

Gap Inc.

Shopper Video Feedback - Bringing your customers to life

Powered by



Voxpopme®

Why we created Voxpopme



We knew video was so powerful for market research and voice of customer - but was always slow, cumbersome and difficult to analyze at scale and therefore was massively under-utilised.

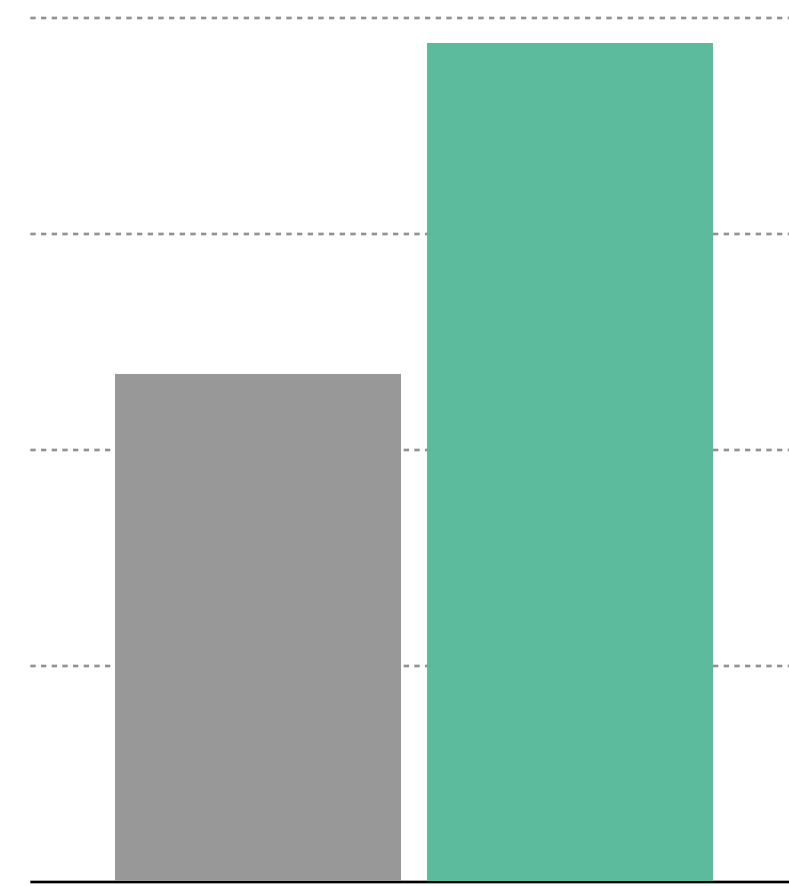
Voxpopme has changed the game

Why use Voxpopme video



Authentic

bring insights to life
with real people



More Depth

6x more content and 65%
more themes vs. text



Powerful Analytics

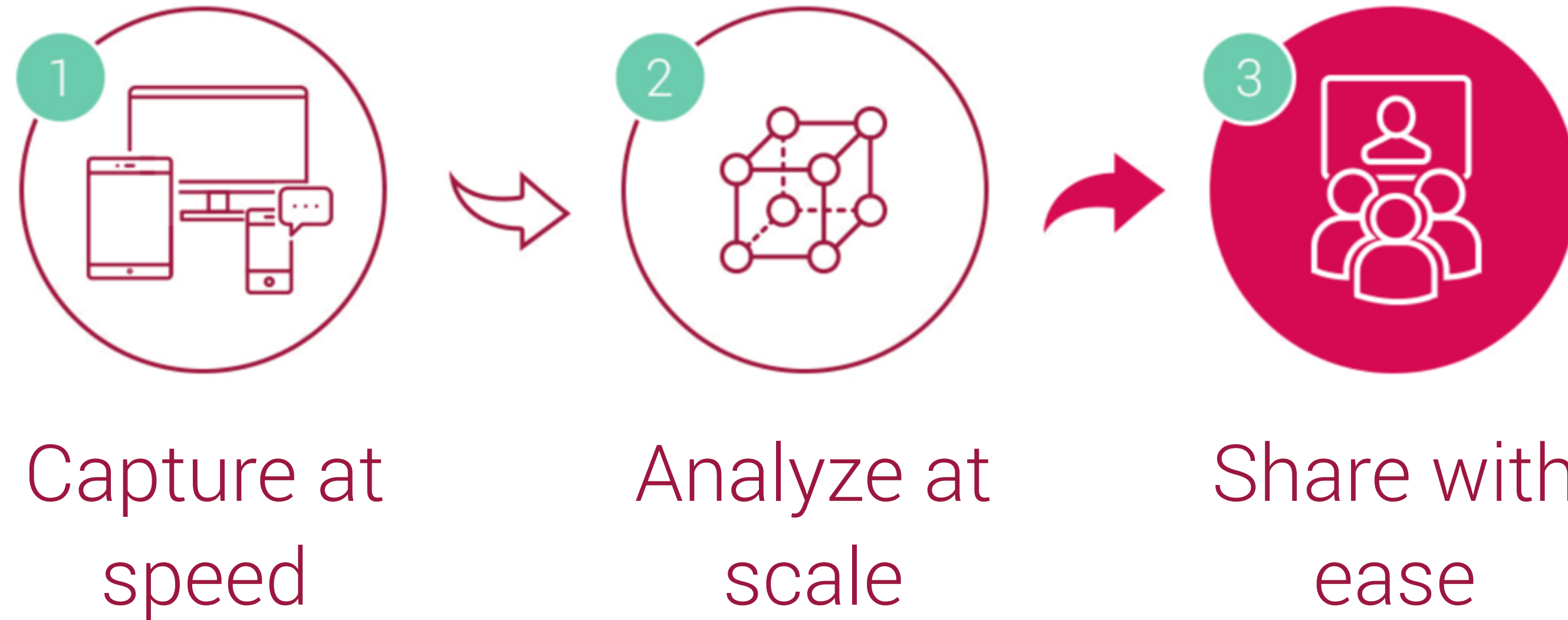
makes video easy and fast
to analyze at scale



Tell Stories

create more impactful
presentations

How Voxpopme works...



Click play for our explainer video



Gap Inc. Holiday Season Shopper Study

Main Objective

To understand the journey and mindset of women during the holiday season.

Scope

Use Voxpopme video questions to understand shopper opinions from 3 main audiences;

Gap Inc Customers

Competitor Customers

Primark Customers (Smaller sample size)

Gap Inc. Holiday Season Shopper Study

Methodology

The research will be executed among 100 Gap Inc customers, 100 competitor customers and 50 Primark Customers

To generate both detailed opinion and market statistics each will use the VoxPopMe platform to answer both video and supporting survey questions.

Gap Inc will have access to all responses as they are uploaded to the VoxPopMe portal. Project members will also have access to a host of analysis tools to use as they wish (not mandatory).

As the platform has built in video editing features, Gap Inc will also be able to create their own montage video's. There is no limit on this.

Gap Inc. Holiday Season Shopper Study

Set-up

Each consumer will complete a 3 part survey including 1 rating question and 2 video questions.

Part 1 (Survey and Video question)

How would you rate your shopping experience at (Store) this holiday season?

Describe their experiences (Positive and Negative)

Part 2 (Video question)

How would they compare their shopping experience to other stores (Positives and Negatives)

Part 3 (Survey and Video question)

How shopper habits/ approaches may be changing


Gap Inc. Holiday Season Shopper Study

Output

Gap Inc will have unfiltered access to real-time consumer responses as they are recorded. The portal provides a suite of analysis tools at your finger tips like transcriptions, thematic coding, sentiment scores and custom tagging to help dig deeper.

The video editing software also allows you to stitch and share your key insight quickly and easily.

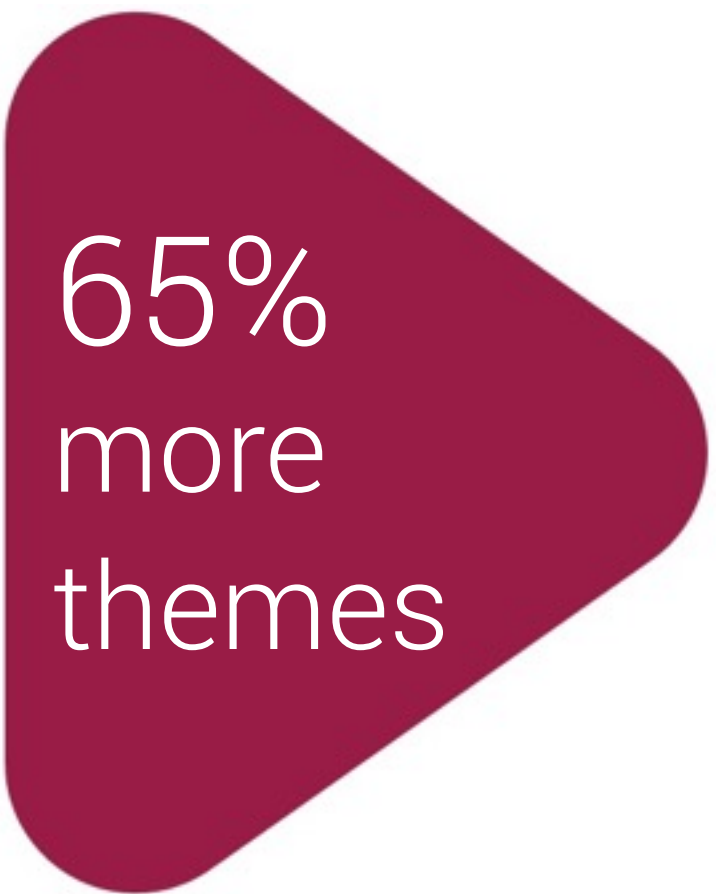
The Voxpopme team can also pull together an edited showreel to bring your insight to life. Please check out an example [here](#)



6x
more
content



100%
more
impact



65%
more
themes



50x
quicker

Gap Inc. Holiday Season Shopper Study

Commercials

As the Primark study is very specific and recruitment costs will be higher I have costed that separately;

Gap Inc and Competitor customers

No of Participants	50 Gap Inc/ 50 Competitor	100 Gap Inc/ 100 Competitor
No of Video questions	3	3
Total Project Cost	\$8,500.00	\$14,600.00
Optional edited video	\$500.00	\$500.00

Primark customers

No of Participants	50 Primark Shoppers	100 Primark Shoppers
No of Video questions	3	3
Total Project Cost	\$5,700	\$9,000

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Agencies and Vendors



and many more



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