

# FACT SHEET



## Address:

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

## New business contact:

Amy R. Castelda  
Partner  
(919) 932-1117  
acastelda@W5insight.com

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

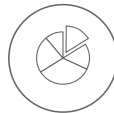
W5 is a mid-sized, full-service marketing research agency, boutique in nature and creative in our approach to research and strategy services. We focus on answering who, what, when, where, and why people relate to products and services on behalf of Fortune 500s and leading advertising agencies.

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



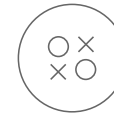
### QUALITATIVE

Brand Positioning  
Concept Refinement  
Consumer Journeys  
Ethnography  
Executive Interviewing  
Focus Groups  
In-Depth Interviewing  
Message Development  
Mobile Ethnography  
Online Discussions  
Product Development  
Shopper Insights



### QUANTITATIVE

Attitude and Usage  
Research  
Audience Profiling  
Brand Health Assessment  
Brand Equity Explorations  
Concept Testing  
Conjoint Analysis  
Marketing Communications  
Testing  
Price Sensitivity Research  
Segmentation  
Strategic Tracking



### STRATEGY

Category Landscape  
Assessment  
Documentary Videos and  
Highlight Reels  
Ideation and Co-Creation  
Sessions  
Meta-Analysis of Existing  
Research  
Personas Archetype Creation  
Research Activation  
Workshops  
Research Playbooks  
Whitespace Innovation



McCANN  
WORLDGROUP

mcgarrybowen



MULLENLOWE  
GROUP

