

Marketing Research  
Solutions Vol. 2

# EVALUATE



Leveraging insights to test,  
refine, and optimize your brand  
story





The consumer landscape is always shifting which means continuously optimizing touchpoints across your brand experience—from product and pricing to campaigns and communications.



By leveraging primary research, brands can capture feedback on messaging, products, services, and ideas to create exceptional brand experiences. W5 provides clients a detailed look at what's working, what's not, and even more importantly, what's next.

We capture reactions to product and messaging concepts to ensure they resonate with audiences while generating growth for the brand. This human-centric approach turns initial concepts into breakthrough campaigns, memorable shopping experiences, and craveable products.



# Questions W5 Can Help You Answer

- Which campaign is mostly likely to inspire behavior change?
- What are the pricing thresholds for a new product?
- How should the innovation pipeline be optimized to meet current unmet needs?
- Which product claims and packaging concepts resonate most the target audience?

## AS WITH EACH W5 STUDY...

We begin the evaluation process by assessing your category, brand, and research goals to craft a custom study.

Often, W5 will use these approaches from our toolbox:

- Product and Concept Testing
- Dinner Groups
- Product Development
- Advanced Quantitative Analytics

Let's explore each approach in more detail...





# Concept Testing

Product and positioning Concept Testing delivers insight into how a product, service, or branding can cut through competitors' offerings to fit consumers' needs and desires.

With knowledge of current position and what's important to your audience, you can clarify your brand's meaning and adopt positioning strategies that offer long-term strategic value.

## **Concept Testing Helps You:**

- Understand perceived benefits and shortcomings of each concept
- Determine which concepts should be developed and refined
- Identify areas of improvement to integrate into optimized offerings

## **Communications Testing Helps You:**

- Select a message or set of messages that will resonate based on a reliable, robust analysis of a large set of target consumers
- Inform nuanced creative decisions around specific copy, imagery, media channels, and so forth
- Address hypotheses and outstanding questions about how best to communicate brand strengths, differentiation, and relevance





# Dinner Groups

Order up! Dinner Groups take traditional Focus Groups in a new direction by conducting exploratory research in a entertaining environment—from fine dining restaurants to funky coffee shops—giving both clients and consumers a seat at the table.

The result? A casual, interactive discussion that fosters deep exploration centered on themes, trends, and larger cultural phenomena often glossed over in traditional focus groups.

## Advantages of this approach include...

- Casual environments allow participants to build natural rapport, opening the door to a collegial atmosphere and candid response
- Allows for multiple W5 moderators leading multiple conversations, focusing on specific topics in smaller, more intimate discussion
- Removes the one-way focus group mirror, allowing unfettered access to target audiences
- Topics of conversation can be adjusted throughout as discussions progress for iterative learning





# Product Development

Branding and marketing pros know product development is rarely a straight line and can present stops and starts throughout the process. Evaluation with marketing research can smooth out the development process, uncover market whitespace and unexpected uses for products, and increase reach with more inclusive offerings.

Product Development research can be leveraged to evaluate ideas, test prototypes, optimize features and benefits, test products in natural contexts, and gauge related communications.

## **Product Development research can help you:**

- Narrow options around product features and design
- Identify potential usages or pain points early in the process and clarify areas of confusion or uncertainty
- Create a differentiated product that stands out from competitors
- Eliminate false starts or development mistakes



# Advanced Analytics

Gauge customer priorities, identify optimal bundles, and explore marketplace demand through robust data sets. W5 offers advanced analytics that help you meet KPIs using sophisticated modeling techniques.

## **Conjoint and Trade-Off Analysis can help you:**

- Understand the unique contributions each attribute and level of that attribute can bring to a product or service
- Determine minute differences between a series of nuanced product offerings
- Inform development of customized product offerings to specific target audiences
- Model and explore consumer demand and price sensitivity based on a robust and reliable primary research data set

## **Price Sensitivity can help you:**

- Identify the optimal price point for a product or service
- Model the range of acceptable prices driven by consumer purchase intent and in the context of brand equity, offerings, and benefits
- Assess consumer demand above and below the pricing range to understand market implications

**Additional advanced analytics techniques  
include MaxDiff and TURF Analysis**



# Reach Out

Interested in learning more  
or have a project in mind?

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



Amy R. Castelda

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