Unlocking the Power of Video to Illuminate Insights

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Video is now ubiquitous
83% of all data traversing the internet will be video by 2020.

*Statistics sourced: Statista & Brandwatch
It touches all aspects of our lives

10bn

videos watched and shared on Snapchat every, single, day.

*Statistics sourced: Statista & Brandwatch*
Technology has changed the game
How do we know?

Dave Carruthers
CEO Co-Founder of Voxpopme

10+ years experience in developing technology businesses I have a unique understanding of the market from both a technical and commercial perspective.

Ben Gilgoff
Executive Director, Global Customer & Brand Insights Primary Care at Merck

Passionate research professional with a unique perspective on how to optimize various analytical disciplines in effective decision making.
We've done a lot of research, so we know video is...

An undeniably powerful storyteller

But...

Cumbersome to record, analyze and share
So the thought of traditional video research often... leaves us feeling a little like this guy.
Capturing video

Challenge
Geographical and personnel demands

Solution
Video capture in any survey, from any device

Benefit
Instant, visual consumer connections
Analyzing video

Challenge

- Time consuming to find and understand insight

Solution

- Advanced, fast and scalable video analytics

Benefit

- Searchable content, auto categorized into key themes
Share video

Challenge
Time and video editing skills required

Solution
Simple, custom showreel generation

Benefit
Engaging stories that drive action
Why use video?

Purpose & Benefits

• Maximize the value of quantitative studies by making the findings believable and sticky to your audience.

• Respondents want to tell you their story in their words not yours.

• Gain instant credibility by having respondents explain their rational vs. the Researcher trying to explain it.

• Save time and energy in explaining controversial or unusual findings

• People get tired of looking at graphs and slides
Where to collect video?

Ideas:

- Awareness Tracking and Usage (ATU) Studies
- Forecasting Studies
- Messaging Tracking/Testing Studies
- Copy Testing
Enriching respondent’s journeys

Just incentivizing is no longer enough...

We must build an environment that makes survey fatigue a thing of the past!

Shorter Surveys
Easy and engaging journey
Use video to engage and discover their stories
But don’t take our word for it

“I like that I can express exactly how I feel, say exactly what I want to say and be able to portray my emotion when I say it.”

Brandi 27
Cochrane
Video challenges the status quo

Drives action across organizations with unarguable insight and powerful narratives
59% of executives would rather watch a video than read text

*Statistic sourced: Forbes*
"It's not Hollywood - these are people's raw feelings that you see. This video feedback has been incredibly useful for us in finding out what our customers think and driving change."

Oliver Wilson, Customer Insight Manager, Asda
How it works

Capture  Analyse  Share

Capture at speed, analyse at scale, share with ease
Why Voxpopme video

Authentic: brings 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 analyse at scale

Tell stories: make more impactful presentations
Our Experience

4 Global Offices

1M Videos Collected

40+ Languages Available

100+ Major Brands
Video Insight Made Easy

For more information

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