
Brand Positioning Case Studies

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- **Informing Brand Positioning**
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 - **Brand Messaging and Positioning**



Informing Brand Positioning

A leading computer hardware and peripheral manufacturer sought to understand existing and potential demand among small business consumers for its recent product innovations, test a series of hypotheses regarding consumer needs and usage behaviors, and ultimately apply the insights to improve brand position within a specific technology market.

APPROACH

To best address the client's objectives, W5 approached the research in two phases.

In Phase 1, W5 conducted intimate, in-depth qualitative focus group discussions with target consumers in three markets to explore current usage, attitudes toward the specific technology, and the client's current brand equity within the specific technology sector. Prior to the formal focus group discussions, each participant completed a pre-interview photo diary revealing in-context details of usage and environment.

Phase 2 consisted of a full-scale online quantitative study conducted among small business consumers, utilizing a questionnaire informed by the data collected in Phase 1. This enabled W5 to comprehensively assess and validate initial qualitative findings such as consumers' attitudes, perceptions, behaviors, and unmet needs with regard to select products within the related usage environments.

RESULTS

Data analysis revealed that consumers were hesitant to adopt new technologies due to lack of knowledge and experience with them. W5 identified opportunities to grow the client's business and increase technology adoption levels by educating consumers, communicating the benefits of the technology, and positioning their brand as the preeminent solution provider.



Brand Equity Exploration

A leading health insurance provider wanted to understand the attitudes, behaviors, and values of their constituents, including consumers, brokers, HR professionals, health care professionals, and community leaders in order to inform future brand positioning. The client sought to better understand the equity of their brand, and constituent perceptions of the brand's position in the competitive marketplace.

APPROACH

W5 conducted two phases of research to fully assess the client's brand equity. The first phase was qualitative, exploring the issues, cues, and attitudes that comprise brand equity and constituents' perceptions of the brand. The second, quantitative phase of research expanded upon this exploration, discerning the relative value of brand attributes, distinguishing the importance of brand in purchase consideration, and determining the value of the client's brand.

RESULTS

W5 identified and prioritized seven key attributes important in the overall assessment and selection of a health insurance brand. The research also yielded several ways in which a health insurance brand can be established as the leader among its competitive set, allowing the client to make solid assertions about marketplace positioning. A more conceptual quantitative research exercise defined the percentage more consumers are willing to pay for the client's brand, relative to values assigned to leading competitors.

W5 followed up this research by working closely with the client on development of positioning statements, to be used internally in guiding future marketing efforts.



Brand Messaging and Positioning

A leading beverage retailer was taking steps to restructure its in-store messaging and menu board options to attract customers to a new beverage product line, spur trial and adoption, and ease the ordering process. The client wanted to test two potential positioning and marketing campaigns to determine the best approach that resonated with customers.

APPROACH

To fully understand consumer receptivity to the new campaigns, it was first necessary to address their perceptions of the client, its competitors, and the new product line, as well as evaluate both potential positioning and marketing campaigns. W5 conducted six qualitative focus groups in two markets across the U.S. with adult customers. In addition to in-depth discussion, W5 used a series of in-group exercises designed to stimulate participants' vocal, visual and aural senses. In combination with group discussions, W5 recommends such exercises because we understand that individuals process and communicate information in different ways. In combination, these individual and interactive exercises allowed W5 to obtain the most content-rich information from each participant and drive discussion from the general to the specific.

RESULTS

The client came away from this engagement with clear and concise guidance regarding brand perceptions among the target audience, receptivity to the new product line, campaign preference and recommended changes to the chosen campaign.



About W5

W5 is a boutique custom marketing research firm. We focus on answering **who, what, when, where, and why people relate to products, services, and brands. W5 combines the professional services offered by marketing research firms, strategy-oriented management consultancies, and brand planning agencies.**

Our approach: We believe in developing custom plans of action that result in helping clients make decisions to accomplish their goals. Rather than simply delivering data as the culmination of a research engagement, we produce sound and creative solutions for our clients. W5 prides itself on bringing client and consumer closer together.

Clients and industries: Our clients represent a broad spectrum of vertical industries and include both Fortune 500 companies and advertising agencies. While we are by no means limited to any particular set of industries, we maintain a focus on consumer goods, healthcare, technology, financial services, and casual dining and quick service restaurant.

Consulting worldwide: W5 consultants are expert packers. We work all over the world, always ready to go where your business needs might take us. We are not limited by insular product offerings. Our custom approach to each engagement means we work with you to establish the right location and the right tools and technology to get the job done. In person, online, around the world.

Diverse skills: W5 consultants hold a diverse set of skills, experience, and interests that yield harmonious collaboration with each client and each other. No two engagements are the same, but all flourish with the creativity and curiosity that unite our staff.

Research, Strategy, & Planning: Research delivers the insight you need to make decisions. Strategy is the map for navigating the business environment. Planning constructs the specific tactics that drive brand and messaging initiatives. Research without defined strategic objectives or communications planning falls flat. Strategy is great but requires research as fuel. Planning pulls it all together and prepares you to speak directly to the consumer.

RESEARCH

Qualitative

Brand Positioning
Concept Testing and Development
Consumer Experience Understanding
Ethnographic and Social Context Research
Message Development
Online Behaviors and Conversations
Retail and Environment Research
Trend Spotting

Quantitative

Attitude and Usage
Concept Evaluation
Conjoint Analysis
Copytesting
Pricing Analysis
Product Evaluation
Segmentation
Strategic Tracking

STRATEGY

Competitive Assessment
Meta Analysis of Existing Data
Strategic Consulting
White Papers
Workshops

PLANNING

Brand Books
Brand Positioning
Concept Development
Creative Briefing
Design Driven Deliverables
Ideation Sessions
Personas

Even when we don't get the opportunity to help a client with all three, we're thinking about the larger puzzle. We help put the pieces together.





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If you have a project in mind or would like to discuss your specific business needs, we can be reached by phone at (919) 932-1117, or you can email Tom Daly directly at tdaly@W5insight.com.