

The power of Video Feedback for:

Product Testing

Co-create products with the people you care about most through real-time feedback on digital prototypes or watch consumers interact with your products in their native environment



See it in Action

Understanding usage and occasions with in-home usage testing (IHUT)

Challenge

- Mars Global Fruity Confectionary team was rolling out a new real fruit/plant based puree product under a new brand logo. Mars needed to bring potential customers into the testing to inform each wave of product development and marketing efforts to understand preferences & usage behaviors.
- Historically, Mars has leveraged in-home moderators to conduct traditional IHUTs but time and budget was not available.

Solution

- We asked groups of 75 consumers living in the US to participate in a in-home product trial. Consumers tested 4 products and provided first impressions, usage behaviors and occasions, suggestions for improvement, and their likelihood to use and recommend.

Business Impact

- When compared to onsite product tests or in-home moderated tests video enabled the Confectionary team to collect a wider representation of the target market
- Field was completed in just 4 days allowing decisions to be made significantly quicker than through past methods
- Video enabled Mars to capture consumer feedback in a natural environment adding more confidence in the findings
- Voxpopme's video analytics capabilities made processing 300 videos a manageable exercise