

Corrine de Bonnaire

MA Applied (Community & Clinical Psychology)

Partner responsible for Qualitative Research



Contact

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Experience

- Close to thirty years marketing and social research experience and as such extensive research programme planning experience, as well as project implementation.
- Extensive public sector experience (including health, education and social services and private sector experience (including Head of Research for BNZ and Telecom New Zealand, and Planner for BHWG - a UK advertising agency).
- Managing and conducting cross cultural research projects with Māori, Pacific and Asian peoples.
- Conducting research with the general public; youth; public sector decision makers; the business sector; the rural sector, the health sector and employees.

Awards

- **2021 Insight Communication Award**, with New Zealand Mountain Safety Council, for the evaluation of 'Tramping safety videos save lives'.
- **2018 Platinum Award, Community Advancement Category**, for research on Gender Equality for the National Council of Women of New Zealand.

Areas of Expertise

- Descriptive and particularly analytic qualitative research.
- Foundation research - including motivational and needs based segmentations.
- Public education and information programme related research (concept development and testing).
- Advertising and communications development and effectiveness research.
- Branding and brand positioning research.
- Satisfaction research.
- Product, process and service development research.
- Government-to-business, business-to-business and consumer research.
- Research involving sensitive or controversial subjects.

Professional Associations

Rangahau Aotearoa Research New Zealand is a corporate member of the European Society for Marketing & Opinion Research (ESOMAR) and all staff abide by its Code of Practice.

Corrine is also a member of the Aotearoa New Zealand Evaluation Association (ANZEA).