

MARCOM and Website Development

A Fortune 500 financial services company wished to respond to a shift in market forces by introducing a new line of messaging that would appeal to both existing and new consumer types. The client's objective was to obtain feedback on relevant messaging and website elements, identifying key areas of focus and approaches requiring improvement.



Tools Used:
Focus Groups
In-Depth Interviewing

Approach

W5 used iterative phases of qualitative focus groups and in-depth interviews to assess messaging with both existing and potential customers. Through a series of qualitative exercises, the messages and web concepts were evaluated across key constituent groups throughout the development process to determine the appropriate best-of-breed messages.

Results

The combined results of the engagement provided the client with a thorough understanding of how to proceed with MARCOM, and which elements resonated among key constituents to ensure that future communications would be able to differentiate the client while continuing to “fit” the existing legacy image and product portfolio.