

The power of Video Feedback for:

Concept Testing

Understand how new concepts resonate with your target audience, capturing individual responses at scale and speed



See it in Action

Rapid, overnight concept testing to inform innovation pipeline

Challenge

- For several years, a global alcohol and brewing company has made a concerted effort to take a people-first approach to their marketing and product innovation. But when building their innovation pipeline, they were struggling to bring customers into the process due to the lack of speed and scale of gathering qualitative feedback.

Solution

- In 2019, the company invited Voxpopme into their annual innovation process for the first time to capture rich qualitative insight, overnight, with video feedback
- We showed 150 concepts to groups of 10 people per concept, and asked them to tell us about their initial reactions to the new ideas
- Participants were primarily recruited through Voxpopme's On Demand Community
- Study was in field overnight and completed in 12 hours

Business Impact

- The company's annual innovation workshop is crucial to their annual planning. In just one week, the team ideates on new concepts, then needs to learn, interpret, and apply those learnings on a very tight timeline.
- Before incorporating video feedback, the company spent 2 months workshopping their annual innovation pipeline, in order to ensure they were keeping people at the heart of their decisions. This lengthy and resource-heavy process wasn't scalable, and didn't allow for the agility in product innovation they were looking for.
- For the last 2 innovation workshops, video has allowed the company to capture rich qualitative feedback at the speed and scale of their quantitative studies to keep up with the speed of their business. Video feedback offers deeper understanding of consumer opinions, beyond the quant data, and helps key stakeholders to truly empathize with the top level quant headlines to drive their biggest innovation decisions of the year.