



W5 on Meta-Analysis

## WHAT IS META-ANALYSIS?

As business objectives evolve and new research initiatives become more pressing, little time is available for retrospection and collected data becomes inert. W5 offers a solution to this challenge by capitalizing on current resources and maximizing the impact of existing research through meta-analysis and re-reporting.

Meta-Analysis uses previously developed marketing research to create a singular, custom report that clarifies insights and presents results in a compelling manner, giving research a new voice.

## WHAT SHOULD BE CONSIDERED?

The following questions help determine the best method for optimizing existing research to ensure purpose and meaning:

### What objectives need to be met?

Determining the intent or purpose of revisiting existing data to form new insights is paramount to effectively communicating findings. Evaluating this process will guide style, tone, and design.

### What data is available and in what form?

An initial evaluation of available data determines what is required to cohesively meld multiple data sources. The appropriate mix of graphics, text, relevant charts, and data points will achieve balance and enhance the overall message.

### Who is the end audience and what decisions will the research inform?

Tailoring a report to its audience is essential to its success. This includes the culture of the organization, verbal tone, and overall presentation format.

### What current assumptions about the research or subject exist?

Understanding a client's relationship with their consumer ensures essential information is included that directly relays a genuine understanding of their perspective.

### What is the best way to share information?

Multiple audiences and purposes may require multiple methods of distribution – decks, fact sheets, posters, brand books, and short film are but a few options. The key is to match the meta-analysis with the audience(s) to maximize relevance.



# META-ANALYSIS



## THE META-ANALYSIS PROCESS

Meta-Analysis is achieved through a multi-phased process where analysis, design, and narrative add power and meaning to existing data.

### STEP 1: INITIAL REVIEW AND ORGANIZATION

Examines the existing report materials in detail to determine how best to approach the redesign and develop a compelling narrative.

### STEP 2: SECONDARY RESEARCH

Establishes a set of key insights and themes to convey the overarching story. This process unifies all data points, trends, insights, and topic areas that best illustrate client objectives

### STEP 3: ANALYSIS

With client feedback, editing content, graphics, and other elements refines the deliverables to ensure all goals are met to produce a final product that is memorable and engaging.

### STEP 4: DESIGN AND PRODUCTION

A draft version of the report, highlighting relevant data points, themes, and strategies, is submitted for review.

## BENEFITS OF META-ANALYSIS

The approach offers a number of benefits to organizations of all types:



### New Insights

Sift through collected data and reports to form macro-level insights and inform strategic design



### A New Voice

Unify the tone and narrative to craft a message for a specific end-audience



### A New Format

Identify the format that best delivers research insights to the audience



### A New Direction

Extend the reach of original data by conducting additional research to fill in any gaps or provide relevant updates



### A New Visual Design

Unify research data through a consistent visual design and narrative

