

Marketing Research
Solutions Vol. 1

PROFILE



**Define, target, and
connect with your
audience to unlock
opportunities and
inspire loyalty**



Brands require constant attention to ensure stability, relevance, and growth.



Given shifts in consumer behavior, markets, and the world at large, it's no wonder demand for **W5's Profiling Solutions** is at an all-time high.

Working with W5 means you'll not only definitively define your target audience but have a North Star to inspire product innovation, service refinement, and communications strategies.



Know Your Audience

All organizations benefit from having a clear understanding of their target audience.

Audience profiling helps you understand the behaviors and attitudes that drive how people engage with your brand, products, and services. By understanding the values that drive your customers, you'll have the insight to deliver an ideal experience or product.

W5's profiling methods encourage empathetic thinking to understand customers' motivations, psychographics, and needs in an easy-to-understand manner, leading to smarter products and services that resonate with customers' lifestyles and inspire loyalty.

If your organization doesn't have clear answers on the following questions, informed by primary research, you may want to consider adding a profiling study to your research agenda.



Questions W5 Can Help You Answer

- How large is the opportunity market for my product or service?
- What demographic, psychographic, and behavioral characteristics define current customers and prospects?
- Who is my competitive set and how is my brand stacking up?
- What advertising strategy is most effective?

AS WITH EACH W5 STUDY...

We start by understanding what questions need answers then assess our methodology toolbox to craft a study.

For clients looking for statistical rigor and large data sets, W5 typically leverages Segmentation and Attitudes and Usage Studies.

If inspiring empathetic thinking and exploratory discovery is your goal, W5 typically leverages Ethnography and Personas.

Let's explore each of these approaches in more detail.

Segmentation

The most comprehensive approach to identify and define your target audience, **Segmentation** is beneficial to those seeking a reliable understanding of consumers based on stable, real-world criteria.

Segmentation can help you...

- Determine which consumer segments exist and reveal the relative size of each
- Evaluate the potential economic value of each segment
- Identify behaviors, attitudes, needs, and underlying psychographics of each segment and how these differ from one another

For a segmentation to be actionable, the members of each segment must think and behave similarly to one another and must also think and behave differently from members of other segments.

Attitudes and Usage

Attitudes and Usage, sometimes referred to as A&U or AAU (attitude, awareness, and usage), answers “What?” “Where?” “Why?” and “How?” regarding consumers’ decision making within and across market categories.

A&Us are a valuable tool for generating market hypotheses, exploring brand and product appeal and opportunity, and identifying the impact of recent or forthcoming marketplace changes.

W5 A&U studies provide a robust, reliable snapshot of consumer sentiment and behaviors and can help you:

- Identify nuances of consumer behaviors
- Understand consumers’ rationale for category perceptions and decisions
- Gauge your competitive positioning
- Resolve hypotheses and assumptions of consumer behaviors and mindsets

Ethnography

Ethnography helps you better understand your customer by providing a real-world understanding of how lifestyle, culture, behavior, subconscious motivations, and social contexts influence product selection and brand interaction.

Ethnography can help you...

- Facilitate understanding of how, when, and why a product or service is used in its natural environment
- Capture first impressions of new products or services
- Identify pain points and moments of delight in the in-store or online environment

Ethnography observes how consumers behave and interact within their environment, allowing W5 ethnographers to evaluate behavior and identify meaningful patterns and themes that emerge from their attitudes and needs.

Personas

Personas are tools for understanding and empathizing with consumers, clients, or end users by presenting a marketplace as a series of archetypes.

Personas allow you to empathize with consumers and ascertain their needs in an easy-to-understand manner, leading to smarter products and services.

With **Personas**, it becomes easier for organizations to understand who to design for by organizing the demands of consumers and providing a basis for ideation.

Personas allow organizations to...

- View qualitative findings as a single “person” with goals, challenges, routines, and feelings as well as narrative descriptions of their daily life and work
- A tool that acts as a realistic stand-in for the target consumer ensuring new ideas stay grounded in real-world needs and expectations

Reach Out

Interested in learning more or have a project in mind to discuss?

Drop us a line. We'd love to hear from you!



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