



A Change Agency



# Market Research

Quantitative Research

Qualitative Research

Secondary Research

Market Surveys & Analysis

Focus Groups & Customer Interviews

Audience Journeys

## THE WHY



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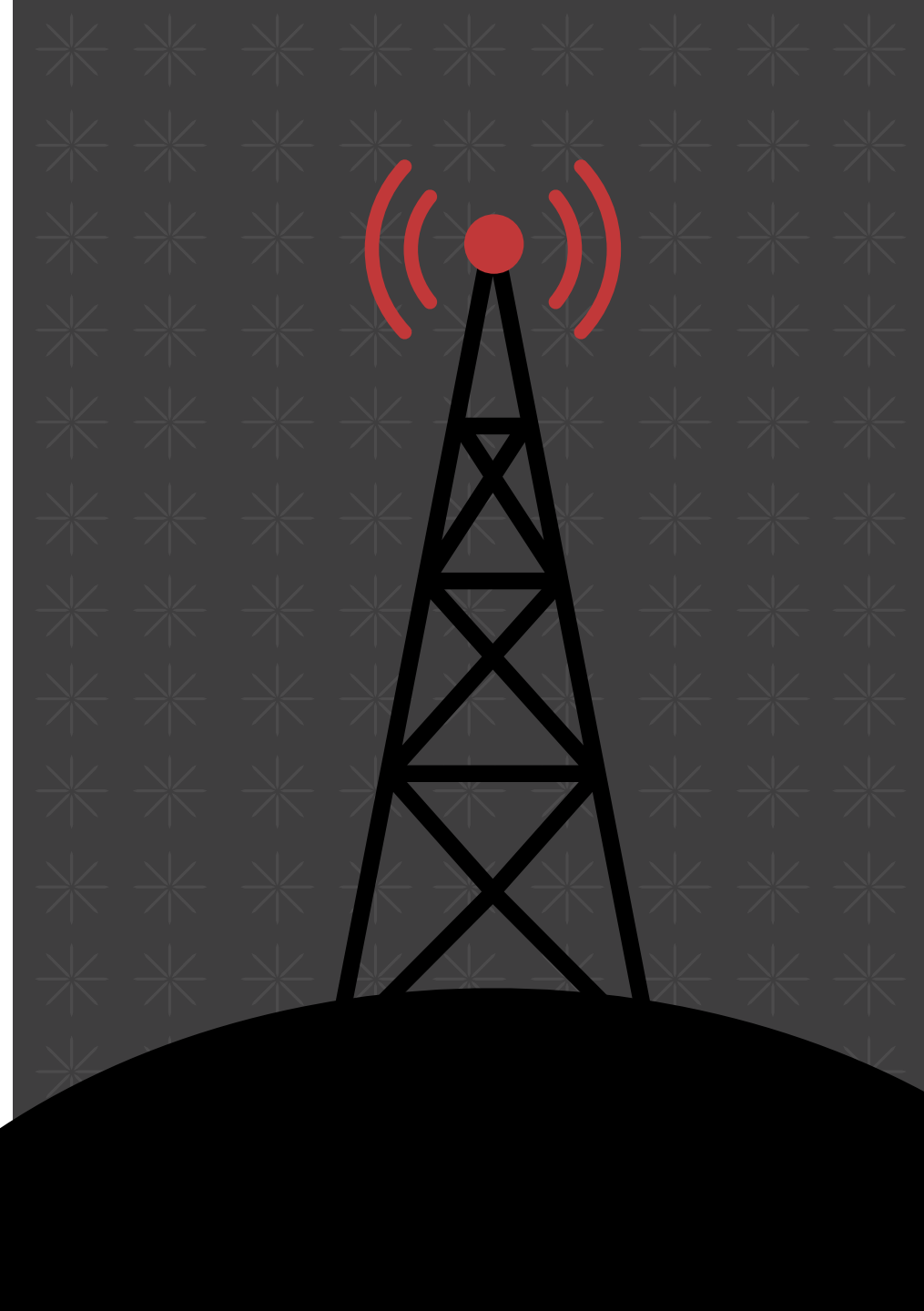
Valid data to truly understand your audience and take action

Confidence to make critical business decisions

Intelligence to improve customer journey and inform messaging/marketing

Specific and clear recommendations to inform change

THE WHY



THE WHO

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# Meet Our Team



## THE WHO



**MARK MCPEAK**  
VP of Market Research

Mark has over 25 years of experience conducting market research projects with organizations across all five of our change maker industries. He began his work in the automotive market research community working with some of the world's largest corporations. Since then he has executed market research for The Tennessee Titans, Duracell, Gideons International and Zillow to name a few. He also has executive experience in the nonprofit and ministry space, bringing a unique perspective to the work he now does for our change maker clients.

Through the years Mark has developed an expertise in business and organizational strategy contributing invaluable insights to our strategic process. At 5by5, we often say excellent marketing is the intersection of art and science. Mark and his team bring the science, with a deep understanding of how those findings can clarify the strategic trajectory for an organization eager to foster a loyal audience base and break through the clutter of competition.

Client experience includes: Medi-Share, I Am Second, the Tennessee Titans, Fellowship of Christian Athletes, Norwex, Awana, The Gideons International, Duracell, Zillow, Amazon PetCare, StoryBrand, Amazima Ministries, Harper Collins Christian Publishing, RGP, and the United Methodist Publishing House.

# Our Clients



## SUCCESSSES

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***"The research and analysis the 5by5 team completed for our team has been invaluable. It helped make the case for significant changes in our organization including re-branding the company and using the Hunt family name. Now Hunt Brothers Pizza is the pizza category leader for the C-Store industry."***

-Scott Hunt, CEO  
Hunt Brothers Pizza

***"5by5 provided a valuable insight and helped us assess organizational direction in a sensitive matter where the wrong decision could have been costly. Having worked with corporate giants and nonprofits, the 5by5 team can help any department within an organization but their real strength is helping the executive team strategize through the key issues."***

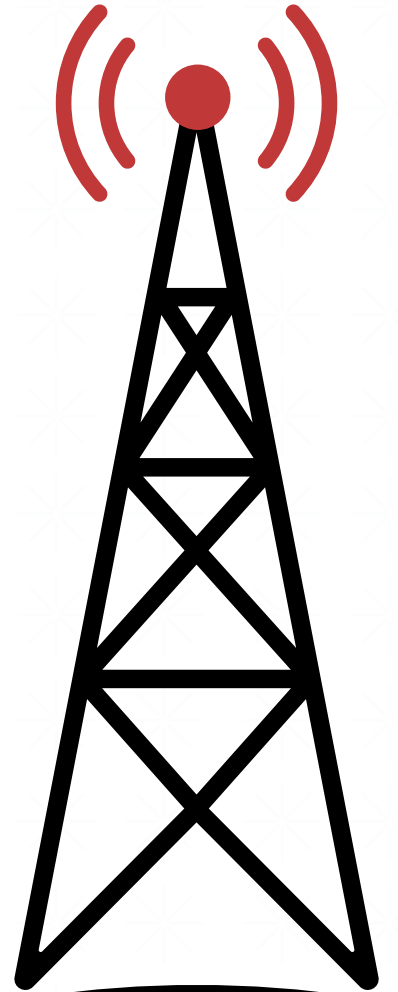
-Ron Hunter, Jr., Executive Director & CEO  
Randall House Publications

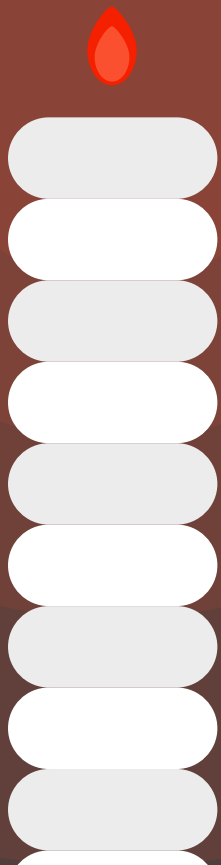
***"The research provided through the 5by5 market research team allowed Trevecca to rebrand behind the four key pillars that were gleaned through the data. That rebrand was significant in the messaging that led to us breaking a 113-year undergraduate admissions record. I'm very grateful for the insight the 5by5 team has given to Trevecca."***

-Matt Toy, Marketing Director  
Trevecca Nazarene University

***"It is critically important to us to understand the dynamics of the relationship between ourselves and our customer. And 5by5 does a fantastic job of helping us see that clearly and understand where we need to go with our customers."***

-Stuart Spears, Senior Vice President &  
Chief Revenue Officer  
Tennessee Titans





LET'S PARTNER TO OPTIMIZE  
YOUR CLARITY & REACH

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