

Reporting Redesign

The Client, a multinational packaged food company, was interested in consolidating its syndicated research regarding a specific category into a single, comprehensive story-driven report and a series of design driven deliverables.



Tools Used:

Design Driven Deliverables
Presentation Workshop

Approach

The Client presented W5 with several secondary and syndicated research reports regarding consumers' consumption, purchase, and brand-based relationship with a key Client category. After thorough analysis of the data, W5 was able to organize, restructure, and distill the research down to a series of clear and distinct themes used to guide the Client's product development and marketing efforts moving forward.

Results

W5 designed a report that reflected the subject matter, themes, and supporting data in a clear, concise, and visually engaging manner. W5 also designed a series of design driven deliverables to complement the report, including large-scale posters, mousepads, and mugs. This array of reporting deliverables allowed the research insight's reach to expand beyond the marketing research team, permeating 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 better methods of creating stronger reports and deliverables.