The future of video research

Driving deeper insights through video technology innovation

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Consumer research follows consumer communication... video is next

How People Communicate

How Market Research is Conducted

FACE TO FACE

(SNAIL) MAIL

TELEPHONE

INTERNET

Email/ Web Sites

Mobile

Social Media

Video

In-person Surveys

Postal Surveys

Phone Surveys

Online Surveys

Email/ Web Surveys

Mobile Surveys

Social Surveys

Video Surveys
Marketers need lots of data to make decisions. Online surveys scaled market research
Surveys made research accessible but they suffer from many shortcomings.

1. RECALL
Can you recall your brand of toothbrush, price, promotion? It’s hard for consumers too!

Video allows the researcher to observe and not rely on recall.
2. BEHAVIORAL SCIENCE

Behavioral science relies on observing the consumer (passively, where possible)

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Video is more passive than online surveys – in some cases totally passive.
3. CONSUMER BURDEN

Back to toothbrushes! How long did you think about your last purchase decision?

A structured 30min online survey is ...too much

Surveys made research accessible but they suffer from many shortcomings.

Video is open ended – length and content are consumer driven.
So why is video missing in Quant MR? Video was not scalable (cost and timing) ... until now

1. Efficient Quant Video Panel and Survey Management

2. Technology to Convert Quant Video responses to raw data and analysis

NAILBITER Product Suite

PTM is a complete panel and survey management solution for video. Consumer Apps recruit & maintain panel as well as allow them to complete video surveys and projects.

Annotator converts consumer videos into raw data. Analyzer annotator raw data to be processed based on brand needs.
CASE STUDY: Orbit White Launch
HOW IT WORKS

RECRUIT
NAILBITER Platform finds P6M category buyers

VIDEO CAPTURE
IN-STORE: Shoppers record their purchase

AT-HOME: Consumers try the product and record their experience

DECODE, ANALYZE
Analytic platform converts videos into data and metrics

Confidential
RESULTS

Not widely resealable
Contact amit@nailbiter.co
for other case studies
APPLICATIONS FOR QUANT VIDEO
MERCHANDISING AND MARKETING
Green Background

Golden flourish

PACKAGING

CURRENT PACK

LEGEND

Size denotes frequency of comments

Color denotes Negativity or Positivity

Pack Simplicity

Insignia

Green Background

Golden Stripes

NEW PACK

Sample data for demo only
Length of arm indicates magnitude of priority. For example; under Brand, Progresso is mentioned prior to Campbell's which is prior to Annie's – however there is greater separation between Progresso and Campbell's than Campbell's and Annie's (not real data)
NEW METRICS FOR BRAND & MARKETING PERFORMANCE
Quant Video allows researchers to harness the best of Observational research and Online Surveys:
- Reveals new brand metrics
- Explains reasons behind the metrics
- Seeing is believing - makes research highly actionable

Questions?

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