

Curriculum Vitae drs. Frank de Clercq

Senior researcher, studied development (children's) psychology (Master degree). Working as a qualitative researcher since 1989, at Ferro Explore! since 1999. Frank is a very talented moderator for young children age groups and teenagers as well.

Frank has experience in qualitative research in the profit sector as well as in the not for profit sector. Clients he has recently worked for are for example; DE/Sara Lee, Mars, the Dutch taxes authorities, different ministries amongst which the ministry of Health, Kidney association, cancer association, Sony, Unicef, Gaba Benelux, the Dutch Government, TV Broadcasting stations (Disney XD, Cartoon Network, RTL, MAX).

Extended experience with qualitative research amongst children, amongst which:

- Disney XD
 - New programmes and concepts
 - Opinion and positioning
- Cartoon Network:
 - a study on the potential of merchandising objects of Cartoon Network (children starting at age 6 playing and selecting toys)
 - research for promo's (promo's for new and existing programmes)
 - studies into likeability and perception of programmes and programming
- Mars:
 - research on packaging formats such as mini's and celebrations
 - advertising research for Skittles
- Mac Donald's: children age 4-12 on image en evaluation of the clown Ronald Mac Donald
- Lego: brand image and opportunities to enrich the brand
- Berg Toys: new concepts for child mobiles
- research for Rabobank and Postbank on likeability of premium Gifts that children get when opening an account. For this research a shopping game was played, children selecting their favourite gift/bank
- study for publisher Sanoma (used to be called VNU)
 - on various concepts for child magazines such as Tina, Banjer, Okido, Power Unlimited
 - various studies for Disney Boekenclub
- research amongst children with diabetes (how they use and perceive injecting insuline and measuring blood sugar levels, how is it to live with diabetes?)
- research on ice cream for Ola



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Soa Aids Nederland: several studies amongst teenagers on safe sex advertising concepts