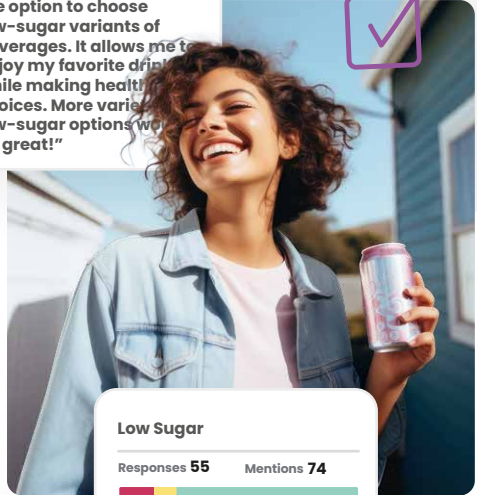


Amplifying Insights for a Global Beverage Company

A global beverage company struggled to get consumer insights in front of decision-makers.

"I really appreciate having the option to choose low-sugar variants of beverages. It allows me to enjoy my favorite drink while making healthy choices. More varied low-sugar options would be great!"



10x
Faster Video Analysis

300+
Completed Projects

97%
Efficiency Gain

Voxpopme's AI-powered platform helped amplify their findings, cutting through the noise and ensuring that key decision-makers could take action based on real-time insights.



Reporting Frameworks

Search reporting frameworks

Voxpopme Marketing Market Research

- Voxpopme Summary
- Summary by Question
- Project Objective Summary
- Unexpected Findings

Get A Custom Report

The Challenge

Overwhelmed Executives

Leadership was inundated with data, making it difficult to prioritize insights.

Fragmented Communication

Insights weren't reaching decision-makers in a compelling, cohesive way.

Slow Decision-Making

Critical trends, such as growing demand for low-sugar beverages, were missed or delayed.

The Solution

AI-Generated Reports

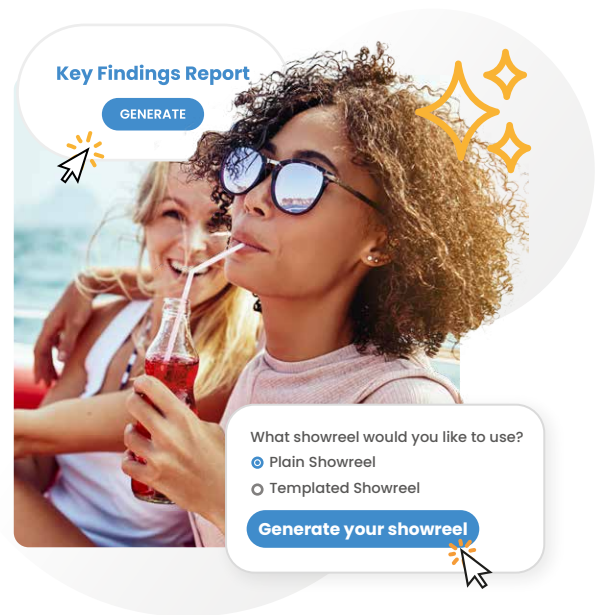
Tailored, automated reports helped prioritize insights and deliver them directly to decision-makers.

Showreels

Short, engaging videos brought consumer feedback to life, making insights hard to ignore.

Centralized Insights Repository

Allowed all departments to access real-time, relevant consumer data.



The Results



Faster, Informed Decisions

Executives could quickly act on consumer feedback, leading to more strategic product launches.



Stronger Product Alignment

Product launches were better aligned with consumer trends, such as health-conscious and eco-friendly packaging preferences..



Greater Engagement

Showreels increased leadership engagement with consumer feedback, helping to shape the company's sustainability strategy.

The Impact

Voxpopme's Insights Platform turned the insights team from voices in the void to strategic advisors. Collaboration between teams improved and decision-makers were empowered to act on the most important insights at the right time.

