

# FACT SHEET



Address:  
3211 Shannon Road, Suite 610  
Durham, NC 27707  
(919) 932-1117  
inquiry@W5insight.com  
@W5insight  
W5insight.com  
W5blog.com

New business contact:  
Amy R. Castelda  
Senior Client Relations Consultant  
(919) 932-1117  
acastelda@W5insight.com

## We believe there is an art to the science of marketing research

W5 is a mid-sized, full-service marketing research agency, boutique in nature and creative in our approach to research and strategy services. We focus on answering who, what, when, where, and why people relate to products and services on behalf of Fortune 500s and leading advertising agencies from our headquarters in Durham, North Carolina.

W5's custom plans of action result in helping clients make decisions to grow their business. Rather than simply delivering data as the culmination of a research engagement, we produce sound and creative solutions to meet today's demanding marketplace.



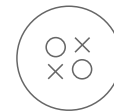
### QUALITATIVE

Brand Positioning  
Concept Development  
Consumer Journeys  
Ethnographic and In-Context  
Executive Interviewing  
Message Development  
Shopper Insights



### QUANTITATIVE

Attitude and Usage  
Audience Profiling  
Concept Testing  
Conjoint/Trade-off Analysis  
Message and Copy Testing  
Segmentation  
Strategic Tracking



### STRATEGY

Consulting  
Design Driven Deliverables  
Documentary Videos  
Meta-Analysis  
Personas  
Playbooks  
Research Implementation  
Workshops

