

The power of Video Feedback for:

Journey Mapping

Capture consumers in the moment across all journey stages, from need recognition to post purchase reflection



See it in Action

Traveling with Consumers on their Labor Day Weekend Journeys

Challenge

- Every summer the MW Chocolate bars business conducts an EBA (Equity Building Activity) to help drive a boost in sales in a time of year that, seasonally, tends to be soft. Through analysis of syndicated quantitative data sources, they have found that the #2 occasion when consumers are reaching for chocolate bars in the summer is around the summer road-tripping season.

Solution

- We asked groups of 55 consumers living in the US to take us on a road trip with them over Labor Day Weekend
- Specifically, we wanted to assess the planning & packing process then observe their pit stops and snacking purchases along the way

Business Impact

- Mars CMI has sought to travel in-store with consumers in the past; however, in-store permissions and the use of an ethnographer have often held up the speed in which they can gather insights.
- Video enabled the team to travel with consumers on their Labor Day weekend journey, avoiding in-store permissions and the costly and timely expense of the use of an ethnographer. The team was able to watch the video insights over the weekend as they rolled in, enabling them to capture rich people-first feedback in real time.