

FACT SHEET



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

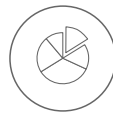
W5 is a mid-sized, full-service marketing research agency, boutique in nature and creative in our approach to research and strategy services. We focus on answering who, what, when, where, and why people relate to products and services on behalf of Fortune 500s and leading advertising agencies.

W5's custom plans of action result in helping clients make decisions that grow their business. Rather than simply reporting on data, we produce sound solutions to meet today's demanding marketplace.



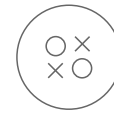
QUALITATIVE

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

