

FACT SHEET



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

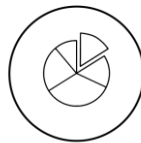
W5 is a mid-sized, full-service marketing research agency, boutique in nature and creative in our approach to research and strategy services. We focus on answering who, what, when, where, and why people relate to products and services on behalf of Fortune 500s and leading advertising agencies.

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.



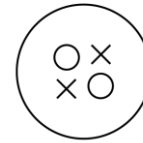
QUALITATIVE

- 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 Creation
- Research Activation
- Workshops
- Research Playbooks
- Whitespace Innovation

