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# Creative Testing and Development Case Studies

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- **Informing Consumer Advertising**
- **Creative Development and Ad Testing**
- **DoD Print Advertising Awareness**
- **Brand and Advertising Awareness Tracking**



# Informing Consumer Advertising

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**A branding agency developed two consumer advertising approaches for their client, a leading home textile manufacturer. The agency sought quantitative research to determine which approach would have a greater impact on the appeal, believability and competitive positioning among their client's target consumer base.**

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## **APPROACH**

W5 structured a dual-module study to assess the advertisements' effectiveness among target consumers.

Module 1 was a brief online quantitative survey with a robust consumer sample to determine which of two advertising styles and copy themes to evaluate in more depth in Module 2.

Module 2 supplied a full quantitative online ad test administered to nearly 3,000 participants in the target demographic in four geographical regions across the United States. W5 used stringent sampling and recruitment techniques to ensure that adequate numbers of each respondent cohort reviewed the necessary components required to permit an in-depth and statistically sound analysis.

## **RESULTS**

W5 helped the client determine the "winning" campaign approach from the first module of research, and then evaluated in-depth the overall effectiveness of the advertisements among the entire national sample. Further, W5 provided direct insight into which advertisements resonated most within each geographical region.



# Creative Development and Ad Testing

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To enhance the positioning and strategy of a television and digital campaign, a leading advertising agency and their client sought to better understand future educational and career goals of their target audience: young men in transitional life stages. The main objective was to understand how young men might imagine their future and then apply these ideas and inspirations to future commercial development.

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## APPROACH

To better understand how young men perceive future career, educational, and lifestyle opportunities, W5 conducted focus groups, friend pair interviews, and online bulletin boards with young men in various life stages. Focus groups provided an engaging work space for young men of similar backgrounds to describe their perspectives on education and career opportunities while friend pair interviews provided a more intimate, interpersonal setting for a deeper exploration of motivations toward their future. Online bulletin boards enabled moderators to probe deeply on key issues such as brand perceptions and barriers to action. In addition, each methodology provided a space for evaluating a series of test advertisements and digital programs, pinpointing key images, words, and themes that presented the best understanding of young men's future goals and inspired or motivated young men towards action.

## RESULTS

Through this research engagement, W5 identified overarching attitudes young men hold towards their future. This information was then used to analyze potential television and digital campaigns, identifying the most relevant images, words, and music to guide future campaign development and future client communications with young men.



# DoD Print Advertisement Assessment

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**An advertising agency contracted by the Department of Defense developed four print campaigns, differentiated not only in design but also strategic approach. W5 tested the advertising against a successful existing campaign to determine the approach that would best resonate with parents who had an “ambivalent” attitude towards the U.S. Military as an option for their children’s future.**

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## APPROACH

W5 conducted a quantitative online survey with 750 parents to assess the print advertising campaigns in a monadic methodology, testing each set of executions on its own merit, rather than in direct comparison to other potential campaigns. W5 applied both quantitative ratings metrics and grading exercises to evaluate each campaign along several statements that aligned with the strategic goals of the advertising.

In addition to gaining feedback on each of the campaigns, W5 assessed parent’s perceptions of the U.S. Military as an option for their children’s’ future, including likelihood to consider, likelihood to recommend, and preparedness to discuss the military. Analysis of response to these metrics before and after reviewing proposed advertising schemes provided valuable insight into the effectiveness of the “winning” campaigns.

## RESULTS

The client leveraged the research to better understand what elements of the existing advertising worked well, and which of the suggested new campaigns would be effective in impacting parent attitudes and behaviors.

Additionally, the client was able to use the in-depth feedback for each campaign to refine creative executions to better align with the strategic approach suggested by the winning campaigns.

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# Brand and Advertising Awareness Tracking

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**A leading bus transportation provider engaged W5 to assess brand and advertising perceptions among the client's urban consumer segment and track changes in these perceptions over time.**

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## APPROACH

W5 conducted a quantitative online survey with urban consumers to better understand brand awareness, travel behavior among consumer segments and reactions to a new urban consumer-oriented marketing campaign. Benchmarking waves of research were conducted both before and after flight of the advertising campaign to understand implications and effects of the new marketing platform.

## RESULTS

Through these online surveys, W5 was able to track the effectiveness of the campaign's approach over time. W5 highlighted the impact of the campaign among urban consumers and the effects the new marketing had on brand awareness and perception. This enabled the client to sharpen its overall marketing strategy to build a stronger presence among this segment. Additionally, tracking research revealed untapped customer segments with which the client could now communicate more directionally.



## About W5

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**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.**

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**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](mailto:tdaly@W5insight.com).**