



## Nielsen SmartShopper Project Brief

When looking to start your project with Voxpopme there are a number of key choices and decisions to be made that will help you get your project up and running.

### Uploading your videos

Name of campaign	<i>Please provide the project name you would like to appear in the Voxpopme portal</i>
Project/PO number	<i>Please liaise with Ops Manager</i>
Question	<i>Giving us the question/task you asked respondents will enable us to add it to the portal</i>
Further info	<i>Give us any additional campaign info you like</i>
Language of the videos captured	<i>Please tell us the language the video will be captured in.</i>
Translations needed?	Yes [ <input type="checkbox"/> ] No [ <input type="checkbox"/> ]
	English transcript [ <input type="checkbox"/> ] Native language transcript [ <input type="checkbox"/> ] Both [ <input type="checkbox"/> ]
Project Start Date	<i>DD/MM/YYYY</i>
Project Deadline Date	<i>DD/MM/YYYY</i>
Number of videos to be uploaded	
Passing Unique Identifier	Yes [ <input type="checkbox"/> ] No [ <input type="checkbox"/> ]
Please list any additional data you will be passing through	