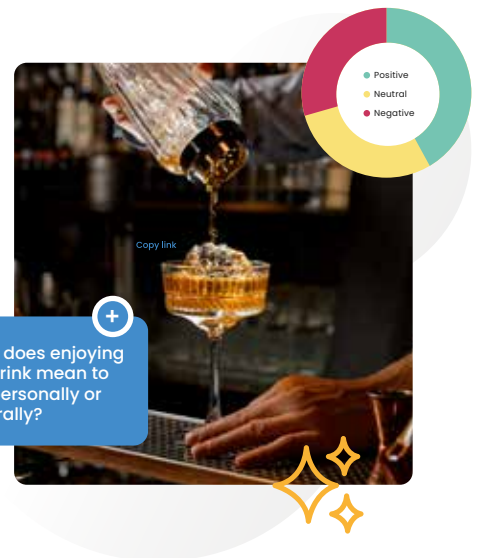


Global Beverage Manufacturer Elevates Consumer Understanding with Voxpopme's AI-Powered Insights



A North America-based insights team at a large beverage manufacturer embarked on an ambitious empathy program to deepen understanding of consumer preferences and behaviors. With Voxpopme's AI-driven qualitative insights platform, the team transformed their approach to qualitative research, scaling insights across the organization and delivering exceptional results. In just six months, they empowered marketing and brand teams to stay deeply connected with consumers.

3700

Video Research
Feedback Analyzed

60x

Faster Video
Research Analysis

97%

Time Saved in
Qual Analysis

Adapting to a Rapidly Changing Consumer Landscape

As a well-established player in the spirits industry, this large beverage company has long prioritized consumer empathy. Grounded in the principle of observing real consumer experiences, the team set out to go beyond traditional practices to gain a deeper understanding of consumers' lives.

Key challenges included:

Navigating shifting consumer behaviors post-pandemic, influenced by inflation and premiumization trends.

Ensuring all marketing teams could directly engage with consumer stories.

Demonstrating strong ROI for insights while managing a lean research team.

"Our goal was to get all of our brand and marketing teams directly hearing from and connecting to consumers on a really regular basis. I wanted to make sure that they could hear directly from the voice of the consumer, build their collective gut and consumer muscle, and build that consumer centricity for the organization,"

Shared Senior Director of North America
Insights and Analytics

Accelerating Consumer Insights Through Voxpopme's AI Platform

The company turned to Voxpopme for its advanced AI capabilities in video research. With Voxpopme integrated into their empathy program, the team achieved a seamless process for collecting, analyzing, and sharing consumer insights:

Efficient Analysis with AI

Voxpopme's AI capabilities, including automated video summaries and customizable insights, allowed the team to analyze thousands of video responses within days. Tools like AI-generated reports and ChatGPT-driven queries helped uncover nuanced consumer stories quickly and at scale.

"The AI tools were instrumental in turning around business questions fast. They even suggested smart follow-ups, which made the process efficient and insightful."

— Senior Director of North America Insights and Analytics



Engaging Consumer Narratives

Selfie-style videos brought consumers' stories to life, from proud displays of home bars filled with premium spirits to heartfelt moments like a granddaughter sharing a drink with her 93-year-old grandmother. These narratives fostered empathy across teams.

Enhanced Collaboration and Learning

Voxpopme's centralized data repository allowed the company to store and reuse insights, enabling cross-team learning. Marketing teams could explore insights directly and influence decisions, without needing deep research expertise.



Driving Consumer Closeness and Marketing Intelligence with Efficiency

"A picture may be worth a thousand words, but a 30-second video is worth so much more." — Senior Director of North America Insights and Analytics

In just six months, Voxpopme helped revolutionize their empathy program by delivering unparalleled efficiency and depth in qualitative research.

The Results



3,700 consumer videos processed, equating to over **4,800 minutes of insights**



Marketers gained a more nuanced understanding of consumer motivations, directly informing strategy and improving team alignment.



Insights delivered **60x faster**, with **97% of analysis time saved**.

Business Impact

The team validated key trends such as the continued appeal of premium spirits and the rising importance of affordability. Product concepts—like a modern twist on a classic cocktail—were successfully tested using Voxpopme, demonstrating strong consumer interest.

“Voxpopme allowed us to get creative and optimize strategies like never before,” the Senior Director shared. **“The platform made qualitative insights accessible across the organization, driving smarter decisions at every level.”**

Premium Spirits Appeal

Affordability Importance Rising

Strong Consumer Interest

What made you choose this drink over others?



“We’re proud to partner with this innovative beverage manufacturer and support their transformative approach to consumer understanding. Their team has set a benchmark for combining empathy and efficiency in qualitative research through their excellent use of Voxpopme. It’s been incredibly rewarding to see how quickly they’ve scaled insights, brought consumer stories to life, and empowered teams to make smarter, more connected decisions.”

Aimee Stier, VP of Customer Success at Voxpopme