

STAFF PICKS: 2021 NOTEWORTHY WORK AT

A new year is upon us, presenting new opportunities to pursue understanding of what drives human behavior. Before we sprint ahead, we want to pause, look back, and share our most memorable studies from the brilliant minds behind the work—the W5 team.

2021 HIGHLIGHTS

Optimizing the Experience with Fan Journey Maps



Recognizing the evolution of 'ticketing' as part of a fan's journey, W5 partnered with a premium American sports league to uncover opportunities to optimize and enhance ticketing experiences. W5 provided **fan-centric insight on current and future ticketing experiences** to drive strategic thinking within the organization and spearheaded a multi-year ticketing experience strategy.



Guiding Innovation and Entry into the CBD Category

To support launch of a CBD-infused beverage line, W5 conducted an A&U to capture CBD category behaviors such as consideration, purchase, barriers, and brand awareness. This armed the client with knowledge on why and when consumers use CBD products, attitudes among current users, and barriers for non-users to **fuel innovation strategies and a go-to-market launch plan**.

Segmentation to Inspire Category Growth



An outdoor brand well known in a niche enthusiast category needed to identify current customer segments as well as potential customer segments. Overarching and segment-level insights informed brand positioning, messaging, and product and category development to ensure brand loyalist continued to be served while also **focusing on new opportunity segments to grow the brand and business**.



Supporting Minority-Owned Small Businesses

A national office product supplier sought to better understand how they could leverage their corporate privilege to help minority-owned businesses achieve their goals. **To inspire a new strategy for a curated MOB program**, W5 explored the experiences and challenges associated specifically with minority-owned businesses and how it informs business decisions and values for the organization.

Interested in learning how W5 can assist your 2022 marketing research needs? Reach out to Amy R. Castelda at acastelda@W5insight.com or set up a meeting at https://calendly.com/amycastelda_w5