

# Kantar Rate Card

## Pricing

Feature	English	Non-English with native human transcription and Google Machine Translation	Non-English with native human transcription and human translation to English
Video cost There is a minimum fee of £400	£4 per video	£4 per video	£4 per video
Transcription or Translation	Included	£2.50 per minute	£8 per minute
<b>Setup cost</b>			
DIY setup	Included	Included	Included
1-3 Q's	£340	£410	£410
4-8 Q's	£490	£600	£600
9+ Q's	£710	£820	£820
Additional Markets (Per Market)	£190	£190	£190

## Language Support




All your videos can be quickly transcribed into any native language, translated into English, or you can opt for both.

The following core languages are supported at the rates above, any languages outside this will incur additional costs which will be quoted on a project by project basis.

Core languages:

- Chinese Simplified
- Chinese Traditional
- French
- German
- Italian
- Japanese
- Portuguese
- Spanish

## Additional services

-  Premium Showreel From **£750**  
*Tell powerful consumer stories with a short feature film of your best responses. All enriched with custom graphics, text narratives, animated statistics and intros & outros.*
-  Research Report From **£1,900**  
*Let us deliver the key findings and implications from your project, compiling a report heavily infused with custom-edited showreels.*
-  Sample Recruitment **POA**  
*Whether you need a niche sample or a multi-market audience, we've got you covered. Our global network of panel partners makes every video project possible.*

## Use cases

Explore Voxpopme's use cases to find a ready-made solution for your next video research project...

### Feedback

Understand immediate consumer reactions to your advertising, concepts, products & more.

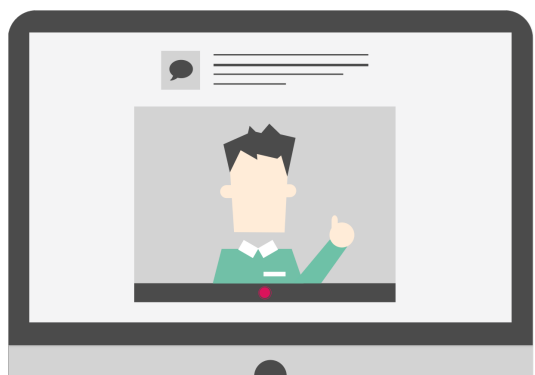
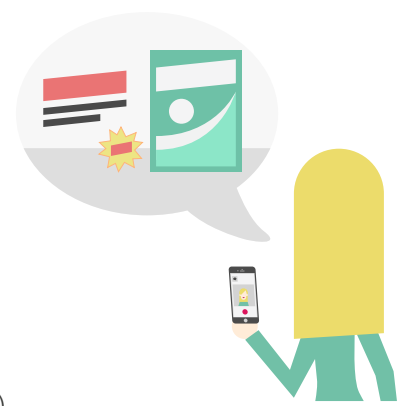
#### Example Scope

30 People, 1 Stim Mini Survey + 5 Videos (native in English)

From **£1,090**

30 People, 1 Stim Mini Survey + 5 Videos (native in non- English) with human translation

From **£2,400**



### Opens

Energise surveys with engaging, easy-to-add open video questions.

#### Example Scope

Survey 500 people, 2 video questions 15% participation (native in English)

From **£3,750**

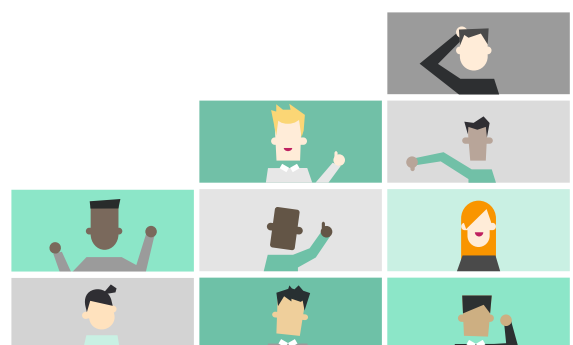
### Discovery

Investigate the opinions & behaviours of your target audience with quick, agile qual.

#### Example Scope

50 People, 3 Questions (native in English)

From **£940**



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