



Research, Strategy, Planning

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 In-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.