

HELLO, WE'RE W5!

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

W5 is an independent, custom marketing research firm. We focus on answering who, what, when, where, and why people relate to products and services for brands and advertising agencies. We deliver knowledge that empowers our clients to confidently make decisions to drive sustainable growth for their business.



Marketing Research Solutions We Offer

PROFILE

Know Your Audience

Go deep with consumers—learn who they are and how they think.

EVALUATE

Test and Optimize

Capture feedback on messaging, products, services, and features.

INNOVATE

Uncover Opportunities

Disrupt the marketplace with new ideas and opportunities.

TRACK

Monitor Your Brand

Identify shifts in usage, awareness, consideration, and loyalty.

W5 uses traditional and innovative methodologies to perform solutions. Check out our qualitative, quantitative, and strategic capabilities.

QUALITATIVE

- Brand Positioning
- Concept Refinement
- Consumer Journeys
- Ethnographic Research
- Executive Interviewing
- Focus Groups & IDIs
- Message Testing
- Product Development
- Shopper Insights

QUANTITATIVE

- Attitude & Usage Research
- Audience Profiling
- Brand Equity Explorations
- Brand Health Assessment
- Concept & Message Testing
- Conjoint Analysis
- Price Sensitivity Research
- Segmentation
- Strategic Tracking

STRATEGY

- Activation Workshops
- Co-Creation Sessions
- Design Driven Deliverables
- Documentary Videos
- Highlight Reels
- Installations Creation
- Meta-Analysis
- Personas
- Playbooks

Headquarters:

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

New Business Contact:

Amy R. Castelda
Partner
M: (512) 573-6777
acastelda@W5insight.com
https://calendly.com/amycastelda_w5

