



Research Strategy Planning



A Cross-Disciplinary Approach to the Art and Science of Marketing Consulting

W5 is a marketing consulting practice. 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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A Little Bit of Background

We are bound by a common curiosity to solve problems in the wide world of people, brand, product, and service interaction. Our mix of divergent interests, cross-pollination of ideas, natural curiosity, and above all, our ability to creatively collaborate with each client make W5 engagements unique.

“Curiosity is the key to creativity.” - *Akio Morita*

W5 delivers customized creative solutions, built from the ground up to identify and address your organization’s needs and objectives.

W5's Approach

Through custom marketing research, strategy consultation, and brand planning, **W5 offers creative solutions to complex, interrelated marketing issues.** We'll work from your nascent ideas or your formal request for proposal to tailor a response that will produce actionable results.



Research is a great place to start

We partner with you to design a tailored research approach, a dialogue with your target audience using our tool box of research methodologies.

The specific objectives of each engagement, as well as the desired audience, determine which methodology or combination of methodologies we'll use to elicit insightful, involved responses and observations. W5 crafts the appropriate design so that aggregate questions yield conclusions and subsequent recommendations that impact your business decisions, positioning, and strategy.



Some of Our **Research** Capabilities

Qualitative

Branding

Concept Testing & Development

Consumer Experience Understanding

Message Testing

Persona Research

Positioning

Quantitative

Attitude and Usage

Concept Evaluation

Conjoint Analysis

Copytesting

Product Evaluation

Segmentation

Statistical Analysis

Strategic Tracking

Strategy takes it to the next level

AT W5, strategy represents the synthesis of business realities, customer expectations, and brand values to identify and fully understand the macro environment.

W5 develops customized strategic plans, based on actionable research relevant to current situational reality, to inspire change and influence future direction. W5 creates long-term value for your organization by charting a clear course for engaging customers, growing market share, increasing sales, and attaining true competitive advantage.



Some of Our **Strategic** Capabilities

Competitive Assessment

Meta Analysis of Existing Research

Strategic Consulting

White Papers

Workshops

Planning brings it all together

Planning initiates the process of applying research knowledge to tactical execution of brand and messaging initiatives. During this stage, W5 works with your organization to define atypical, sustainable opportunities, embedded within the research, that facilitate development of creative activities and deliverables critical to your marketing communication initiatives.

W5 is here to help your organization digest marketplace knowledge, brainstorm solutions, guide campaign plans, and spark bold new ideas. For us, planning is a problem-solving process: a fluid, creative process, that combines research analysis and inspiration and takes them to a higher level, developing a differentiated and memorable course of action.



Some of Our **Planning** Services

Brand Positioning

Creative Briefing

Design-Driven Deliverables

Ideation Sessions

Personas

Concept Development

A Culture of Co-Creation

At the heart of W5's approach is a spirit of co-creation. Rather than simply delivering data as the culmination of a research engagement, W5 specializes in mixing methodologies and creating custom solutions that solve problems. Whether combining traditional research methods in new and exciting ways or employing emerging approaches such as dinner discussion groups, interactive focus groups, or design driven deliverables, W5 prides itself on designing engagements that bring client and consumer closer together.



We'll go where needed

The list below includes some of the countries where we've worked.

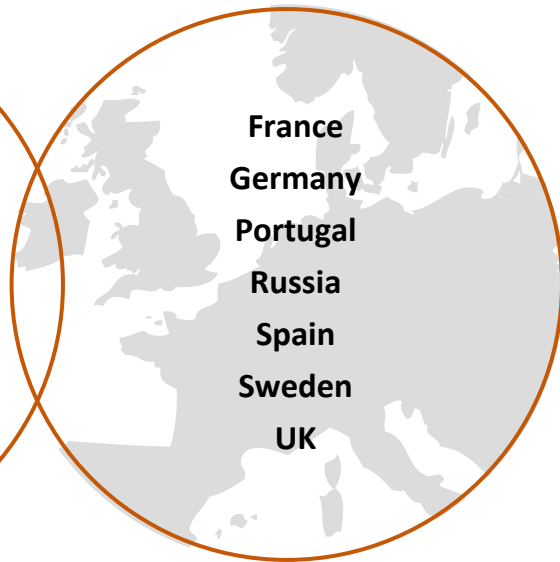
Asia / Pacific



The Americas



Europe



Our Clients

We're a trusted consultant to some of the world's leading companies.



www.W5insight.com

www.W5blog.com

www.twitter.com/W5insight



We'd be happy to talk with you in more depth about 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.