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# Global Research Case Studies

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- **Worldwide Loyalty Program Concept Testing**
  - **International Research and Brand Expansion**
  - **Tracking Worldwide Brand Perceptions**



# Worldwide Loyalty Program Concept Testing

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**A leading manufacturer of toys for young children sought to inform the development of a customer loyalty program for mothers in eight (8) countries: US, UK, Canada, France, Germany, Spain, Mexico and Australia. Two fundamentally different program concepts were evaluated, in an effort to assist in decision-making on the final design.**

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## APPROACH

W5 conducted a quantitative online survey with a sample of mothers of children under the age of five in each country. The loyalty program was presented first as two separate concepts: a rewards program and an online-based community club, before being evaluated as a single overarching concept.

## RESULTS

The research supported the ROI of including elements of both program concepts—incentives to participate and a social media platform. W5 informed the client on how related content and communications should be crafted, and recommended strategies for targeting marketing communications to mothers in general and within each tested country. The analysis of overarching insights and crafting of actionable recommendations required a sensitivity to the cultural and competitive set differences present in each country.



# International Research and Brand Expansion

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**A leading textile manufacturer with a strong domestic presence had plans to rapidly expand their brand into Mexico. To ensure success of the expansion initiative, the client was interested in understanding local residents' awareness of the product, brand, logo, and tagline, as well as their perceptions of the client's brand, competitive brands, and apparel in general.**

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## **APPROACH**

Because the client was interested in gathering insights from local residents at all socio-economic levels, W5 recommended an in-person quantitative approach, utilizing pen-and-paper questionnaires, rather than a telephone or online approach. This methodology enabled W5 to cover a broad range of demographics. A total of 1,000 in-person survey interviews, each lasting approximately twenty-five minutes, were conducted across various neighborhoods in Mexico City by a team of professional Spanish-speaking interviewers.

## **RESULTS**

Through this comprehensive quantitative initiative, W5 determined high levels of brand, logo, and tagline awareness and familiarity, which crossed all socio-economic lines. This knowledge, combined with an understanding of residents' perceptions and opinions of the brand and apparel in general, prepared the client with a strong go-to-market strategy for their brand expansion initiative.



# Tracking Worldwide Brand Perceptions

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**A technology manufacturer wanted to understand the cause of recent business losses. The focus of the client's concern was business consumers' reactions to a media campaign. The client had a worldwide consumer base and wanted to determine awareness of the campaign and the resulting impact on their perception of the brand.**

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## **APPROACH**

W5 surveyed technology professionals on a semi-annual basis with a ten-country tracking study. W5 applied a custom approach for each country to account for cultural differences. W5 regionally managed quantitative data collection in the Americas, Europe, Asia, and Australia, working with local partners to ensure the correct consumers were reached. W5 received results from various data collection partners and worked closely with them to manage professional translation, data layout, and interpretation of cultural differences in response.

## **RESULTS**

The client used the research findings to guide both advertising focus and spending. Additionally, the client was able to use the results to launch targeted branding campaigns and new products across all markets.



## 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).**