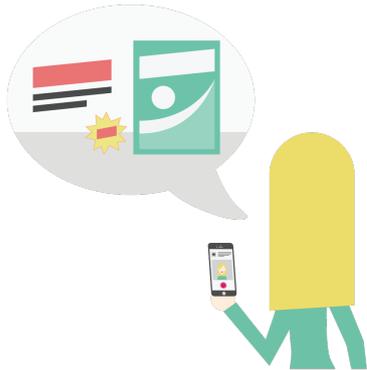


# Video Feedback

Hear from real consumers before going to market

Voxpopme videos let you see real human reactions to the concepts, ads, products, and positioning statements you are trying to optimize.



Get unfiltered consumer feedback, different from any in-person qualitative technique, to understand the real emotion behind people's opinions:

- ▶ Go beyond survey scores to refine your ideas and creative work with authentic video insight.
- ▶ Capture detailed, specific feedback on what's working and what's not, quickly, so you can test again.
- ▶ Have confidence that your go-to-market initiatives are going to be embraced by executives and resonate in the marketplace.

“ Our consumers were at complete ease, sharing and talking about their experience while walking us through it as they answered our questions in great detail. They were articulate, so the level of learning was incredible and helped us understand how we could improve their experience using our products.”

- Denise Dalicandro - Global Insights Manager, The Clorox Company

## Deliver Creative, Impactful Research



**1. Select your stimuli**  
Choose the stimulus you'd like to share with respondents, from two-sentence product descriptions to highly-produced TV spots.



**3. Analyze**  
Discover the most prominent themes and sentiment associated with your product or concept in minutes using advanced, automated analytics.



**2. Design & launch**  
Set your question(s), target audience, desired number of videos and begin collecting responses in minutes.



**4. Share showreels**  
Use intuitive editing tools to turn impactful snippets into concept-defining moments in the c-suite.

## Video Feedback Study Ideas

Want to see where video Video Feedback fits into your program? Check out these use cases...

### New Product Development

Test your product ideas to gauge their relevance and understand what benefits/ features resonate, and which don't. See whether your solutions are likely to succeed or face rejection with timely video insight.

### Competitor Analysis

It's possible to test multiple ads, SKUs and more in minutes with video feedback. Why not see how consumers engage with your competitors' offerings? In minutes, you can compare how your products, services and messaging stack up against rivals.

### Product Feedback

See your products and prototypes in consumers' hands. Use task-based studies or mailers to see your target audience review, use and interact with your product in their homes or stores.

### Ad Testing

Easily share visual stimuli with respondents to see the impact of your ads. Test static and video ads by sharing digital media at the click of a button. It's even possible to test variations of the same advert to see the most engaging elements of your latest campaign.

## Benefits of Video Feedback



### Creative

Quickly design creative, impactful research studies



### Emotive

Elicit emotional feedback from highly-engaged consumers



### Inspiring

Deliver authentic, visual insight designed to inspire action

## Execution

### Panel Partners

Voxpopme's network of panel partners around the globe make video feedback possible in any market.

### On-Demand Communities

For an even faster turnaround, use Voxpopme communities in the United Kingdom, North America, Australia, Ireland and New Zealand.

### Languages Available

With 50+ languages available in the Voxpopme portal, there are no limits or geographical boundaries to your studies.



Video insight made easy