



W5

A PARTNER IN THE MOVE FORWARD

**WE BELIEVE THERE IS AN
ART TO THE SCIENCE OF
MARKETING RESEARCH**



SOME OF OUR BRIGHT MINDS



Tristan Shook
Partner



Andrew Willard
Partner



Keanna Warmlesley
Client Relations Consultant

CREATIVE INTELLIGENT COLLABORATIVE

Just a few words that represent the W5 team. We are an eclectic group of people—statisticians, designers, anthropologists, journalists—bound by a common curiosity to understand people, products, and brands.



John Capps
Senior Practice Consultant



Kathy Justice
Senior Practice Consultant



Grace Brown
Client Relations Consultant



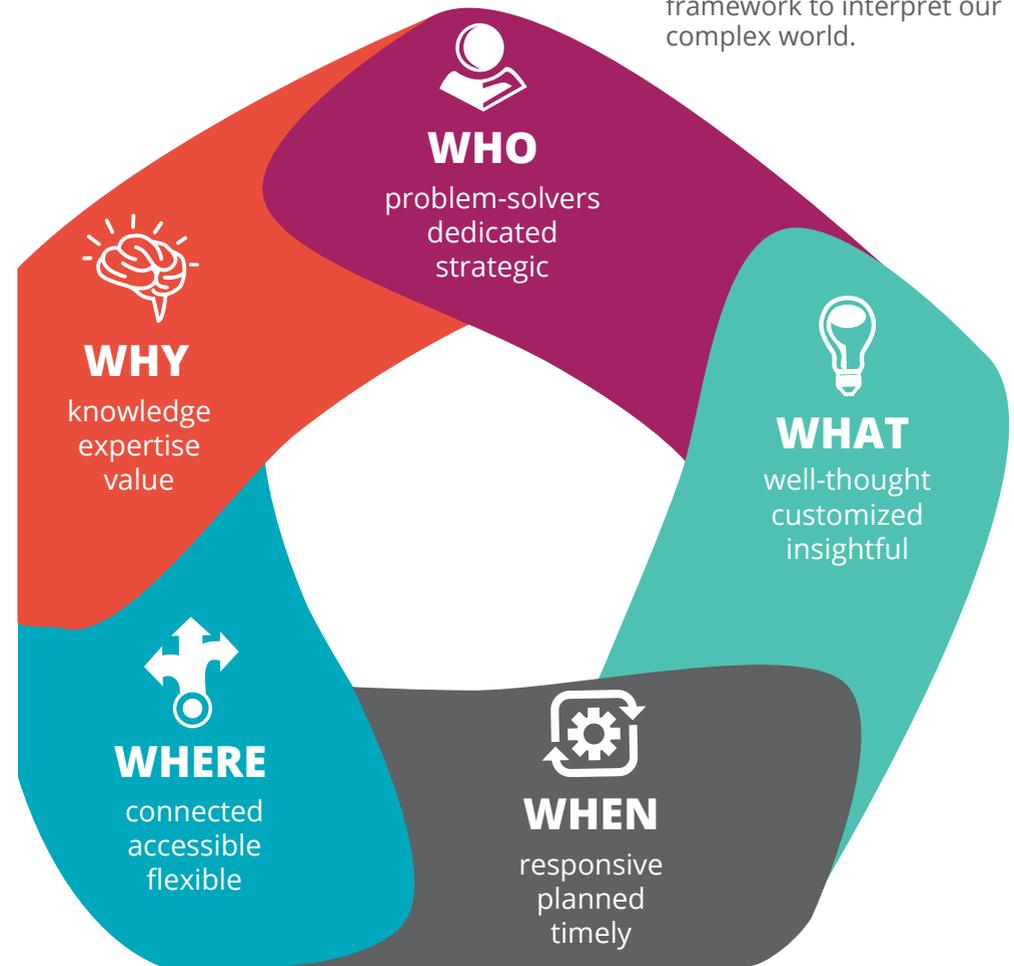
Adam Buccafusco
Practice Consultant

W5 AND THE 5 Ws

Who We Are

5 The Five Ws—'who,' 'what,' 'when,' 'where,' and 'why'—are questions whose answers are considered the basics for information gathering or problem solving. Each requires a circumstantial factual answer—no simple 'yes' or 'no'—but all the details pertinent for reporting to be complete.

These components provide an essential framework we use to particularize, explain, or predict any given set of circumstances of human thought or action—a simple framework to interpret our complex world.



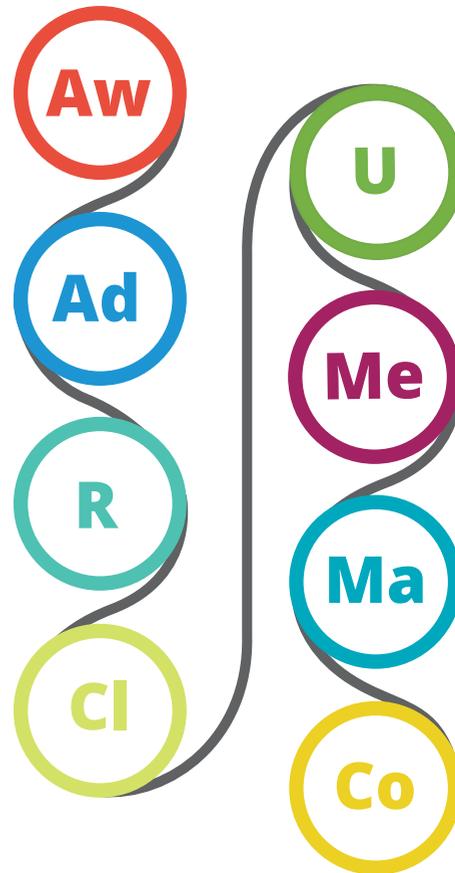
ROADMAP TO MARKET RESEARCH

W5 Elements

5 Each W5 client engagement involves a set of interrelated elements, resulting in a successful marketing research solution. These elements bring to life each marketing research study, one step at a time.

Throughout this process, W5 speaks to consumers and the marketplace, distilling feedback, providing acumen to insight.

- 1 Awareness**
explaining “what’s now”
- 2 Adaptability**
readily adjusting to study developments
- 3 Reason**
interpreting how people think and feel
- 4 Clarity**
providing focus to research findings
- 5 Understanding**
delivering sound judgment to behavior
- 6 Meaning**
providing context to new ideas
- 7 Maneuverability**
offering new direction to the status quo
- 8 Communicability**
research results that are shared and talked up



Take a Look Inside

A PLAN

Every day W5 works to solve business challenges through transformative custom market research-based approaches.

A PERSPECTIVE

W5 creates better outcomes to today's toughest marketing issues by looking at the world from the “inside out,” bringing today's companies into the homes, offices, retail, and virtual environments of today's consumer and customers.

A PATH

For nearly twenty years, W5 has applied a wide range of tested qualitative and quantitative approaches to glean marketplace insight. Our goal is to provide a clear perspective that leads to cohesive marketing strategies.

A POINT OF DIFFERENCE

W5 provides more than research results—we deliver meaningful counsel and pragmatic solutions that drive sustainable growth.

CLIENT LIST

Ongoing Partnerships



REVIEWS

And What They're Saying

*"W5 has always looked at the best way to review creative to help us inform changes for next year, which usually includes question writing but also overall questionnaire flow. Our findings inform our creative brief for next year's advertising. **W5 is on top of their timelines.** They stay on track, and keep me honest in a kind way at the same time! **Very respectful and responsible partner.**"*

— Young & Laramore

*"Because we were working in a fairly new space to understand **we chose W5 because we felt they had the most flexible approach** and would be less likely to apply a 'cookie cutter' approach."*

— Kellogg's

*"The team was great to work with on a **complex and challenging B2B project.** W5 added a lot of value to the report."*

— R. L. Polk & Co.

*"The collaboration with the W5 team helped to scope the work to position the insights to have a more actionable impact on the organization. The results were extremely well received all the way up to C-level management. Overall, **W5's consulting, thought leadership, project management, analysis, and the in-person presentation excelled from other partners we work with.**"*

— Avery Cards

*"The experiences I've had with W5 have been exceptional. The insights regarding content development, execution, and creative were put to use immediately. **I consider W5 a true partner in understanding our research objectives** and they execute on a methodology that most effectively responds to those needs. **The reporting is insightful and easy to absorb.**"*

— Meredith Corporation

*"There are purely executers and then there are **thinkers.** Glad you guys are the latter."*

— FCB

W5 IN THE PRESS

Headline-Making Research

“Crash the Glass” Understanding Millennial Female Entrepreneurs

Refinery29, a digital media and entertainment company focused on young women, and their agency REAL, partnered with W5 to better understand millennial female business owners, particularly those who feel they encountered a “glass ceiling” at a corporate job prior to launching their own business. W5 identified facts and business perspectives of millennial female entrepreneurs which were then incorporated in digital strategic initiatives.

[View](#) the digital resources and thought leadership publications developed from W5’s findings and press release summarizing the research findings.

Healthcare Professional Medicare and Medicaid Attitudes and Perceptions

StrategicHealthSolutions, an organization dedicated to preventing misuse of healthcare and their agency partnered with W5 to conduct exploratory research to gauge healthcare consumer and provider attitudes towards the sustainability of Medicare and Medicaid.

[View](#) the press release highlighting the research and the key insights.

AARP “Disrupting Aging”

W5 conducted quantitative research for AARP to fuel their new PR campaign, #DisruptAging. The campaign was created to challenge outdated beliefs about aging and spark new marketplace solutions.

View the [infographics](#) (created by W5) and study highlights published on AARP’s website. The press release summarizing W5’s findings can also be found on the [AARP website](#).

LET’S TELL A STORY

Make a Connection

5 Amy R. Castelda is a Partner at W5, responsible for marketing and business development activities. She is the primary contact for new business engagements and request for proposals.

Please feel free to reach out to Amy for any of your marketing research needs.

Amy R. Castelda

Partner
W5®

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





W5insight.com | @W5insight | 919.932.1117