



Your Step-By-Step Guide to Creating Video Market Research



If you're struggling to drive change across your business, are finding it hard to engage with the C-Suite or just want to make more informed, customer-centric decisions then end-to-end video market research could be the answer.

Video research is the single most powerful way for your customers to let you know what they're really thinking by providing real human feedback that's deep in meaning. Video enables you to truly understand the people behind your data and get to grips with how they really feel about your brand, products and services, giving you the information you need to deliver impactful insights, challenge the status quo and drive change with authentic consumer feedback.

Sounds good, doesn't it? But how do you go about collecting video insight in the first place? Well, that's what this guide is for. Read on for our step-by-step guide to agile video market research so you can get to grips with video insight technology and start unlocking rich, visual insight today...

1 Identify where video insight will be most impactful

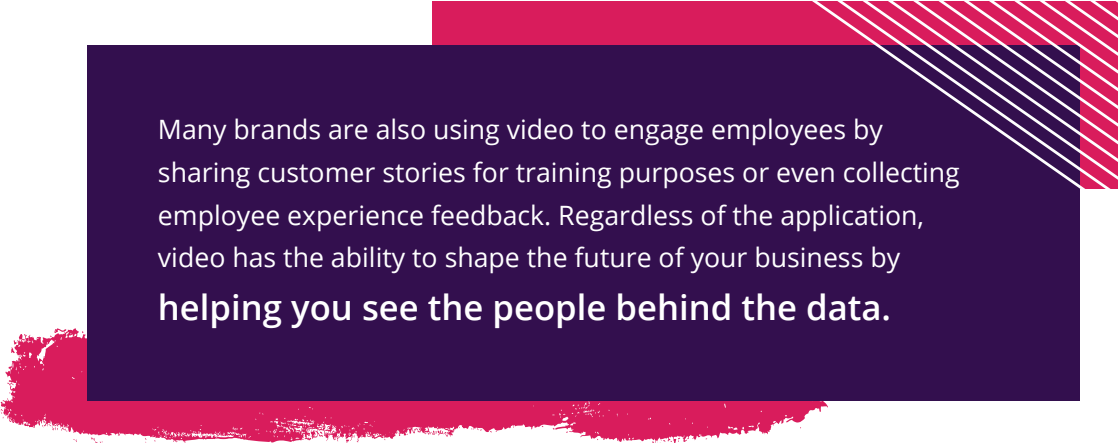


First things first, you need to identify where video will deliver the most impact. Video-driven research is one of the most powerful ways to get to the bottom of what your consumers are really thinking and why. By discovering real human responses and sharing your customers' stories in their own words, you'll actually be able to engage and deliver impact across your entire organisation.

One of the most obvious applications of video feedback is in the market research department. Technology has reimagined how video can be used by modern researchers, making it applicable in both quant and qual studies so you can quickly capture customer-recorded responses to products and services and make more informed decisions. Video insight platforms have turned video into an end-to-end solution thanks to innovative capture tools, automated analytics and DIY editing tools that make it easy to conduct video research at speed and scale.

Video is a hugely beneficial tool outside of the research department too. Leaders in Customer Experience (CX) are using video insight platforms to see and hear real customer stories - going beyond CSAT and NPS scores to discover what they really think. Video technology can be used as an alternative or augment to traditional CX programs to breathe life into customer feedback with a video-first approach - putting the video voice of the customer into the boardroom.

Beyond that, video insight is proliferating through our wider organisations, departments and projects. Automated video analytics and sharing tools have granted video the turnaround times needed to help marketing teams gauge consumer opinions on campaigns, brand positioning and messaging, whilst video powered research also shapes product development by helping engineers and product managers understand why people feel the way they do about certain designs and prototypes. Advertisers can also test new campaigns, TV ads, collateral and positioning statements, meaning real consumer feedback is helping shape the entire creative process.



Many brands are also using video to engage employees by sharing customer stories for training purposes or even collecting employee experience feedback. Regardless of the application, video has the ability to shape the future of your business by **helping you see the people behind the data.**

2 Choose how to utilise it

Okay, so you know where video is going to be most impactful - now you just need to choose how to collect it.

Thanks to video research technology, capturing video feedback has never been so easy, whether you want to utilise video in a new or existing study. In just a few clicks you can capture, analyse and share compelling customer stories across an array of quant and qual studies - which means you can get closer to what people think, feel and do - and fast.

Agile video technology has many applications, enabling you to:

- ▶ Quickly collect videos alongside or after a survey to boost the impact of your results - digging into specific segments or topics that need further investigation
- ▶ Integrate video open-ends into your existing surveys or communities without even changing your current program
- ▶ Create new, video-first surveys where one, or many, video questions can be placed at the heart of the study, combining quant and qual
- ▶ Invite your respondents to take part in task-based or diary style studies via specialist apps like Moments
- ▶ Use on-demand video feedback communities to test ads, products, concepts and more
- ▶ Conduct agile IHUTs, ethnographies, narrative studies and more, with any consumer group you recruit through your video vendor and/or their panel partners

There are so many ways to add the power of video to your research and boost the impact of your results. Utilising video market research technology means you can really add weight to all types of research, enriching your quant study with the context and emotion of video feedback or turning traditional qual (e.g. focus groups, IDIs, diary studies, ethnographies, IHUTs and more) into agile, scalable research methods.

You name it - video can help you get more out of your research so you can make great decisions, fast. So whether your research has identified insights that need deeper investigation or you'd like to bring a certain consumer segment to life, it's all possible with agile video research.

3 Plan your video market research project

Now that you've decided which video market research method is right for you, it's time to plan your project and set clear objectives to ensure you collect the information needed to put your customers at the heart of decisions.

Next up, it's time to decide on quantitative versus qualitative. Technology has made it possible to collect self-recorded consumer videos as either an alternative or an augment to traditional quant or qual research. For quantitative researchers, video open ends can be integrated directly into survey platforms, collecting videos from consumers in the studies you already run in platforms like Survey Gizmo, Qualtrics and Decipher or into communities such as FuelCycle - imagine the power of your NPS scores or brand tracking results with real customer stories to back them up!

For qualitative researchers, technology takes the studies you know and love but serves them up in a fraction of the time with consumers sharing candid videos from wherever you need them. Your shoppalongs can now be recorded by consumers as they explore stores, or your IHUTs can show how they interact with a product in their home. If that isn't enough, specialist apps like Moments even make it possible to run diary studies across days and weeks so you can probe further into your customers' lives - and that's just a few examples!

Moving forward, you'll need to identify your target audience. Agile video research enables you to collect video from any audience, whether you want to integrate it into existing communities or surveys, or set up new video-centric studies. You might also wish to consider how many markets you'd like to collect your videos in, as well as how many respondents you require per market and what the translation requirements (if any) will be.

Finally, you'll also need to decide on a timeline and budget to make sure your research is completed in time. There isn't a one-size-fits-all timeline for agile video projects as they vary depending on your chosen audience, the volume of videos required, the type of video study and more. However, you can use the checklist below to put some structure into your study.



Your video insight project checklist...

Planning

- ▶ Have you set a project outline?
- ▶ Have you determined your research objectives?
- ▶ Is your study quantitative or qualitative in nature?

Questions & Customisation

- ▶ Have you determined the question(s) you'd like to ask? Are they...

Standalone video questions

Adding video questions to an existing survey

Building a new survey with video scripted in

- ▶ How many videos would you like to collect per respondent?
- ▶ Are there specific tasks you need them to undertake?
- ▶ Do they need to be in a specified market?

Audience

- ▶ Have you decided who you would like to collect video from?
- ▶ How many markets would you like to collect video in (domestic or multi-national)?
- ▶ How many video participants do you need per market?
- ▶ If recruiting panellists, is there screening criteria you need to use?
- ▶ Are there any required quotas? E.g. 50% Males, 50% Female, 25% Gold Shoppers
- ▶ Will you require translation of transcripts?

Timeline considerations

- ▶ When do you require your video content?
- ▶ Analytics take place shortly after recording - are you ready to view content on the project delivery day?
- ▶ Are you ordering translations? Remember to allow approx 24 hours after collection for this
- ▶ Have you used sentiment and theme coding to find insights faster?
- ▶ Have you used DIY editing to generate showreels in a matter of clicks?
- ▶ If you've requested additional reporting or custom showreels, have you allowed time for turnaround?

Budget considerations

- ▶ Have you checked if there are any additional recruitment fees?
- ▶ Running a multi-market study? Check translation costs for the required videos
- ▶ Asking for a particularly extensive video task? Extra incentives may boost participation
- ▶ Have you ordered additional custom reports, showreels or analysis beyond the tools that are available in your chosen video insight platform?

All set with your project plan?

Great - now it's time to start collecting and analysing those customer stories...

3 Find critical insights with automated analytics

Once you've captured your video, it's time to analyse it. Previously, researchers have been put off using video because it was thought to be time-consuming and resource-intensive, but today's technology means video analysis is faster than ever before. Once uploaded, all videos go through a quality assurance process to ensure only the best content is used. They will also be instantly human-transcribed and time coded which means that outputs are over 97% accurate, making analysis quicker and easier than ever before. In fact, transcripts can appear in a matter of minutes whilst translations and transcriptions on longer form videos are available within just 24 hours.

Once your videos have been through those initial processes in the Voxpopme platform, there are an array of tools at your disposal so you can quickly find the best and most relevant responses for you. Search tools allow you to filter responses by keyword or variables such as date, age or location, while data charts and word clouds allow you to explore even further. Not only that, but automated thematic analysis also groups your video content into themes based on keywords and phrases to make it easier than ever before to spot trends within your feedback. By automatically identifying the most important snippets of video and illuminating key findings, theme coding takes you straight to the snippets where respondents mention your chosen theme, so you can spend less time searching for answers and more time telling better stories.

And if that wasn't enough, sentiment analysis is also available to help you categorise video content by respondents' true feelings so you can understand the sentiment behind every single sentence in every single response - or even take a step back and view sentiment at the theme level. All this means you can say goodbye to manual coding and instead discover the themes that matter the most, saving you time and maximising video insight and impact.

5 Influence the C-Suite and beyond with powerful showreels

Once your video has been analysed you can select, customise and share your most powerful customer stories. Insight can and should be one of the most powerful vehicles for influencing decisions in the C-Suite - and video feedback has the ability to influence the C-Suite in a way that data alone cannot. Modern executives today are inundated with information and material to ingest - and video can bring insights to life in a fraction of the time. Not only that, but because video makes research engaging and entertaining, you can build impactful customer narratives for C-Suite presentations - providing incomparable context and depth without bombarding your colleagues with extra data charts and statistics.

It's quick and easy to generate a showreel from your project: simply drag and drop your cursor over any section of a response and add it to your latest showreel to easily assemble the most insightful video moments from all your feedback. You can even use auto-generated themes to jump straight into clips that contain a specific topic. It's also easy to review and reorder your showreel to make sure the most persuasive insights are the focal point. There's no need for complex video editing tools - once you've selected your most insightful snippets, you can customise your showreel by adding your logo, colour scheme, custom slides and images in a few simple clicks to transform your video feedback into an impactful customer story.

Once your showreel is complete, simply hit generate and share it with your key stakeholders by downloading it and dropping it into your next report or presentation or setting up a private landing page and sharing your edited showreel using the weblink. This means you can share your showreel, drive decisions for your business, and get your customer stories in front of your audience. Sound too good to be true? Listen to Exterior Media's video research success story to hear how leaders in research are using agile video.

Summary

Video is a powerful form of feedback for any business. Rather than asking consumers and customers for simple ratings and text responses, you can offer them a real voice.

Simply adding Voxpopme video questions into ongoing studies supercharges your surveys and provides a deeper understanding of your target audience, giving your customers a voice in the boardroom. Watch as your research brings them to life, substantially impacting the direction of your business.

The exciting combination of video and data drives action in the boardroom that can materially impact your business.

Contact us to add Voxpopme video questions to your survey today.

voxpathme.com

**We don't bite...
Let's talk.**



GET IN TOUCH

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