
Strategy Case Studies

- **Report Redesign**
- **Cultural Analysis and Ideas for Innovation**
- **Brand Audit and Identity Optimization**



Reporting Redesign

A packaged food company was interested in consolidating its syndicated research into a comprehensive story-driven report, accompanied by a series of design driven deliverables.

APPROACH

The client presented W5 with several secondary and syndicated research reports about consumption, purchase and brand relationships. After thorough data analysis, W5 organized and restructured the secondary sources to present distinct themes to guide the client's product development and marketing efforts.

RESULTS

W5 designed a report that reflected the key data points in a clear, concise and visually engaging way. W5 also created design driven deliverables to complement the report, including large-scale posters, mouse pads and mugs. These deliverables made the research results accessible to the organization as a whole.

Upon completion of the deliverables, W5 consultants conducted a Presentation Workshop with key client stakeholders to discuss the Reporting Redesign process and educate them on how to create reports and deliverables that tell a compelling story.



Cultural Analysis and Ideas for Innovation

A Fortune 500 client wanted a comprehensive analysis of how consumers in a narrow demographic used and thought about their consumer package goods product. The client hoped to uncover insights to significantly change perceptions of their brands and the category as a whole with innovative new products.

APPROACH

W5 conducted a large ethnographic research initiative to uncover the key attitudes and values of the target audience. W5 ethnographers observed and interviewed consumers in nine markets over the course of three months. The approach combined observation and intercepts in public places and events, dinner discussion groups, and traditional focus groups. This intensive, in-person qualitative research was supplemented with online ethnography. W5 collected a vast library of data on the lifestyles, cultures, and values that influence not only the target audience's attitudes toward the client's product, but consumption in general.

RESULTS

W5 identified the key values that defined the target audience and guided their purchase decisions in all categories. These macro-trends were then analyzed and made relevant to the client with specific recommendations for future innovation in their category. The results were shared in numerous presentations to all members of the company as well as in a multimedia installation that re-created the consumer experience. Post presentation, W5 conducted workshops with key stakeholders from the client's team to guide future product development and creative thinking.



Brand Audit and Identity Optimization

A small, private insurance company wanted to grow brand awareness among current and potential clients, while establishing a strong brand identity that would inform future DTC and B2B MARCOM strategies. Operating only through independent agents with little DTC involvement, the client sought to obtain perspectives from a wide range of constituents.

APPROACH

W5 recommended a dual-phased research approach to explore various key constituents' awareness levels, perceptions, opinions, attitudes and needs regarding the category, the client's brand and competitive brands.

In Phase 1, a meta-analysis of previously conducted research identified relevant category and brand-related issues. W5 then conducted in-depth interviews and focus groups with key constituent groups, including current customers, prospective customers, independent agents, employees and community leaders.

In Phase 2, W5 used telephone and online surveying to validate and quantify the insights gathered during Phase 1. W5 recommended this combination of data collection methodologies to ensure the survey vehicle would be appropriate for all variations of target types within the client's audience of interest.

RESULTS

Through this in-depth research engagement, W5 identified clear areas of opportunity for the client through SWOT analysis and perceptual mapping. The knowledge gained through the research initiative prepared the client with a clear understanding of existing brand identity perceptions as well as guidance for increasing brand awareness and familiarity through future branding initiatives.



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.