



Inspiration to Maximize Your Insights.

Month/Year

60X
Faster Research
Analysis

🔍 Search trends

+

Share feedback with
shareholders.

I like the texture of this
product because...



...

Create showreel

 Alice, 28
Utah

+ ADD TO SHOWREEL

I love the product but
I think it's expensive.

REC



Understanding consumers *even better.*



Video qual provides incredible depth leading to actionable outcomes

Rich qualitative understanding from people in their own environments



Drive authenticity and empathy

Real-time feedback, in the moments you care about most



Keep up with the speed of business and consumer opinion

Video goes beyond the “numbers” to increase interest and engagement among your internal stakeholders



Drive action internally with stakeholders and leadership



Inspiration for your *Research Plan*



Insights Across the Full Consumer Journey

Comms & Creative Development

- Concepts
- Ads & Creative
- Packaging
- Messaging
- Innovation

Brand & Strategy

- A&U studies
- Competitive scans
- Brand planning
- Tracking w/ qual depth



The Human Lens

- Consumer closeness
- Ethnography
- Trends & patterns
- Humanize quant
- Continuous VOC

Shopper & Path-to-Purchase

- Shopper missions
- eCommerce
- Path-to-purchase
- IHUT
- Retail feedback



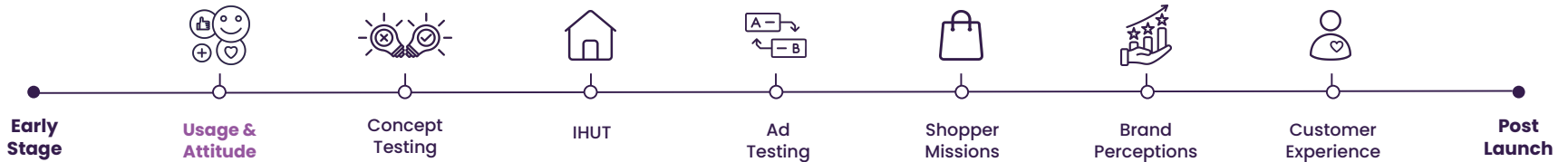
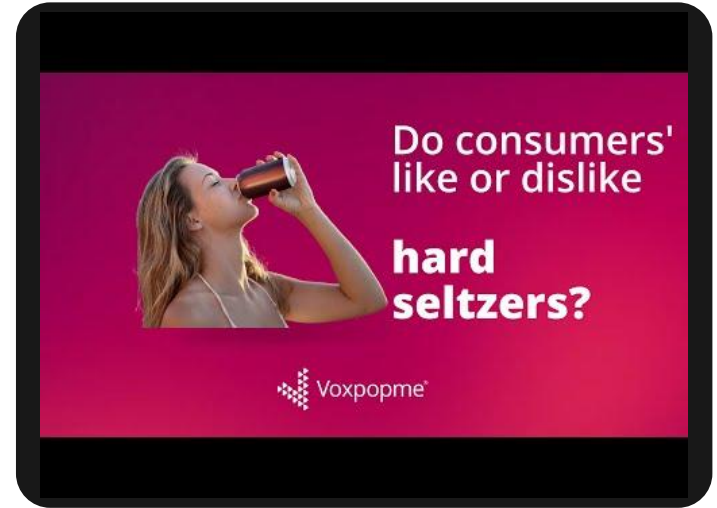
Usage & Attitude

Traditional quantitative U&A's can only get you so far on truly understanding the drivers behind how consumers use and perceive your products or services.

By digging deeper via video qual, either as a stand-alone project, a quant follow-up, or embedded in your current U&A survey, you can now uncover the “why’s” behind your data. Output can help you gain better competitive understanding and identify potential market opportunities, as told directly from consumers.

Pro-tip: ask them to show you the products they use, and also see where it “lives” in their households (pantry, fridge, closet, etc).

Consumers' perceptions of Hard Seltzers





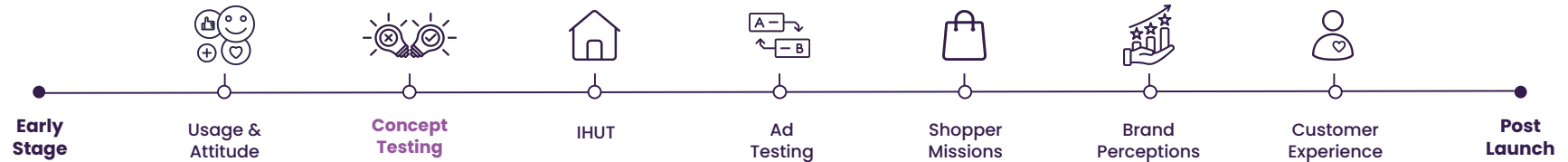
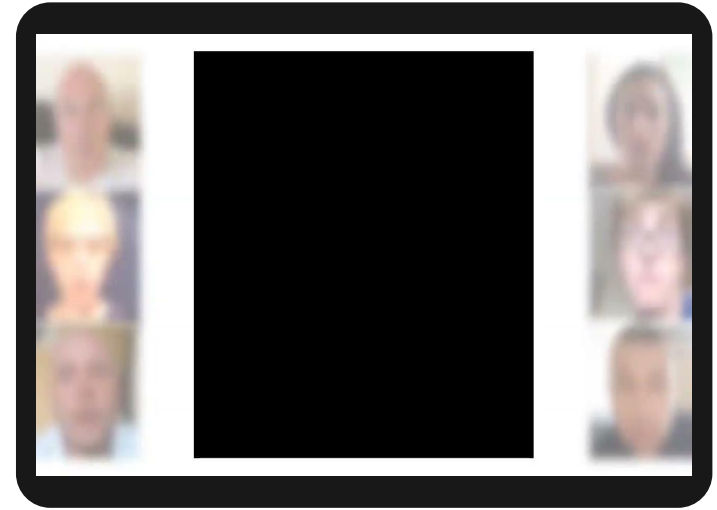
Concept Testing

When it comes to product development, it's important to obtain qualitative human feedback. Why? Because it allows consumers to tell you how they'd perceive your concept in the marketplace, and quantitative data only gets you part of the way there.

Video feedback of your product concepts can help guide the direction of your development process, providing you with invaluable learning on what drives purchase motivation, how it compares to competition, and watch-outs to help you steer clear of potential costly mistakes at launch.

Pro-tip: ask them if this product is something they "need", and if so, why...this can help provide context into whether this item is really solving a problem for them.

Test your next concept using
Augmented Reality





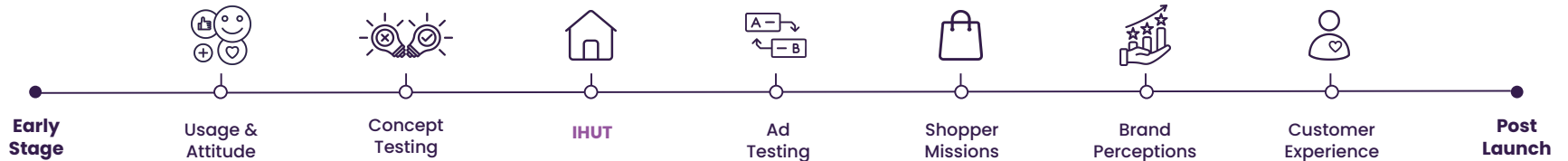
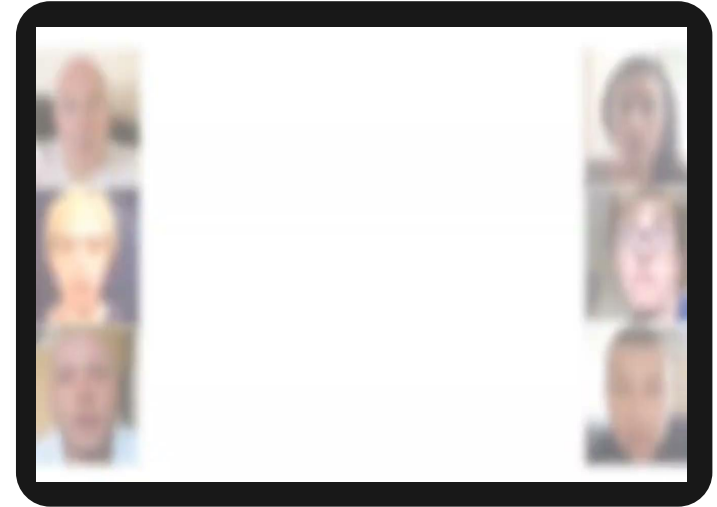
Product Testing/IHUT

Consumers showing how they use everyday products

Every wonder how consumers are using your products or services, in their own homes? Now you can get in-the-moment video feedback in real-time.

A video qual IHUT (in-home use test) allows you to see and hear from consumers as they discuss their reactions. Their feedback can range from a product trial, tasting, or an unpackaging review and assessment, as a way to test out with consumers before a full-fledged launch.

Pro-tip: depending on the category, you can ask them for a peak into their closet, garage, pantry/fridge, etc. for a view into their category usage.





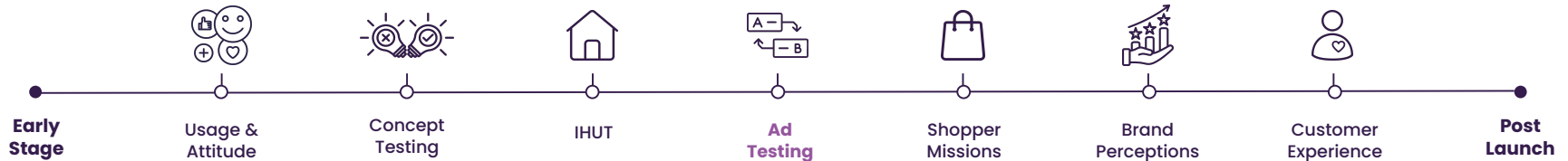
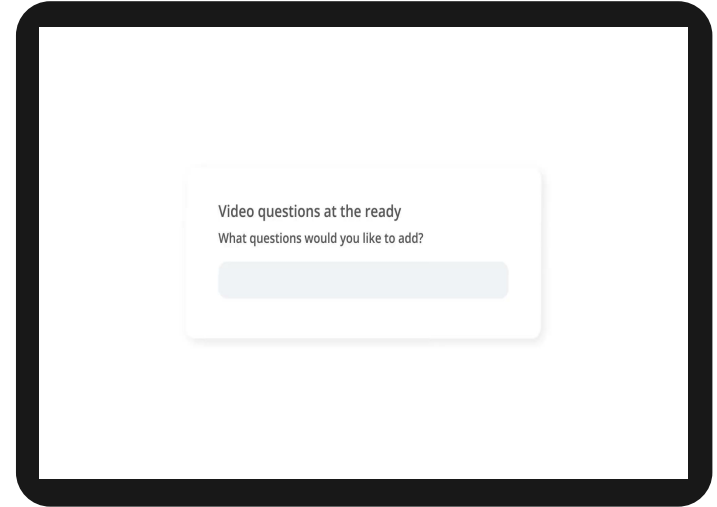
Ad Testing

Great advertising will elicit some form of an emotion, and it's important that we're able to pick up on that through research, which standardized quant testing can sometimes miss.

Capturing video feedback on your creative allows you to hear those feelings first hand, to better understand what's working, and more importantly, where there may be opportunity to improve. This can be done across all stages of your creative, from early-stage all the way to the finished spot.

Pro-tip: ask questions like “which 3 words come to mind when you watched this ad” or “what is the main message”, and you'll be pleasantly surprised at how well viewers can provide depth and empathy in their answers, much like this example.

Reaction to 2020 Olympics “Love leads to good” campaign.





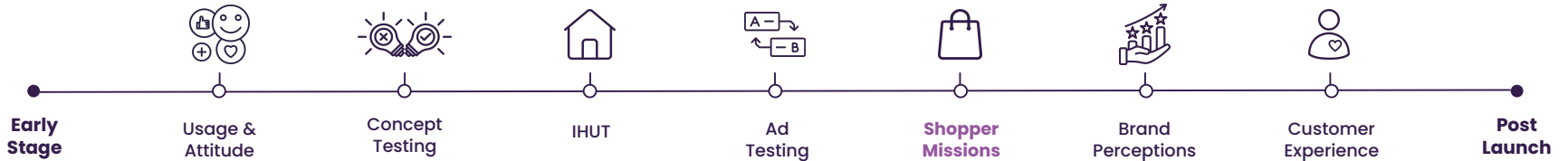
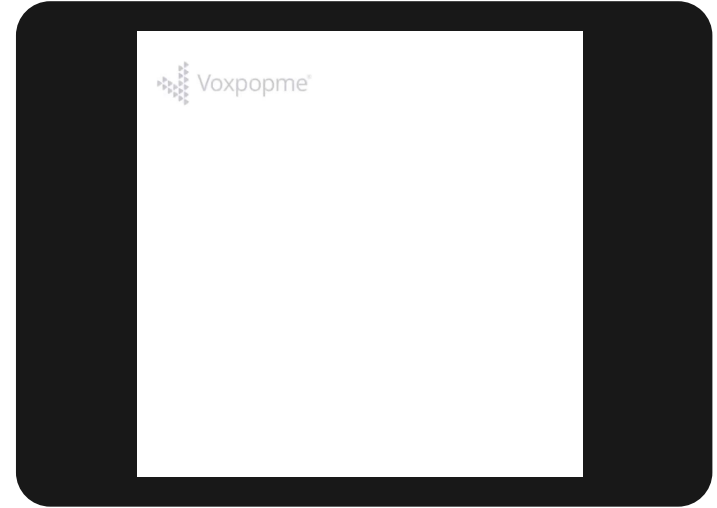
Shopper Missions

In many quant studies, consumers can recall basic information such as when they last visited a store, or what they purchased. But if you really want to understand shopping behavior, there's no better way than seeing your consumers' experience on a real-life shopping trip via video.

Shopper missions allow you to understand how your target audience makes purchasing decisions, and observe where your products are displayed on shelf at different retailers. It's essentially a front-row seat to the shopping occasion, without the need for an ethnographer or in-store permissions.

Pro-tip: have them document their overall journey, from walking in, going through the aisles, looking for products and checking out, and any challenges they experienced along the way.

Visiting a grocery store and discussing their purchase decision process





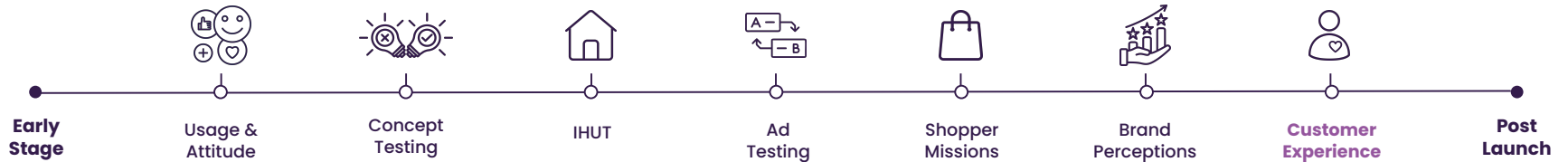
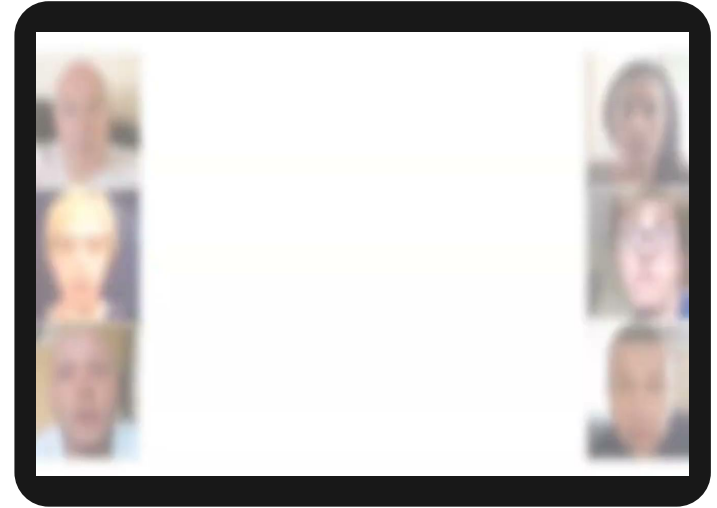
Customer Experience

In order to keep your finger on the pulse of the consumer, it's critical to get ongoing experience feedback, particularly the levers behind what drives customer satisfaction. NPS can get you part of the way there, but that data point alone can sometimes lead to more questions.

By adding a video qual component in place of text open ends within your next customer experience survey, you're able to get deeper insight that captures real events, allowing you to close the loop and resolve any challenges customers may be experiencing.

Pro-tip: along with asking for feedback around their recent experiences, invite customers to "tell me anything". Removing boundaries on the type of feedback they can provide may help uncover new questions you never knew to ask.

Experiences with online shopping





Live interviewing brings an entirely new level of qual capabilities

How a \$25bn CPG company is having more conversations.

The Old Way



6-7 week timelines for depth interview series.

Manual recruitment, scheduling, interviewing and analysis.

The New Way



Recruited, scheduled, and conducted **12 IDIs in just 2 days.**

Scaled with video surveys. **Analyzed in hours.** To make decisions faster.



PHILIPS

The Consumer Gap: Scaling Closeness Without Slowing Growth.

Challenge

Philips needed to embed consumer centricity at scale across markets while accelerating innovation cycles and optimizing research investments.

Solution

By leveraging Voxpopme's AI-powered qual, Philips democratized insights, streamlined analysis, and turned consumer closeness into an enterprise capability.



Faster Innovation

Speed that Scales:
60× Faster Feedback
Cycles



Operational Efficiency

97% Faster → 30–40
Min Saved Per
Interview



Scalable Value

More Qual, Less
Spend: ~10% Under
Budget



Strategic Learning

One Repository.
Infinite Insights.



MARS WRIGLEY

Modernizing qual to move faster on consumer decisions—without relying on slow, costly methods.

Challenge

Mars Wrigley deployed Voxpopme's AI-driven qual to replace in-person groups with agile video research, automate analysis, and empower in-house teams.

Solution

By turning consumer insight into an operating system for speed, Mars Wrigley built scale, efficiency, and growth into their decision-making.



Faster Innovation

60× faster analysis → rapid feedback loops



Operational Efficiency

97% process gain → 10× faster synthesis



Scalable Value

1,500+ projects → enterprise-wide adoption



Strategic Learning

Reusable library → meta-insights at scale



Transforming Qual into a Strategic Advantage.

Challenge

Shell deployed Voxpopme's AI-powered qual to replace in-person research with agile video studies, automate synthesis, and centralize insights.

Solution

By transforming qual into a real-time decision advantage, Shell accelerated innovation while cutting cost and complexity.



Faster Innovation

On-demand feedback
→ compressed decision cycles



Operational Efficiency

Faster turnaround → freed teams from agency bottlenecks



Scalable Value

Global teams self-serve → voices at scale



Strategic Learning

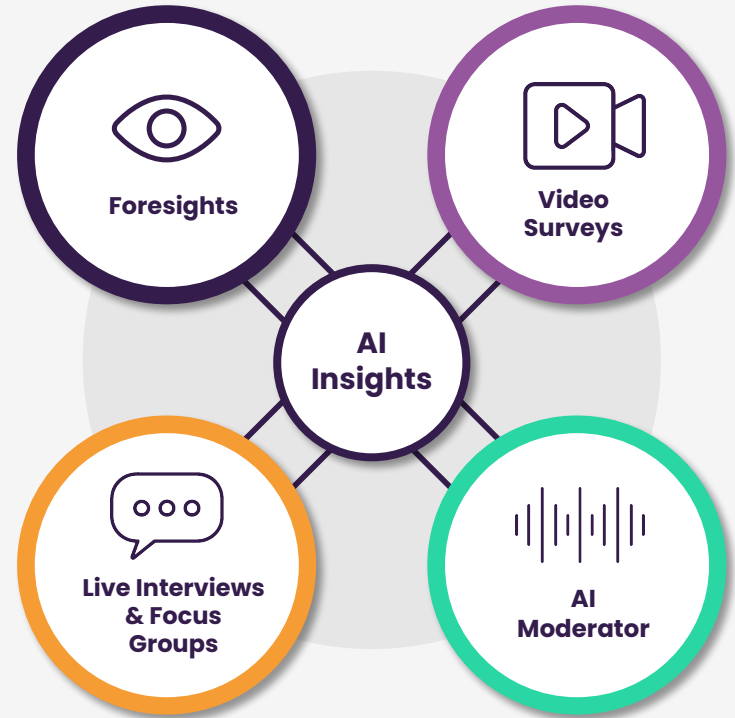
Central hub → shared knowledge, no duplication





Comprehensive Suite for Modern Qual Research

Developed in Partnership with  Microsoft





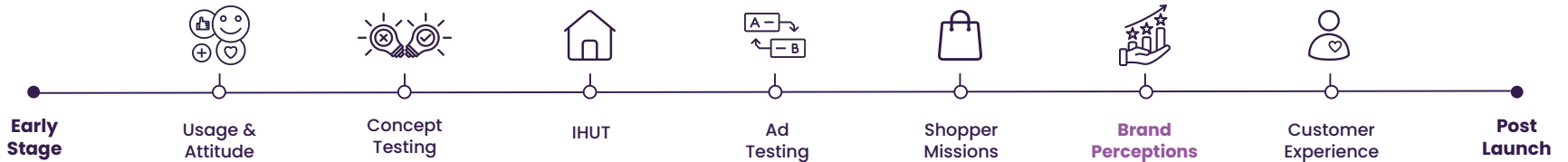
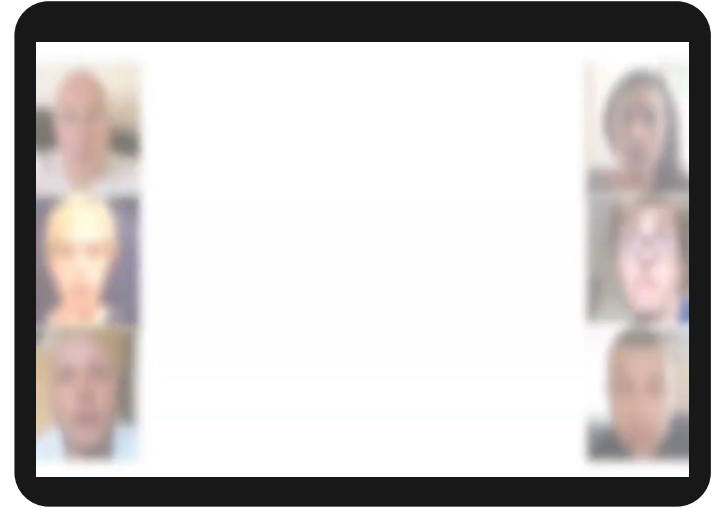
Brand Perceptions

Perceptions captured through quantitative brand trackers can be useful, but often those data points don't move much from one period to the next, and it's difficult to understand the emotional connection a consumer has with your brand.

By utilizing video qual, true empathy comes through, uncovering emotional touchpoints well beyond what standardized approaches can do. These human reactions can be used to complement those quant data points and really bring your consumers to life during presentations.

Pro-tip: get creative by having respondents talk about their favorite brands as if they were people, such as "how did they meet" and "how did they know they loved them", similar to this example.

Consumers write "love letters" to their favorite brand





Going *beyond projects*



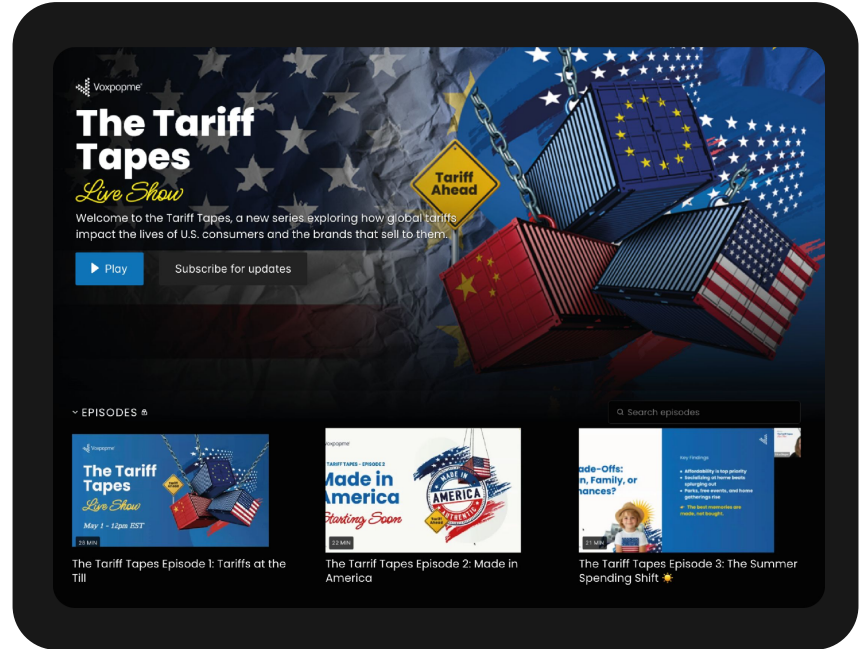
How Tariffs Are Shaping U.S. Shopper Behavior

Real voices. Real choices. Real impact.

Tariffs, inflation, and rising prices are reshaping how U.S. consumers spend — and how they feel about their purchases. In this exclusive Voxpopme series, we uncover what's really happening at the checkout, from emotional trade-offs to shifting brand loyalty.

Across each episode, we turn to our OnDemand Community to hear directly from shoppers — giving brands the consumer truths they need to navigate change.

[Watch the full series to explore >](#)





Creating a “Consumer Closeness” Program.



Regular quantitative **pulse checks** or tracking research often lacks consumer empathy.



Staying close to the consumer to **regularly monitor** rapid understanding or changes in attitudes & behavior.



Typically N=20-30, some conducted monthly...some weekly

- Cultural, holiday-based, economic, event-oriented, topical issues

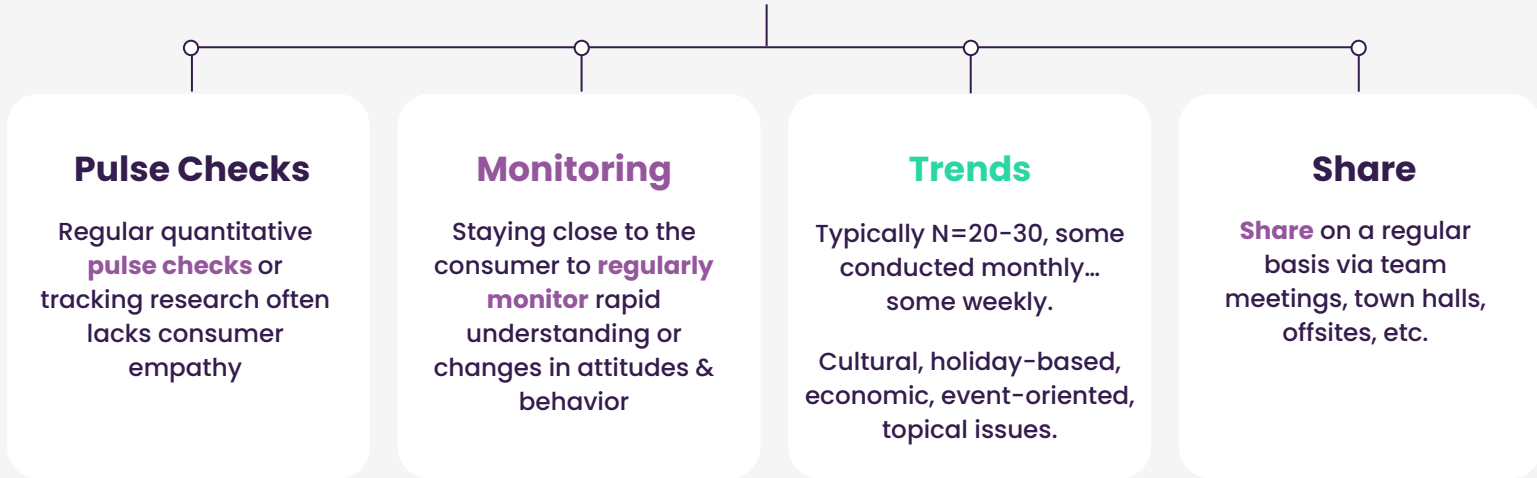


Share on a regular basis via team meetings, town halls, offsites, etc.



Creating a “Consumer Closeness” Program

Bringing consumers to life through ongoing feedback to deepen stakeholder connection





Some *tips and tricks*



Prompt Writing Tips



Core Principles

Use clear, concise language

Provide contextual background to guide responses

Break prompts into **Role, Task, Requirements, Instructions**



Boost Quality

Ask AI to “act like a prompt engineer” to improve output

Specify format (e.g. table with columns: *insight, evidence, recommendation*)

Set tone and style (e.g. “professional, concise, actionable”)



Keep it Simple

Directly state your business question

Ask for summaries, follow-up questions, respondent opinions, or example quotes



**It doesn't
always have
to be so
complicated
though...**

**Simple prompts for producing more
reliable insights:**

"I'm trying to answer this business question: 'What are the habits of millennials that buy ship to home meal plan services'. Write me a summary of this project that addresses that question."

"Write me a list of follow up questions based on this study"

"What do respondents in this study think about X product?"

"Give me examples of respondents talking about X"



24hrs

For Insights
vs Weeks

Search for anything...

I've always loved this
brand because...



Video Question

Tell us why you
choose this brand?

+ADD QUESTION



Key qualities of good qualitative research questions.



Keep questions short & sweet, but detailed in prompt.



Open-ended in nature, prompting them to tell us a story vs. simply yes and no answers.



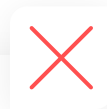
Write with key themes in mind; "describe the brand in 3 words vs. tell me what you think about brand.



An example of an enhanced video question

The right video question leads to storytelling

Bad Example



“Do you like shopping for shampoo?”

Good Example



Take me through your last experience purchasing shampoo? What factors did you consider when making your decision, and why? Did you consider purchasing any competitive products, and if so, which ones? Please be as detailed as possible.”

Having them *explain their journey* helps avoid simplistic responses



Creating compelling showreels

Every great story has a beginning, middle and end. Add additional slides, text and images to craft your story into an engaging showreel.

1

Start with an intro slide

Give some context to what you've asked respondents, or add an image related to the study.

2

Utilize our slide animations feature

To help increase audience engagement.

3

Organise your story

Into a flow based on key objectives

4

Include Quant Data

Include quant data, and use videos to provide the "why's" behind those data points

5

Overlay Music

To add some entertainment value

Bonus tip: if you're looking to swap out a video clip that isn't quite right for your showreel, or trying to reinforce a particular theme/topic with more clips, leverage our "similar clips" feature.



Thank you.
We'd love to
answer any
questions.



Next Step

- Lorem Ipsum is simply dummy text of the printing industry.



Next Step

- Lorem Ipsum is simply dummy text of the printing industry.



Next Step 1

- Lorem Ipsum is simply dummy text of the printing industry.



Next Step 1

- Lorem Ipsum is simply dummy text of the printing industry.



That's a wrap!
**We'd love to answer
any questions.**

Name | name.surname@voxpome.com

Job title