



Voxpopme[®]

How to harness the power of
video research to revolutionise
your business



Video market research is one of the most powerful ways for your customers to provide real human feedback that's deep in meaning, rich in context and emotionally engaging. In fact, it enables researchers to capture six times more content and 65% more themes than traditional survey methods so you can get to know the real story behind your research. As a result, you will be able to understand how your customers truly feel about your brand, products and services - gaining the insight you need to make informed decisions across every department of your organisation.

The lowdown on video

Video market research has previously been a very time-consuming process. From the difficulties of physically filming respondents to how long it takes to analyse and edit footage. As a result, many researchers have been put off video in the past. However, thanks to today's technology, video can now deliver unbeatable insight without the fuss. It no longer takes weeks or months to get video feedback in front of your stakeholders - you can now uncover complex thoughts, feelings and emotions faster than ever before. As a result, you can get closer to what your customers really think and make customer-centric decisions that will revolutionise your business, challenge the status quo and deliver in-depth insight across your entire organisation.



The benefits of video research technology

- ▶ Enables consumers to share their experiences via short, self-recorded videos as an alternative and/or augment to your traditional research.
- ▶ Provides an end-to-end video solution that gets you closer to your customers by overcoming the barriers to traditional video.
- ▶ Takes the pain out of video analysis with automated transcription, tagging, data-passing, search and filter, and sentiment and theme categorisation.
- ▶ Breathes life into quant studies with simple integration or makes qual studies easier than ever before.
- ▶ Helps brands see the people behind the data, driving customer-centric decisions through agile, engaging video research.

How does it work?

Today's technology has transformed the process of capturing, analysing and sharing content, making working with video faster and easier than ever before. Video has become an end-to-end solution starting with agile capture tools like video open-ends for your surveys and communities, or specialist apps that offer on-demand video communities, facilitate task and diary-style studies, or make offline recording simple.

Once collected, your videos can now be instantly human-transcribed, time-coded and checked for quality just minutes after a response is recorded, with the ability to search and filter your library of content to reveal key phrases. The automated organisation of content into key themes means you can easily find the best video snippets and identify important topics, whilst [sentiment analysis](#) means you can get to the bottom of what your respondents are really thinking about your products, services and adverts to quickly find the insight you need. And if that wasn't enough, the ability to pass additional data or add custom tags to individual videos also allows you to search and collate similar responses.

To round off the process, intuitive showreel creation with DIY editing tools enables you to skip the queue for the creative team and generate your own powerful customer stories, ready for sharing in your next research presentation.

How video research can transform your entire organisation by department

Video is now a central part of our daily lives. You only have to look at social channels like Facebook, Instagram and Snapchat to see just how engaging society finds video content and just how accustomed we've become with sharing our lives via self-recorded stories.

It's no surprise that this cultural shift has resulted in video's proliferation throughout our businesses - here are just a handful of the drivers behind video's success...

95%

of a message is retained by viewers when they watch a video, compared to 10% when reading it in text

Popvideo

60,000x

Video is processed by the brain 60,000x faster than text

NCBI

3/4

of executives use video for business-related decision making

Forbes

90%

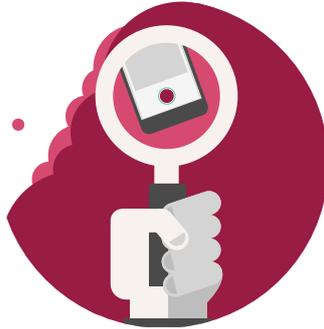
of the information that is transmitted to the brain is visual

3M



How video research can transform your entire organisation by department

Video market research helps you to get to know the people behind your data, empowering you to drive customer-centric decisions throughout every department of your business. There are tons of use cases that show how agile video can add value to different departments - and the following examples are designed to illustrate some of the many impactful uses we've seen so far...



Research Department

Enriching quant and qual

Perhaps the most obvious application of end-to-end video research technology is, unsurprisingly, in the research department. Technology has re-imagined how video can be used in new and existing research studies, whether qualitative or quantitative - and as a result, research departments at the world's leading brands are:

- ▶ Discovering what customers think, feel and do in their natural environments with quick-turn responses from video-ready feedback communities.
- ▶ Confirming findings with video studies running alongside or after quantitative surveys to bring segmentations or specific topics to life.
- ▶ Capturing crucial moments with diary and task-based research studies across days and weeks within specialist apps.
- ▶ Embedding video open-ends directly into traditional quant surveys from web intercepts to NPS studies and everything in-between.
- ▶ Quickly capturing self-recorded human responses to concepts, products, places, experiences and more.
- ▶ Getting more out of existing focus groups and IDIs using advanced video analytics.

In fact, many of the following examples can be initiated in the insight department to empower the entire organisation and put research in the C-Suite.



Advertising & Marketing Department

Improving brand positioning and messaging

We help a variety of businesses from tech giants to consumer goods companies gain greater insight into their advertising and marketing. For Microsoft, we were able to gauge their customers' opinions about campaign talent options to ensure they resonated with viewers. We did this by recording customers' initial reactions to an array of different talent videos to gather deep emotional feedback, prior to creative development. Respondents in the US and global markets discussed likability, relatability, believability and interest, sharing in-depth insights and helping to inform pre-production ad decisions.

We also helped Clorox to refine their marketing and creative work by screening Voxpopme's OnDemand community for a specific segment in the South East (US) and discovering the language used by their target audience regarding BBQ grilling occasions. Through quick-turn video market research, Clorox discovered unexpected habits and unique terminology - ensuring that their brand could appeal to a critical segment within their customer base.

- ▶ Video market research enables you to see real human responses and understand genuine interactions in order to make informed marketing decisions.
- ▶ It allows you to access honest feedback on brand awareness, competitive comparisons and brand perception so you can develop and position your brand accordingly.
- ▶ Enables you to optimise your campaigns by shaping your messaging to suit your target audience at speeds that can influence the creative process.



Product Development

Developing winning products

From international car manufacturers to a world-renowned chewing gum company, we've helped hundreds of businesses understand why people feel the way they do about different products and designs. One car manufacturer in particular, recently replaced their post-car-clinic focus group with agile video, setting up two short surveys with video open-ends. The first collected video from participants on-site, in the moment, at car clinics all around North America simultaneously - overcoming the scalability and geographical challenges of traditional video. Then, a post-event video survey was designed to collect feedback the following day once respondents had time to reflect on their experience with the company's prototypes. The feedback collected provided critical detail to the design and engineering teams at a speed that enabled video to inform the future product direction.

- ▶ Video can help you shape all stages of the product lifecycle, from concept to design and development to prototyping and product launch.
- ▶ By getting honest responses along the way, you can make any necessary adjustments in a timely fashion.
- ▶ Getting an authentic glimpse of who your customers are, what they want and identifying their likes and dislikes can ensure you have a deep understanding of their wants and needs.
- ▶ Gathering competitive intelligence also allows you to differentiate yourself from competitors. See how your customers use your products when they're in their hands by using agile video in Usability Testing and I-HUTS, or see how they interact with your competitors' products to gain a competitive advantage.



Customer Experiences

Bringing customer stories to life

For over 18-months, we've been helping Asda gain a deeper understanding of their customers. By augmenting their existing CSAT and web intercept surveys with VideoCX, Asda has been revealing the 'why' behind shoppers' perceptions and opinions. Combining the richness of video with existing CX data enables the customer insight team to take authentic customer stories into the boardroom on a weekly basis. This approach continues to shape significant business decisions and improve the shopping experience for the brand's valued customers.

- ▶ Video enables you to find out exactly what your customers think and why they feel the way they do.
- ▶ It allows you to truly hear your customers' voice and observe verbal and non-verbal cues, bringing the voice of the customer to life.
- ▶ This can empower you to make important improvements and allows for increased customer experience impact across your organisation as well as driving key stakeholder and C-Suite engagement.
- ▶ Find out more here: <https://videocx.com/>



Human Resources

Enhancing employee training

Nothing beats the honesty of a real customer when it comes to training employees. We recently helped a leading FMCG client use video to go beyond the employee handbook and improve customer service by sharing customer-recorded video feedback on smart boards throughout their entire organisation.

- ▶ Video quickly puts real customer stories in front of thousands of employees.
- ▶ Sharing relatable stories enables everyone in the organisation to really know their audience and understand the customer's point of view.
- ▶ This, in turn, improves the employee experience, tuning them into the organisation's purpose and driving the desire to improve products and services.



The C-Suite

Removing the customer disconnect

Insight can, and should, be one of the most powerful vehicles for influencing decisions in the C-Suite. Video feedback has the ability to influence the C-Suite in a way that data alone cannot - which is why many of our clients take video into the boardroom on a weekly basis.

- ▶ Modern executives are inundated with information and data to ingest - video brings insights to life in a fraction of the time.
- ▶ Video makes research engaging and entertaining - building impactful customer narratives for C-Suite presentations.
- ▶ Video provides incomparable context and depth without bombarding colleagues with more statistics.

Need to see it to believe it?

Ultimately, video is the best vehicle for enticing customers to share actionable feedback that is deep in meaning, rich in context and emotionally engaging when shared in any department of your organisation. If you'd like to find out more about how video can revolutionise your business, [book your personal demo with Voxpopme today](#).

READY TO SEE THE PEOPLE BEHIND YOUR DATA?

Sign up for a short, personalised demo to explore the use cases featured in this eBook, and many others just like them, in more depth...

[BOOK A DEMO](#)