

WATConsult launches a new research division - Recogn

Recogn will provide digital insights based on both, market and consumer research

Mumbai, 08th August, 2016: WATConsult, India's leading and most awarded digital and social media agency, which is now part of the Dentsu Aegis Network, has launched a new research division - **Recogn**.

Recogn is a speciality research unit which provides research based consulting solutions in areas of Marketing, Brand, Product and Consumer Strategy. All these services are provided in-house using primary research tools (qualitative and quantitative) along with secondary desk research and social media analytics.

WATConsult, which has been the pioneer in the digital and social media space since a decade, now enters the space of Market Research with Recogn. The launch of this division directly complements their in-depth understanding of the digital audience, providing marketers with deeper insights into the minds of digital consumers and helping them create more focussed digital strategies.

The agency has already bagged their first assignment under Recogn wherein they have partnered with National Restaurant Association of India (NRAI) to contribute a chapter on 'Digital Marketing Practices' among the food services sector for NRAI India Food Services Report 2016 (NRAI IFSR 2016).

Commenting on the launch of Recogn, **Rajiv Dingra, Founder and CEO, WATConsult** said, "Recogn will serve as a starting point to build stronger creative and media strategies for brands keeping consumer behaviour at the core. With the base of Internet users in India increasing at around 50% Y-o-Y, digital has become the preferred screen in terms of time spent and information sought. This presents brands and marketers with a pressing need to understand the new age digital consumer and align the digital media strategy according to consumer behaviour and prevalent trends. With Recogn we look forward to provide the same to them."

WATConsult has earlier launched SocialCRM24*7, a social crisis management division and eCommencify, a market e-commerce solution vertical.

WATConsult, now a part of Dentsu Aegis Network, is headquartered in Mumbai with branch offices in Delhi and Bangalore. It has received more than 100 awards and recognitions in the field of social media marketing. These include the prestigious global DMA echo in San Diego, 'The most progressive digital agency award' at CMO ASIA Singapore, 'The social media agency of the year 2014' at Socialathon Delhi, 'Boutique Media Agency of the year' at Media Ace Awards, Mumbai and also the Campaign Agency of the year India (Bronze) at the Campaign Asia Awards.

About Dentsu Aegis Network India

In India, Dentsu Aegis Network is supported through its seven global network brands namely Carat, iProspect, Isobar, Posterscope, Vizeum, MKTG, Amnet, Dentsu branded agencies - Dentsu Creative Impact, Dentsu Marcom, Dentsu Communications, Dentsu Media, Taproot Dentsu and Dentsu Webchutney. Also newly added to the group are the recently acquired local brands of WATConsult and Fountainhead.