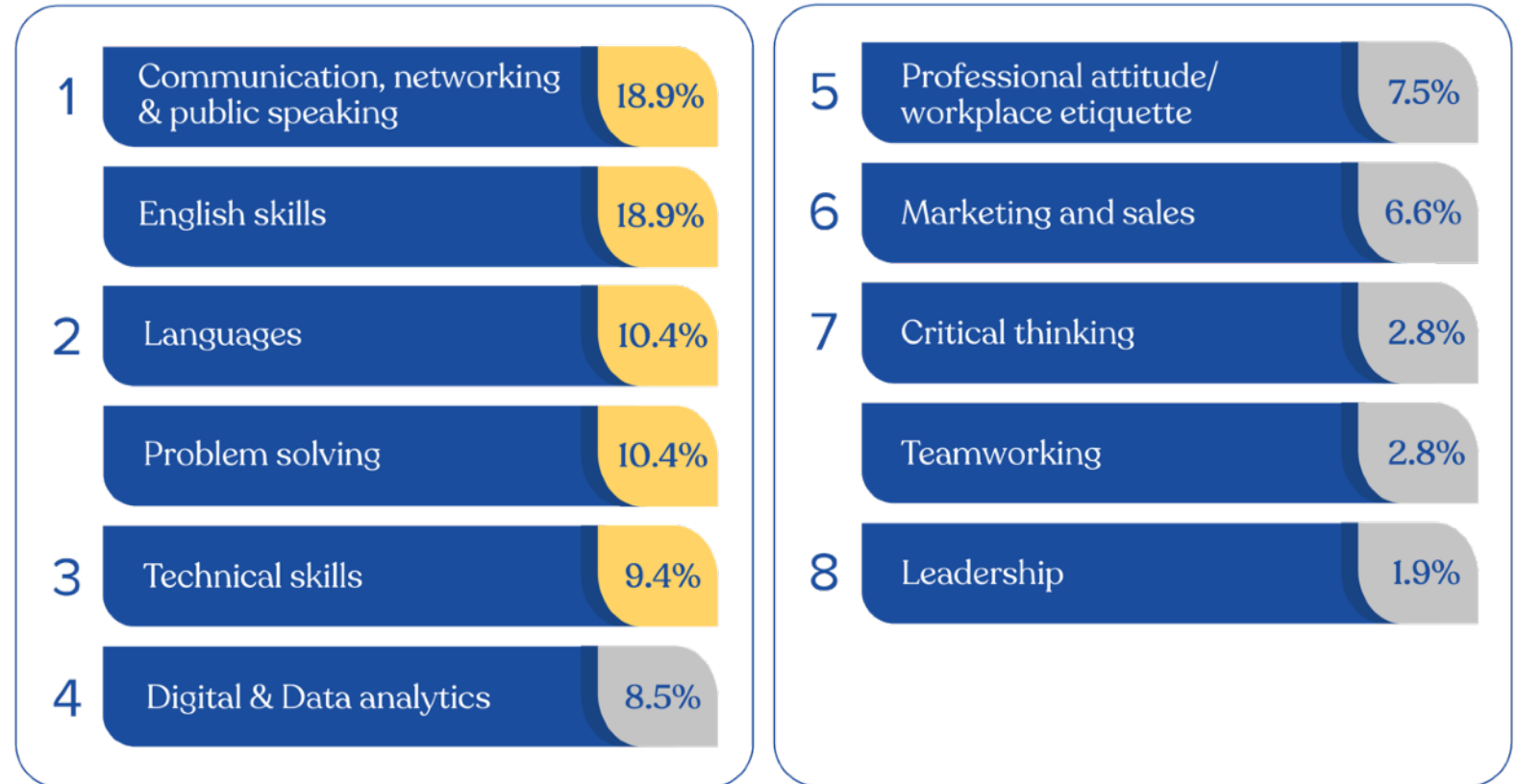
Bookable by the hour or day (part), it allows companies to have the benefit of these kinds of spaces without having to put it on their expensive owned real estate.

So what do they want to learn? It's a wide range, but various communication skills top the wishlist.

One of the biggest transitions when coming into the workforce are not so much about the job itself, but about the lack of experience in working with other people.

19% of Gen Z want to upgrade their skills in Communication, Networking, Public Speaking and English. Other languages and problem solving follows as the second favourites, while technical skills rank in the third position

This year, workplace etiquette first appears in the list of preferred skills with 7.5% of Gen Z want to brush up on it.



Dreamplex **TVL GROUP** **PROFESSIONAL NETWORKING COURSE WITH THAI VAN LINH**
SHAPING OPTIMISM

SESSION 3

Maintaining Connection

Language: **Vietnamese**
Saturday, 26th June
10:00AM - 12:00PM
FREE for Dreamplex members

Platform **zoom**

Registering is simple
More information at:
dreamplex.co/events



Dreamplex

ASK AN EXPERT

"There are no stupid questions!"

FIND YOUR MENTOR AT:
dreamplex.co/ask-an-expert

Thai Van Linh Career Planning & Personal Development	Huong Nguyen Leadership and Management Experts	Warren Eng Leadership Coaching & Training	Luu Ky Nam Scaling Business & Career Growth	Ruby Nguyen Startup Growth	
Joan Tercero Human Resources Management	My Holland Emotional Intelligence & Women Leadership	Pearl Hoang Employee Engagement & Employee Experience	Dang Tran Tung English Influence Entrepreneurship	Ha Chu Branding & Marketing, Personal Development, F&B Entrepreneurship	Ha Pham Business - Life Growth & Career Transition
Thijs van Loon Sales, Negotiation & Persuasion	Brad Reed Performance, Well-being & Leadership Development	Phuong Le Product Design & User Experience	Nikolaj Groeneweg AI & Data Driven Growth	Stephen Le Attorney at Law	

Most companies don't have the budget, know-how or resources for a professional training & development program.

Dreamplex works with many leading experts to deliver engaging training & development to member companies.

Included with Dreamplex membership is "Dreamplex Academy," our learning & development program. Key soft and hard skills such as networking, communication, presentation, project and time management, English and many more subjects are taught online or in-person.

Additionally, employees of companies who partner with Dreamplex have access to the unique Ask-an-Expert program.

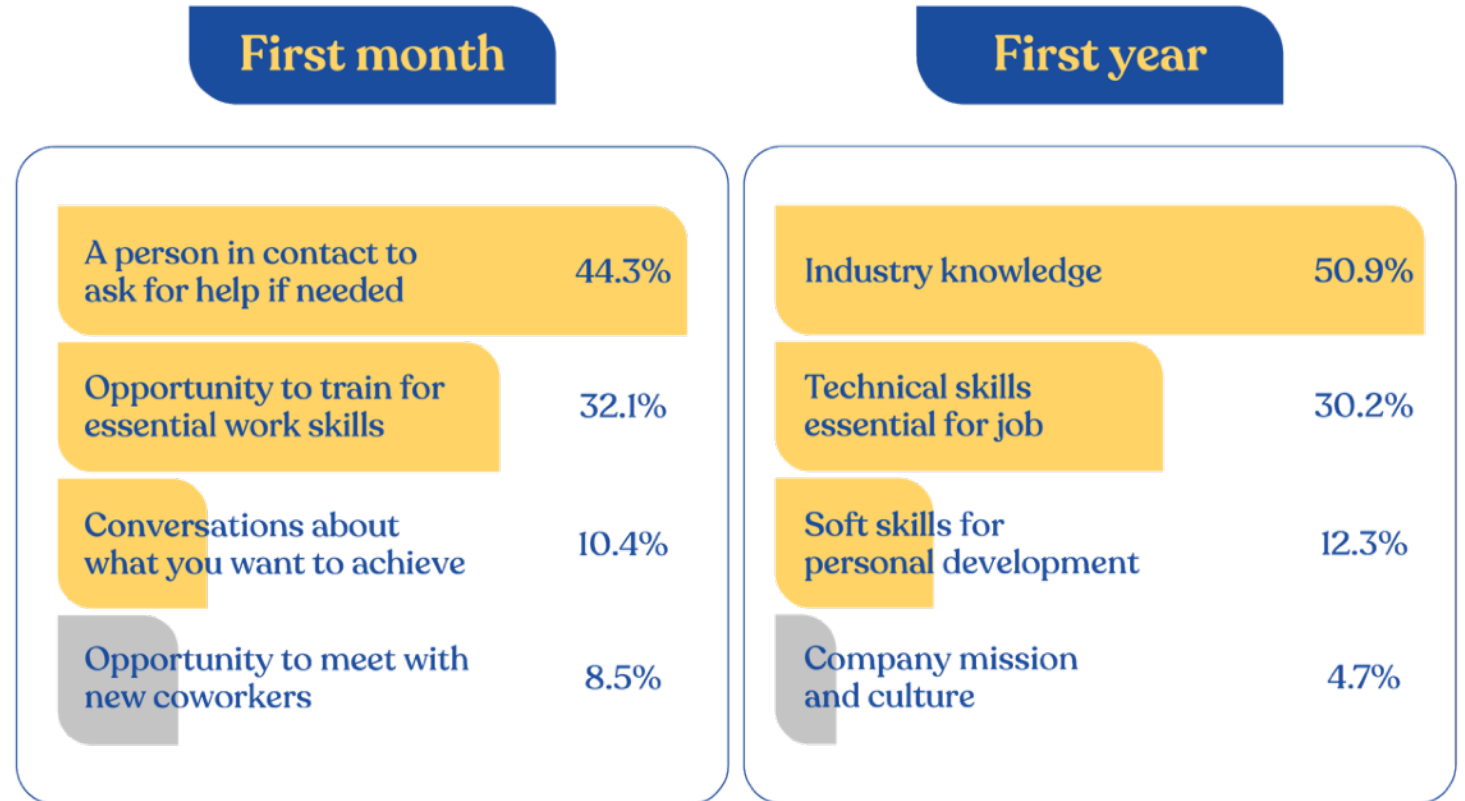
If an expert on a certain topic like leadership, EQ, UX, sales, or legal doesn't exist in their own company, they can schedule a free working session with the expert and ask any questions they may have.

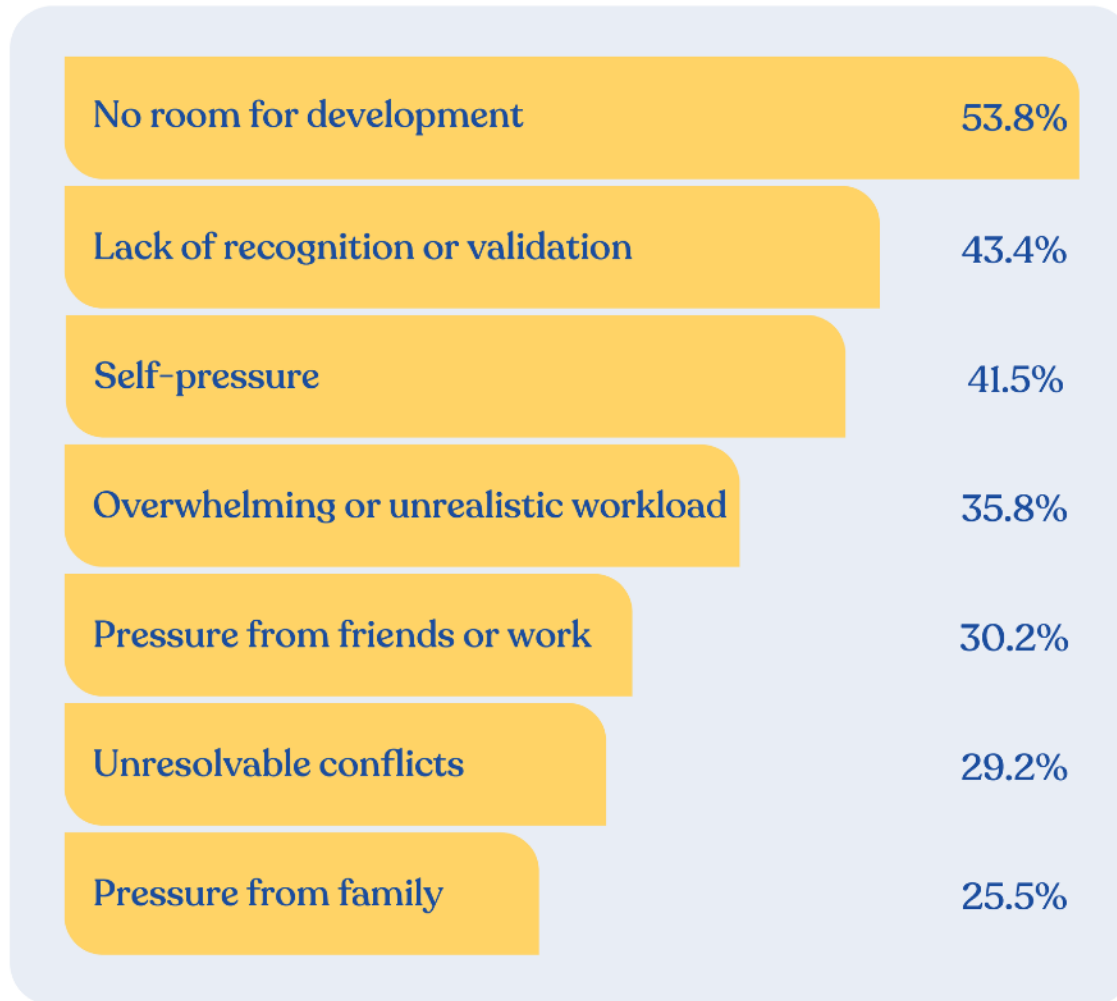
Starting their learning journey right is essential. To support Gen Z, focus on personal support and training for job skills first.

When asked what they expect to receive from a company during their first month on the job, 44% Gen Z prefer a contact person to ask for help, while 32% want to learn technical job skills.

Given that only 8% of companies in Vietnam feel that graduates have the required skills to perform well, that may not be surprising.

But in their first year, fresh graduates need to expand their knowledge beyond just the job skills and quickly gain industry insights, understand the company culture, and acquire soft skills.





And Gen Z wants to keep growing; no room for development is a key reason to burn out at work.

54% of all Gen Z'ers agree that "no room for development" is the key reason for them to burn out.

Smart employers keep this hunger for personal development and growth in mind, not only when recruiting, but also when thinking of retaining their best people.

Lack of recognition climbs to top two replacing the overwhelming workload. 43% of Gen Z assign special attachment to this factor compared to 35% from last year.

Many leading companies in Vietnam invest in helping their teams learn and grow. It's something that they have experienced to be very valuable in terms of creating a workplace that engages and retains the best talent.

POPS Vietnam holds frequent internal trainings for their 'POPSers.' Especially those on personal & professional development are popular. The workshop pictured here helped equip employees with very powerful "tools" to understand themselves & others better. This would be the foundation for collaboration & synergy across departments or even within a team.

As a website that 11 years ago started by selling books, **Tiki** still values books as well as reading habits and the learnings people can gain from them. Last mid-April, Tiki held an internal event to encourage Tikiers to read more and share more through the "Book Review Competition" and "Happy Hour" activities.

MoMo offers Leader Talks – a series of internal events with the aim to better connect the Board of Management and “MoMoers” across the country. Recently, the team welcomed Mr. Anthony Thomas (Chairman) to share about his impressive professional background and personal leadership values.





If it makes sense for them, Gen Z is ready to commit for multiple years.

The cliché that Gen Z leaves after just 6 to 12 months doesn't have to be true. But companies have to invest beyond the salary to retain them.

Asked what would keep them with a company for over TWO years, Gen Z replied that growth opportunities, the company culture, relationships, management and even reputation can be important.

It's true that Gen Z know their worth, often taking advantage of a booming job market. And that they are more likely to change jobs in search of a higher salary, more experience or a change in job titles.

Therefore, in order to retain these young talents, it is critical to ensure they are satisfied with all of these elements of what they get from their jobs.

Especially international companies in Vietnam are investing in growth opportunities for their best talents.

The **Heineken** Asia Pacific Graduate Program for example, is a two-year program for anyone interested in a long-term career with the company. It combines learning opportunities with assignments in Vietnam and even in other countries.

Coca-Cola Vietnam has a dedicated Future Leaders program called Aspire. It allows freshers to fast-track a career in various departments. Chosen employees will experience 24 months of intensive training and development with 4 rotational milestones. Additionally, there's mentorship and coaching from senior management.

L'Oréal offers freshers Brandstorm 2021, a program across 65 countries. This year was held under the theme of "Invent the Beauty Shopping Experience Through Entertainment."



The Job

Purpose

Gen Z cares. A lot.

**12 social issues have at least 1 in 3
Gen Z'ers concerned about them.**

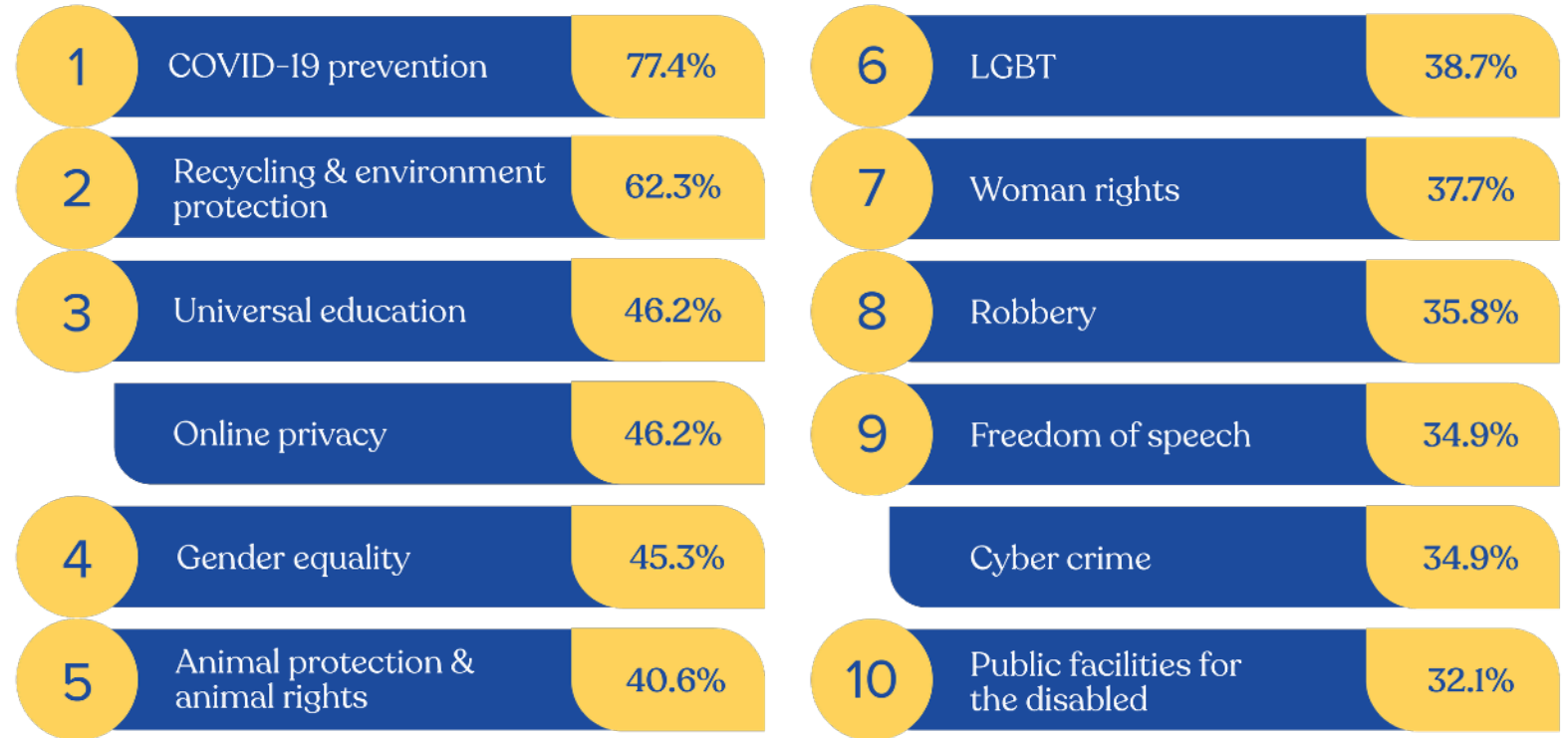
Not surprisingly, COVID-19 prevention is their most pressing issue

77% of Gen Z state that they care most about COVID-19 prevention.

The fourth wave of the pandemic has altered every aspects of Vietnam's social and business context. Gen Z is not out of the loop when the vast majority of respondents rank COVID-19 prevention top 1 of their concerning social issues.

Compared to last year, recycling & environment protection gives way to COVID-19 prevention in the ranking list. Nevertheless, it still chosen by 62% of Gen Z

Universal education and Online privacy are third social issues that 46% of Gen Z care about.





Many of Vietnam's leading companies understand the importance of tapping into Gen Z's passion points.

AIA Vietnam for example activated the entire company to support children affected by the floods that submerged entire villages last year. A charity drive was organized and many young AIA Vietnam team members contributed.

Tiki's Charity Club and People Operations Team also supported the Saigon Children Charity Center. All proceeds of their previous Mid-Autumn event were for the charity, and many young Tikiers participated.

MoMo made Christmas 2020 very meaningful. With the message "Season of Giving," MoMoers did not only receive unexpected gifts. They also gave back. The humanitarian blood donation program at the company's office for example was also enthusiastically participated in by many MoMoers. Making all these companies about more than just the business.

Ways of Working

Communication & Collaboration

Forget face-to-face.

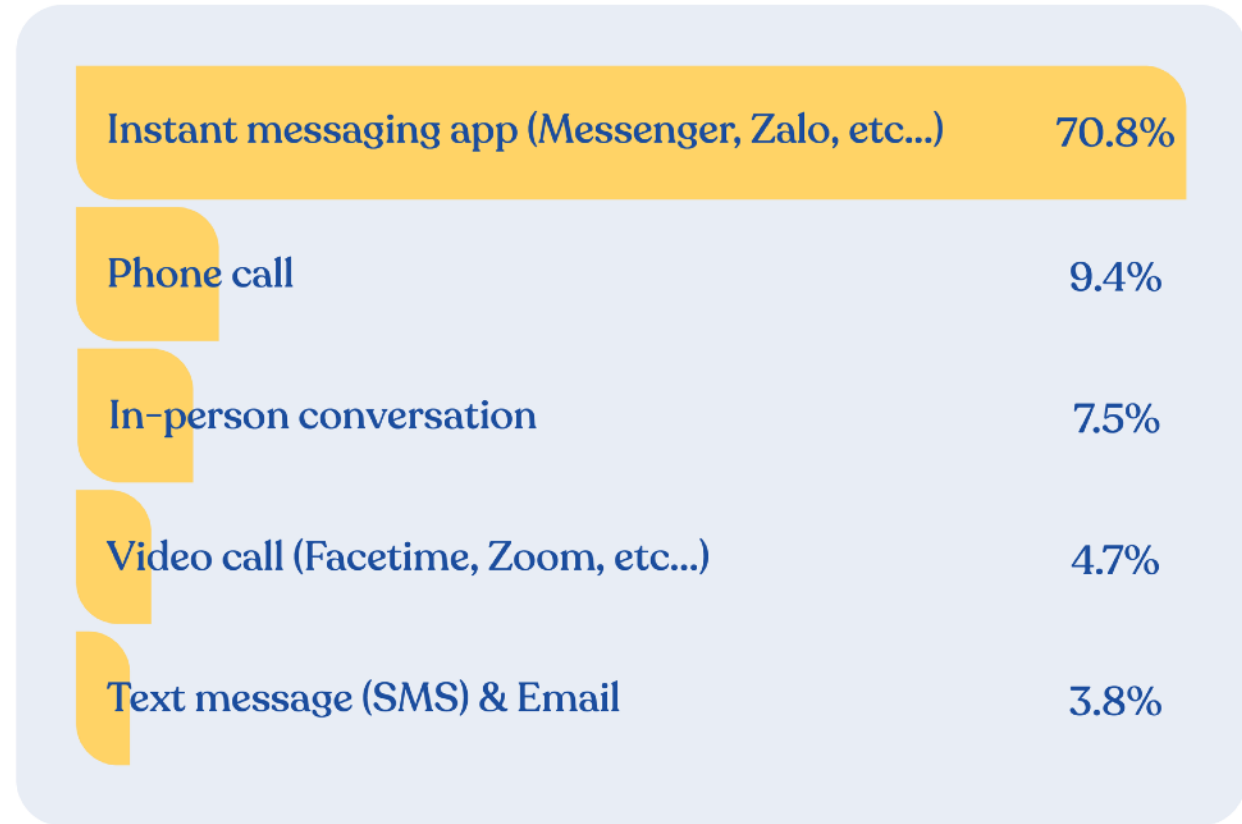
**Only 7.5% of Gen Z-ers prefers
in-person communication.**

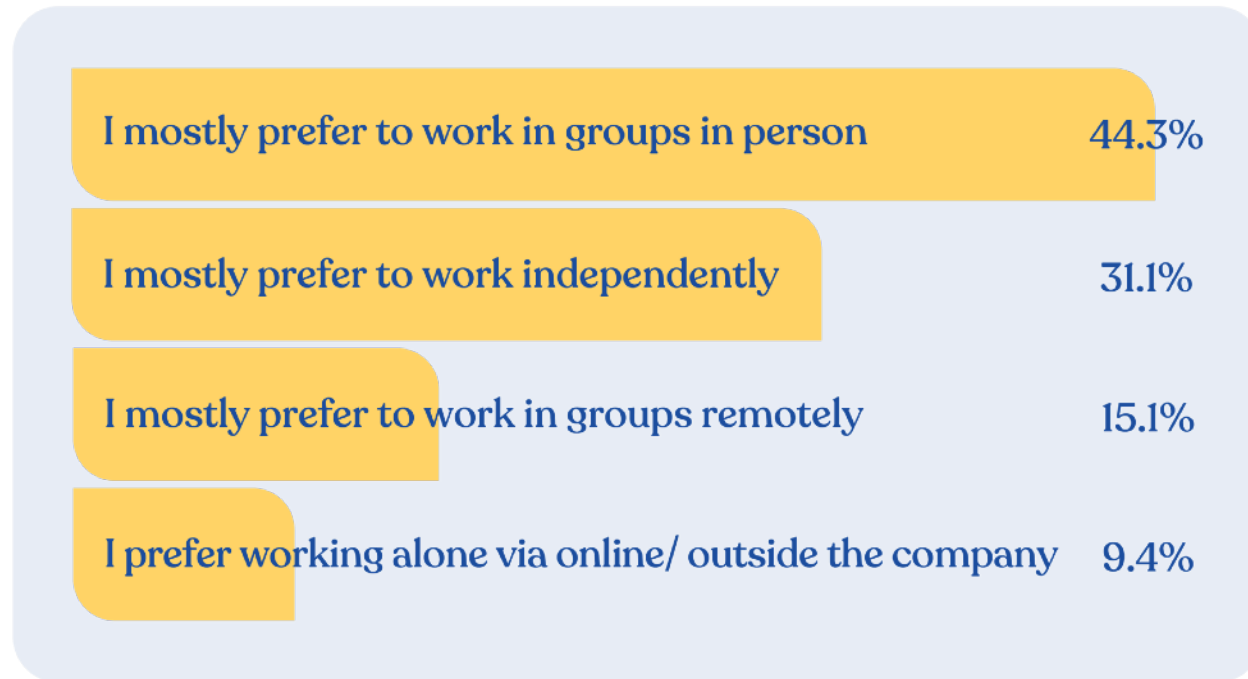
Instant Messaging is by far the most preferred way to communicate at work with colleagues and managers

Communication by Instant Messaging (IM) is by far the most preferred way of keeping communication flowing at work: 71% of all respondents in our study said they prefer to talk to their colleagues on IM.

Instant messaging outshines all other communication methods. Text message and email are two least preferred by this generation.

Something that many Gen Y and Gen X managers have to get used to? Only 7.5% prefers an in-person conversation. Said one Gen Z'er: "I think we prefer discussing things via messaging, because we're not used to talking without having time to think about what to say or what not to say."





But collaboration is still preferred offline and in person

While communications ideally happens online for Gen Z, the same can't be said for collaboration.

Asked how they would describe their ideal working style, the largest group of Gen Z noted that they prefer to work in groups, in person.

Only 15% of Gen Z prefer to work in groups remotely, and 9% of them want to work alone remotely. COVID-19 has proved that working remotely is possible, but it can't quite yet replace in-person interactions.

While we have proven that online collaboration is possible, it's usually still best done at the office. This is because trust is a critical ingredient for successful collaboration.

As trust is built easier in-person, the best collaboration happens when we meet each other offline. Especially when we have the opportunity to just walk up to someone and have access to the right tools and resources.

When more work happens remotely and in third spaces, meeting spaces become more important in the new office.

Salesforce's Chief People Officer shared about their post-COVID workplace; "To start, we'll be redesigning our workspaces over time as community hubs to accommodate a more hybrid work-style. Gone are the days of a sea of desks — we'll create more collaboration and breakout spaces to foster the human connection that can't be replicated remotely."

With Gen Z's preference for working offline in-person, having rows of desks fill the vast majority of the office doesn't make much sense. Great formal and informal spaces to collaborate in planned and unplanned ways are critical. Being able to easily transition from and into collaboration sessions is additionally key.



Ways of Working

Feedback & Recognition

When given a new task, Gen Z employees want to get started on their own and ask for help later

The higher preference of Gen Z to work independently is also apparent in how they run projects that are assigned to them.

Asked how they would approach a new project from their manager, an overwhelming 86% of Gen Z said they would want to do their own research and seek help after.

Only 9% said they would ask for instructions immediately, while another 3% would not ask for any kind of help.

I will do my own research and then seek help 86.8%

I will seek instructions immediately 9.4%

I will do my own research and I will not ask for help 3.8%



But that doesn't mean they only want to work by themselves. Gen Z wants feedback. A lot of it.

Gen Z wants a lot of feedback. 97% wants feedback at least once a month, and 85% wants feedback at least once a week.

More than 40% of them even want to receive feedback at least once a day.

This is all part of Gen Z's motivation to continuously improve. They work not just to make money, but to grow and develop themselves.

And indeed, to the question "What do you expect to gain from your manager's feedback?", 74% answered that they want to understand areas for improvement.

Recognition is equally important – from bosses even more than friends

Just like feedback, recognition is proven to aid retention. When employees know their work is acknowledged and appreciated, they stay longer.

For Vietnamese Gen Z, our research shows that recognition is generally very important. Whether it's family, friends, coworkers, teachers or mentors.

With a 4.5/5, Gen Z rates recognition from managers even more important than from friends!



Ways of Working

Wellbeing

With 64%, Work-Life Balance & Mental Wellbeing support is one of the highest requested workplace perks by Gen Z.

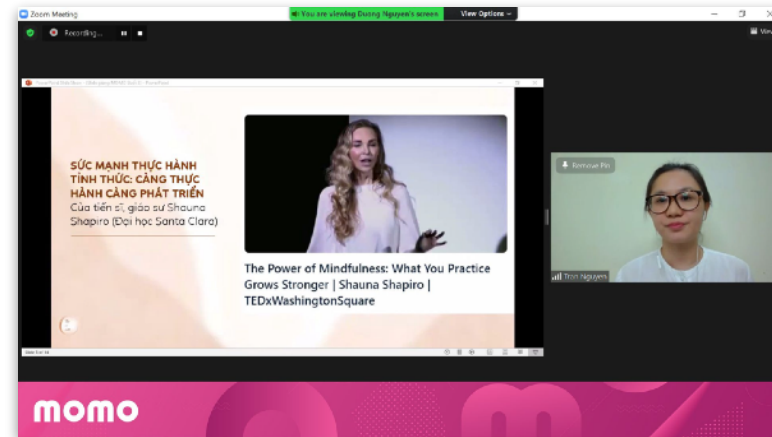
Over the past year, leading employers have invested more in mental wellbeing

MoMo for example, said it understood that working from home during the pandemic while worrying about many things would make their teams feel stressed.

The HR team therefore organized a yoga and a meditation course, delivered online to over 200 MoMoers.

FinOS, another leading fintech startup, created a 6-point guide to working from home.

VNG in turn published a “how to deal with stress dictionary” that gave wellbeing tips in a lighthearted way.





Over the past months, we've implemented multiple wellbeing efforts. Those don't always have to cost a lot of money. For example, we started "Happy Half Day Fridays":

To support the activities that we do daily in life that hard lockdown schedule has made impossible due to back-to-back video calls, we implemented no work from Fridays at 1pm onwards. This allowed our employees to have more time with family or their personal hobby."

**Vanessa Ventura, Chief People Officer,
Ogilvy Vietnam**

The Workplace

The Physical Office

If you ask Gen Z, then the office primarily needs to be comfortable.

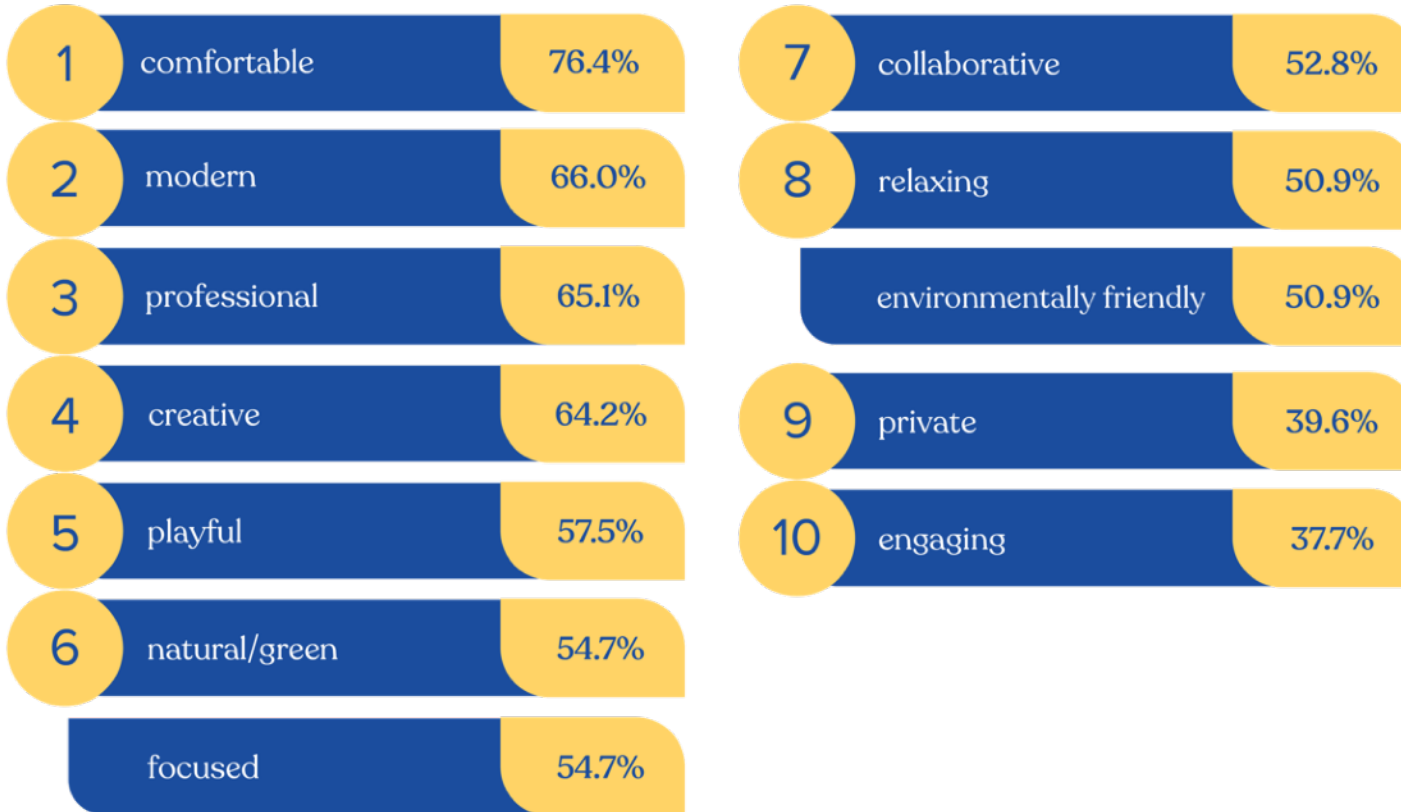
By far the most important for Gen Z is that the office is comfortable. Over 75% of all Vietnamese Gen Z say that they want comfort. More than even professional, creative,

Comfort goes beyond just furniture and other physical assets. It's just as much about the feeling of being comfortable, in any sense of the word.

As one Gen Z'er said: "Comfort is so important to us. I want to be able to be myself, to do what I like, not to be constrained by existing stereotypes. And we don't want anyone to judge our look or our way of working."



**Over 75%
Vietnamese Gen Z
want comfort.**



But that's not all. 8 out of 11 characteristics for the perfect office were chosen by at least 50% of Gen Z'ers

Of course, thinking about an office environment that gets the most out of teams, should start with the question: what do they want from their office?

Gen Z has a lot of demands, with 11 characteristics having at least 1 in 2 Gen Z'ers choose it. "Modern" and "professional" switched positions compared to last year's report, and a creative office remains in the top 4.

With such a wide range of requirements, companies sometimes struggle to create a workspace that aligns with what their youngest employees are looking for.

This increases the attractiveness of outsourced workplaces like Dreamplex. Here, companies can find all these kinds of spaces without having to pay for it.



“The best offices have an environment that people want to be in. This means ensuring that associates can contribute fully with nothing getting in the way, that people can collaborate with each other.

The main reason I believe people want to come into the office rather than work from home, is vibrant, fun yet also a professional environment.”

– Louise Hawley, Managing Director,
Nielsen Vietnam

The Workplace

Spaces & Amenities

Technology like great Wifi and devices are critical for Gen Z

Fast and stable Wifi is by far the most important amenity the office needs to provide.

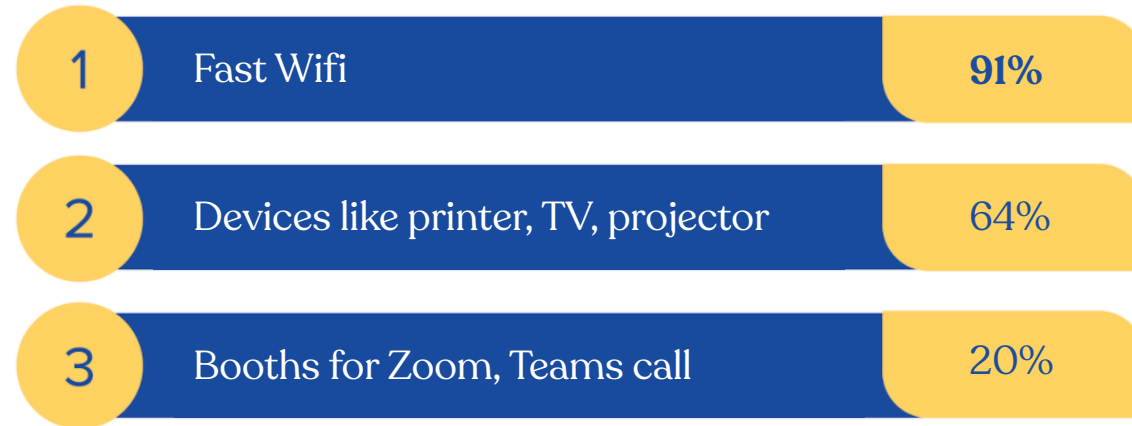
Working from home on spotty internet connections was one of the main barriers for employees to work productively.

In fact, the number of Gen Z saying the Wifi is an important office amenity rose from 84% to 91% in the past year.

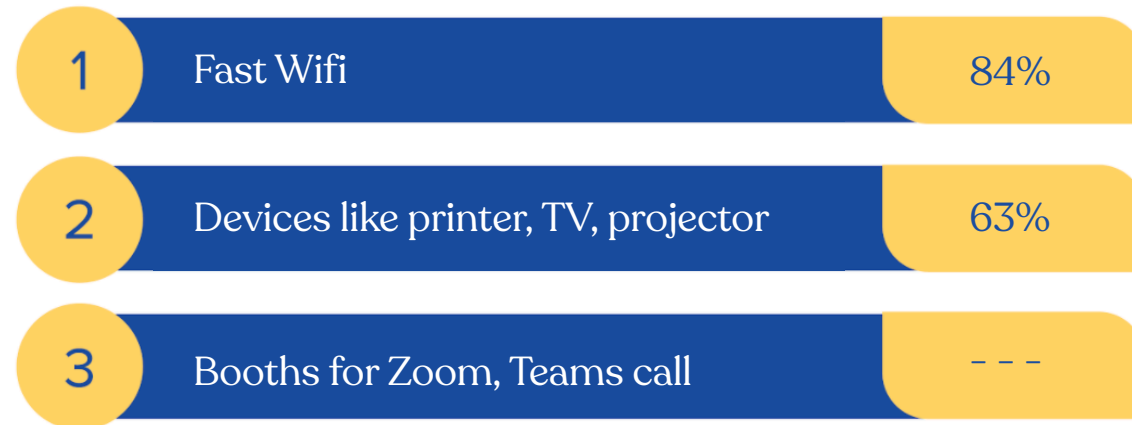
Other devices like printers, copiers, TVs and projectors are important for 64% of Gen Z to do their work well.

New in this year's report, 20% of Gen Z are asking for dedicated booths to have Zoom, Teams, and other online calls.

2021



Versus 2020





But it's not all tech. Not at all. 65% of Gen Z now wants lots of green and natural air in the office.

Lots of green and natural air is also very important to Gen Z. Not surprisingly, this jumped by an additional 12%, even though we were then already living with COVID.

The positive benefits of healthy buildings have been proven countless times.

A 2015 study that examined 10 high-performing buildings, showed a clear relationship between employee wellbeing and business results, and the role of a greener work environment in this.

Air specifically will be one of the most important drivers of a workplace designed for wellbeing.

As Joseph Allen, a professor at the Harvard School of Health said, "In a typical year you will take two million breaths in your office. Few CEOs realize that their buildings could play a vital role in the health of their business."

(Pictured: "The Campus", a new concept by Dreamplex and Refico. Designed as an open indoor-outdoor workspace with lots of green and natural air.)

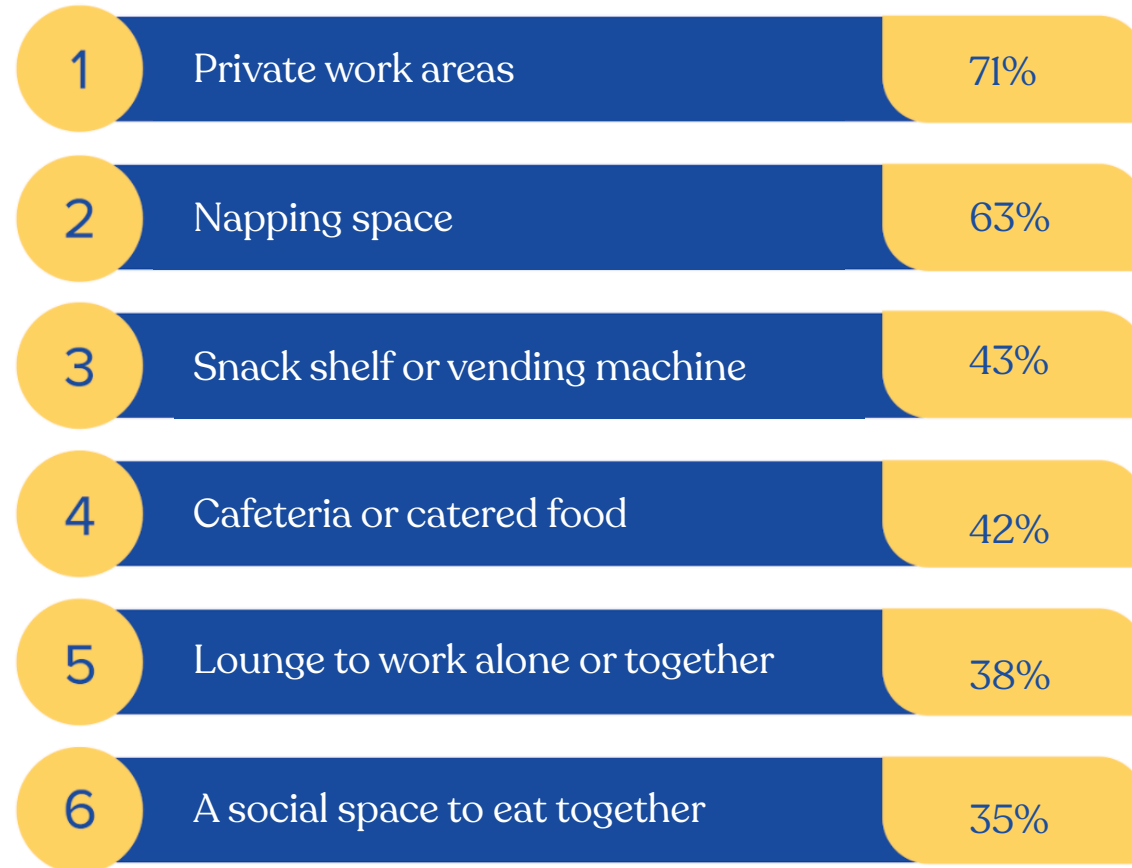
Gen Z is looking for many types of spaces in their ideal office.

In the dream office, six spaces are required for at least one in three Gen Z'ers.

Just like last year, when we had already experienced the first lockdown, private work areas are number one.

Napping space, snacks and other food, and a lounge are equally important. A social space to eat together jumped in priority. Compared to last year (25%), this is now a key space for 35% of Gen Z.

Most companies can't provide all of these spaces – creating another reason why the shared office becomes more attractive.





“A great office environment embodies both a feeling of individualism and collectivism. Individualism, meaning that each employee has enough space to create their own workstation without interfering with the overall design of the office.

On the other hand, collectivism means the office provides a spacious and inspiring common area for employees to brainstorm and plan out a project together.”

– **Giang Bui, Senior Product Owner, ZaloPay**

Personalization & Choice

53% of Gen Z appreciated flexibility in working hours the most about working from home.

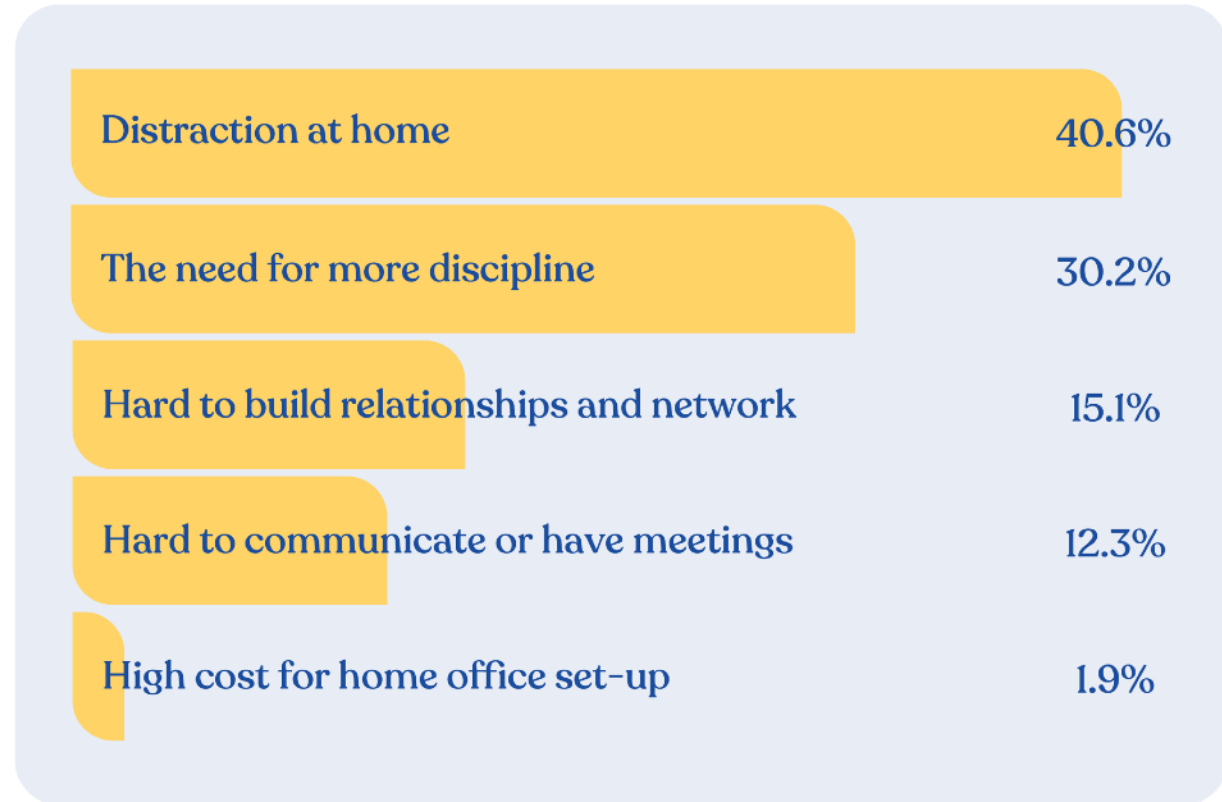
1 in 4 Gen Z'ers say that having no commute is what they love most.

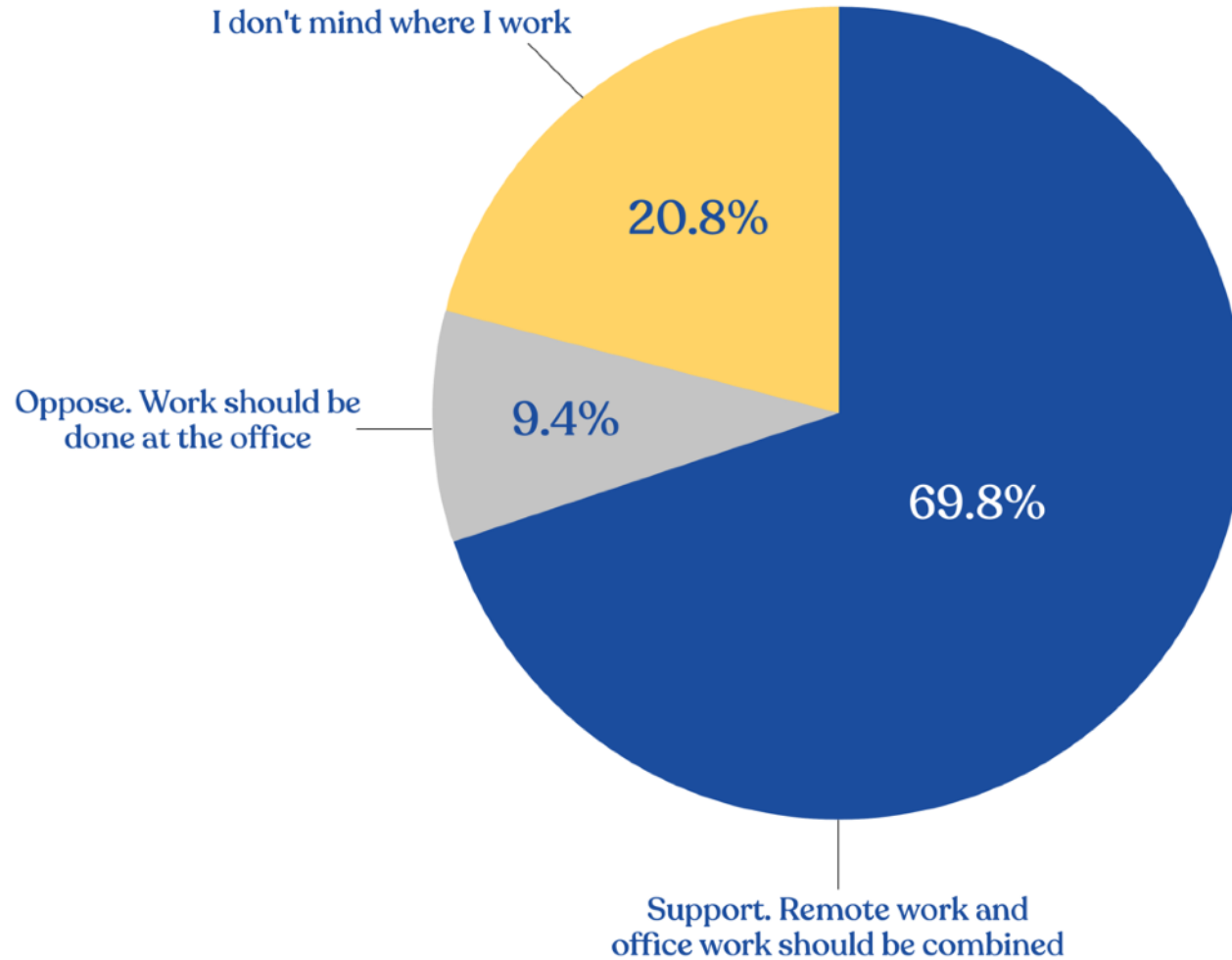
While Gen Z loves the flexibility of working from home, there are downsides too

For this generation, that's relatively new to work, and may even have started their career from home, there are clear downsides to not being in the office.

The number one con of working from home as reported by Gen Z is that it's very easy to get distracted. Following closely, they feel they need more discipline.

With 7 out of 10 Gen Z'ers not being able to be productive at home, it's clear that for them, a fully remote job is far from attractive.





Less than 10% of Gen wants to come back to work in an office full-time

With all the pros of working from home, it's far from enough to make this the only place to work for Gen Z. Only 9.4% says that they prefer to work in the office full-time.

The role is often of great influence on this. While digital transformation has allowed many to do their work from wherever, finance and HR for example are often still bound to the office.

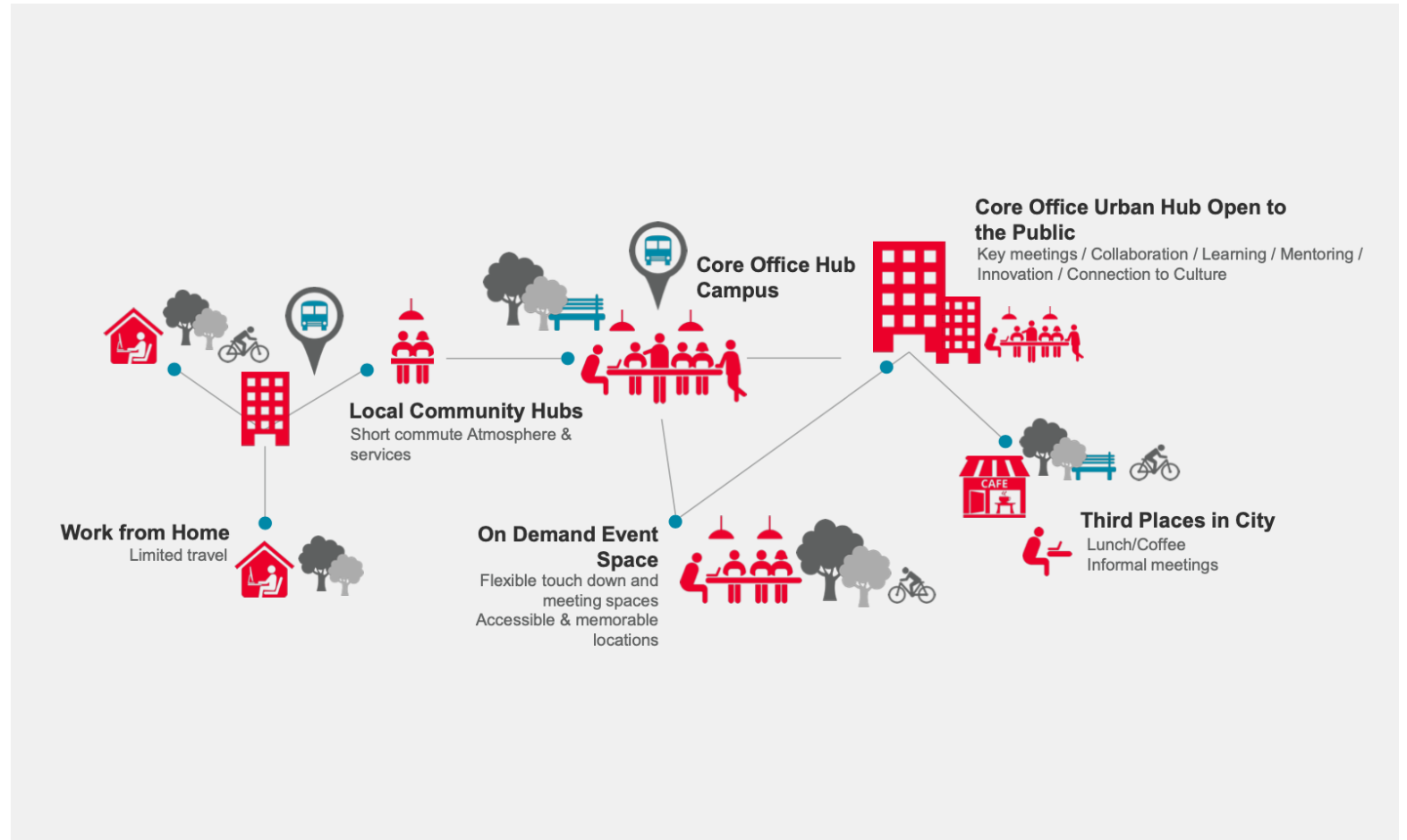
69.8% of Gen Z support hybrid working, which combines the best of remote work with in-office work. This allows them to have more choice in how, when, and where they work. Giving them the best of both worlds.

Creating an opportunity to offer choice in where employees work and for what reason.

In Cushman & Wakefield's 2020 whitepaper "Leveraging Data to Reimagine How and Where The World Will Work," a vision is presented that shows how creating a network of places and spaces to work allows companies to offer total flexibility to their employees.

This is something that Gen Z could embrace even more so than generations before them, building on what they have learned in previous years studying in a hybrid world.

The first real-life case studies of this idea have been created. For example, the recent choice of the US Government to let select employees work at any of 500+ coworking spaces they've contracted with.





“From my point of view, flexibility is the key of new workplaces. Here, employees have the option to work anywhere while staying connected to their colleagues.

The NEW workplace will no longer be a single location but an ecosystem of different locations to support convenience, functionality, and well-being.”

Hieu Tran, HR Manager Vietnam, Elanco

About the Study



About the Study

“Companies don’t want offices — they just want productive workforces.” This quote from Antony Slumbers, a real estate strategist in the UK, says it all.

Companies don’t want an office per se, they just want great outputs from their teams. And, they don’t necessarily care anymore about where that output is created.

To create an employee-centric workplace that enables team members to do their best day, every day, companies need to start by listening to them. A deeper understanding of the people who actually will take part in the workplace experience is key.

With this understanding, workplaces can become what they have the promise to be; an attractive place for employees to learn, grow, connect, and more.

That understanding is what we set out to deliver through this study, in the hopes to contribute to a positive, generative, more human-centered workplace.

Research Methodology

Respondents from Decision Lab’s online panel were invited to take part in an online quantitative survey.

For this study, 106 Gen Z were surveyed across Ho Chi Minh City

The gender ratio was near-equal, with 53% female respondents and 47% male respondents.

Additionally, a focus group with Gen Z-ers was conducted to get a more qualitative sense for the insights behind the data.

About Dreamplex: more than just an office, Dreamplex offers a place your team loves coming to. Our Better Day at Work enables your company to attract, engage, and retain employees better.

Dreamplex has **6 years of experience** running workplaces for hundreds of companies in Vietnam. These companies understand that Millennial and Gen Z employees **want more from their** office.

They want a **flexible, attractive, hospitality-driven, collaborative, community-oriented space** that makes them love coming to work.

Companies also understand that they can't do this themselves. **Tiki, Topica, PR Newswire, and many others** have already moved their teams to Dreamplex.

Here, they receive 21st century, employee-centric, deeply engaging work experiences without needing to build those capabilities and resources in-house, or adding any incremental cost – saving money with every day at Dreamplex.

Our “Better Day at Work” includes:

- Great space design with rich variety of seating options and (healthy) working styles
- Hospitality-level care
- Engaging programs and events on a weekly basis
- Great community beyond your company to connect with



This is not coworking. It's the best of both worlds:

A fully private, branded, professional office suite AND the benefits of our flexible, hospitality-driven, engaging office buildings of the future.

3 reasons why Dreamplex is better than coworking and superior to a traditional office

1. Your Brand. Your Office.



No Dreamplex logos to surround you.
No long corridors of glass walls.

Instead, expect real offices that are designed to your specifications, and just happen to be within the vibrant, engaging buildings that we manage.



2. Not Service. Hospitality.

What's better than a serviced office? Enjoying the 5-star care of the dedicated Dreamplex Member Experience team.

Trained in hospitality, they understand that now more than ever, what makes a difference is the human touch.

3. More for Your Team



Your office is just the starting point. Our Employee Experience team is yours too. Deliver a world-class Employee Experience and add social events, training & development, creative workshops and more without any additional HR resources.

NEW: Dreamplex for enterprises in 2022.

Workspace for thousands of people in three huge new locations



NEW 87A Ham Nghi, District 1, HCMC
(1,800m2) (January 2022)



NEW 5 Nguyen U Di, District 2, HCMC
(3,300 m2) (February 2022)



NEW 1B Hoang Dieu, District 4, HCMC
(6,800 m2) (March 2022)

About Decision Lab: making market research agile, data-driven, and decision-focused

Decision Lab - A market research company on a mission

We help clients make better decisions by applying cutting edge research technology combined with competent upmarket consultancy:

- **Largest Online Community** for research in Southeast Asia
- Partnerships with **leading technology providers**
- **International team** of Decision Consultants

We are here to change the decision making process, making your marketing more agile and more connected to your consumers' changing habits.

We say it's time to digitalize.

For more information, visit <https://www.decisionlab.co>

Our solutions



Evaluate your digital campaign in metrics that matter to you

AudienceReport

Optimize your digital campaigns for the right audience



Monitor the effect of your campaign on your brand KPIs. In real-time



Deciding between concepts, taglines or KOLs? Select the best, the data-driven way

TRUSTED BY



Excited to learn more about
Gen Z? And how to design
and deliver great workplaces
for them? Contact us.

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