

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



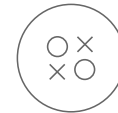
QUALITATIVE

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



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WORLDGROUP

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