



Experience, effort, enthusiasm

Heskes & Partners
Wittgensteinlaan 109
1062 KC Amsterdam
The Netherlands
Tel. +31206179097
Fax +31842231944

email: info@heskesresearch.com
<http://www.heskesresearch.com/>

Introduction

Heskes & Partners is a Qualitative Research company for the following applications:

- Concept development research
- Product development research
- Communication research
- Image and Positioning research
- Customer Satisfaction research

In this brochure we want to give you an idea of the way we conduct research and of the methods we use. But since we think that all problems deserve a unique solution we would ask you to call the following number for further information: Heskes & Partners, tel. +31 20 6179097

Methods

We use several methods which are borrowed from Psychology.
Examples of these methods are:

- Projective Methods
- Kelly Grid
- Subjective Clustering
- Delphi Method

For more information about these methods we refer to our website:
<http://www.heskesresearch.com/>

Working with Heskes & Partners

Our experience as qualitative researchers covers almost every aspect of national and international qualitative research. Through thorough analysis at the set-up stage valuable results can be formulated leading to clear recommendations. Benefits of working with Heskes & Partners are:

- Our fieldwork is conducted by well-trained Qualitative Researchers.
- Our fieldwork can be recorded on dvd and/or mp3 at any location in The Netherlands
- We can offer a 'live' simultaneous translation and/or dvd with simultaneous translation on the audio-track with all our internationally conducted research.

Heskes & Partners contributes to the development of communication strategies, positioning and advertising campaigns by conducting the fieldwork of Qualitative Research, the analysis and report and by making recommendations. The interviews are conducted as individual in-depth interviews, triangle interviews (3 respondents), focus groups (6-8 respondents), mini focus groups (4-5 respondents) or brainstorm sessions (mini or 'normal' focus groups). The approach depends on the research question of the client.

Project management

Our method of working for an 'average' project is as follows:

After a briefing by the client we write a proposal in which the background, the purpose of the study and the suggested approach are formulated. The proposal is modified when the client has suggestions or wants changes made. The organization of the fieldwork normally takes 5 working days. We use professional selection agencies for the selection of the respondents. It is always possible for the client to attend the interview sessions and watch them on a closed TV-circuit. The interviews are taped on dvd and minutes can be taken by a minutes secretary. The tapes are available to the client for research purposes. Conducting the fieldwork for an 'average' project requires 1 or 2 days. The analysis and report requires another week but often a summary of the most important results can be delivered within a few days. In conclusion of the project a presentation can be given to the client on request. For international research we can provide you with a simultaneous translation during the fieldwork. Apart from that we can offer you a dvd with simultaneous translation on the audio-track.

Branch experience

After more than 20 years in market research there is no branch in which we have no experience. However, there are some branches in which we have ample experience:

- Advertising agencies (commercials, ads and pamphlets)
- Fast moving consumer goods
- Financial services
- Business-to-business
- Fast moving consumer goods
- Health care
- Research for the government
- Publishers

Location: Heskes & Partners, Qualitative Research is close to Schiphol Airport and a 5 minutes walk from the train station leading to the airport. For a route description we refer to our website, <http://www.heskesresearch.com/>, submenu 'Route'

