



Contact

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Experience

- Over 40 years marketing and social research and evaluation experience.
- Extensive private and public sector experience.
- Extensive research programme planning experience, as well as project implementation.
- Extensive research into public attitudes and opinion regarding important social issues such as:
 - 150 years sesquicentennial celebrations,
 - genetic modification,
 - alternative power generation,
 - New Zealand's national identity,
 - issues such as changing the New Zealand flag, New Zealand becoming a republic and the sale of public assets,
 - gender equality,
 - and the impact of COVID-19 on Aotearoa New Zealand society.
- Exploratory research into the New Zealand small business sector.

Areas of Expertise

- Public attitudes and opinions.
- Government-to-business, business-to-business and consumer research.
- Stakeholder relations.
- Public education and information programmes (including social marketing programmes).
- Communication effectiveness research.
- Service delivery strategies and evaluation.
- Public consultation processes.
- Branding and brand positioning research.
- Research for resource applications.

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.

Professional Associations

Rangahau Aotearoa Research New Zealand is a corporate member of the European Society for Marketing & Opinion Research (ESOMAR).

Emanuel is also a Fellow and current member of the Research Association of New Zealand Inc. (RANZ) and a member of the Aotearoa New Zealand Evaluation Association (ANZEA).