



Research, Strategy, Planning

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.

Our approach: W5 delivers customized creative solutions, built from the ground up, to identify and address your objectives. We'll work from your nascent ideas or your formal request for proposal to tailor a response that will produce actionable results.

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 travel and leisure.

Consulting worldwide: W5 has no preconceptions or bias regarding where your company's engagement should be conducted. We work worldwide, gathering data everywhere from people's homes and places of business to airports, bars, cafes, stores, malls, focus group facilities, state fairs, and New Year's Eve in Times Square – we've been there and more.

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

Qualitative Services

- Branding
- Concept Testing & Development
- Consumer Experience Understanding
- Message Testing
- Persona Research
- Positioning

Quantitative Services

- Attitude and Usage
- Concept Evaluation
- Conjoint Analysis
- Copytesting
- Product Evaluation
- Segmentation
- Statistical Analysis
- Strategic Tracking

Data Collection Methodologies

- Ethnography
- Focus Groups
- In-Depth Interviewing (IDI)
- In-Person Surveying
- Online Panels and Affiliate Networks
- Telephone Interviewing

Strategy

- Competitive Assessment
- Meta Analysis of Existing Data
- Strategic Consulting
- White Papers & Thought Leadership
- Workshops

Planning

- Brand Positioning
- Creative Briefing
- Design Driven Deliverables
- Ideation Sessions
- Personas