
Segmentation Case Studies

- **Global Health Issues Segmentation**
- **Component Branding and Consumer Segmentation**
- **Developing and Defining Actionable Consumer Segments**



Global Health Issues Segmentation

The advertising agency of a philanthropic organization asked W5 to assist in understanding the social and political attitudes of U.S. citizens regarding global health issues. Insight into public attitudes toward global health would help refine their message and communication strategy, and ultimately raise awareness and support.

APPROACH

W5 conducted a nationwide quantitative online segmentation survey to identify how political and social attitudes are commonly grouped. Segment composition was based on citizens' attitudes, behaviors, and psychographic characteristics related to domestic and international social issues. These segments were then given dimension by examining characteristics such as media usage, political attitudes, religious beliefs, psychographics and demographics.

RESULTS

W5 segmented the population by social and political attitudes using cluster analysis. Members within each segment shared attitudes, behaviors and ideologies about political and social issues, including global health issues. Ultimately, this segmentation allowed the client to identify the audience most receptive to their messaging and develop and refine future strategy and moved the client closer toward their goal of raising awareness and shifting the public discourse about global health issues.



Component Branding and Consumer Segmentation

A Fortune 500 client wanted to identify the key consumer segments among their “active lifestyle” consumers, believing it would help them develop successful products and effective marketing and communications. Their product is a component brand to many other products across categories, making it essential to capture feedback from a wide variety of consumer types.

APPROACH

W5 conducted two phases of research to meet the client’s objectives.

Phase 1 consisted of ethnographic observation and intercept interviewing at retail locations which allowed W5 consultants to analyze consumer patterns in-context. This qualitative phase was paired with formal focus group discussions.

In Phase 2, W5 conducted an online attitude-based market segmentation survey which was developed directly from Phase 1 research findings.

RESULTS

The Phase 1 qualitative research results were used to guide the segmentation study by providing the key attributes for defining segments across all categories where the component brand was relevant. The Phase 2 segmentation survey identified consumer segments, their relative size, behaviors, attitudes, and needs, guiding the client’s product and marketing strategies.



Developing and Defining Actionable Consumer Segments

A major global toy manufacturer was interested in better understanding the attitudes, behaviors, motivations and preferences of adult male toy collectors as a means of informing product and marketing strategies.

APPROACH

W5 conducted a quantitative online segmentation survey with 2,400 adult male toy collectors in the US, UK, and France to identify and define distinct and actionable consumer segments that exist among collectors. Segment composition was defined post hoc based on collectors' attitudes, behaviors and emotional/psychographic characteristics related to the category. In-depth profiles for each segment, including brand preferences, collection behavior and annual spending patterns were developed by applying a multitude of multivariate analyses.

An additional element of the engagement included establishing the size of the US adult male toy collector population. W5 was able to use statistical inference techniques to estimate the size of this population to better inform the client about the broader US consumer landscape.

RESULTS

W5 identified four distinct and actionable collector segments based on attitudinal and behavioral criteria. W5 was able to identify two high value segments as well as one segment that represented a conversion opportunity. Identifying barriers to serious collecting allowed the client to develop product, messaging and strategy that fostered low value collectors into adopting the attitudes and behaviors of high value segments.



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.