

FACT SHEET



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

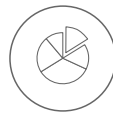
W5 is a mid-sized, full-service marketing research agency, boutique in nature and creative in our approach to research and strategy services. We focus on answering who, what, when, where, and why people relate to products and services on behalf of Fortune 500s and leading advertising agencies.

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.



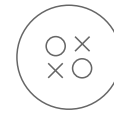
QUALITATIVE

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

