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Industry Veteran Jason Boxt Launches 3W Insights

With more than 20 years experience in public affairs and public opinion research, clients can expect data-inspired strategies to address branding and communications challenges

WASHINGTON, D.C., September 16, 2019 -- With a small handful of large firms dominating a crowded industry, clients are looking for experienced professionals that can bring customized solutions to their branding, messaging, and communications mix. The newly launched 3W Insights (3WI), led by PSB Research and Glover Park Group veteran Jason Boxt, will provide unique, data-inspired strategies that will give clients a transformative, sustainable advantage in their industry.

“Clients come to me with business challenges,” says Boxt. “They need to know who their target audiences are, what the messages to them should be, and where they need to deliver those messages. Without answering those questions, they’ll never achieve a full measure of success.”

3WI will provide a variety of strategic consulting services using an array of industry-standard research tools: qualitative, quantitative, and digital/social. Some of those client services will include:

- Message development that sharpens brand and drives engagement
- Crisis and reputation management
- Advocacy and communications campaigns
- Collaborative thought leadership

“There is greater competition than ever for people’s attention,” says Boxt, “and so many voices across digital and traditional channels are shaping or even damaging a brand or an industry. 3W Insights will give clients a road map for cutting through the clutter and delivering their message in a targeted way, helping those clients to protect their reputation and achieve their goals.”

About 3W Insights

3W Insights (Why3WI.com) is led by industry veteran Jason Boxt, formerly Executive Vice President of PSB Research. He has been in the public affairs and public opinion research spaces for more than 20 years, with a particular focus on communications and digital research, reputation and brand management, message development, political strategy, and issues advocacy. A new venture in a crowded marketplace, 3WI promises creative, individualized solutions that are informed by data and designed to achieve business objectives.