

The power of Video Feedback for:

# Shopper Insights

Take a trip down the aisle with your targeted consumers to better understand their behaviors and purchase decisions



## See it in Action

Understanding natural products on the shelf

### Challenge

- Burt's Bees was seeking to help Ulta develop a naturals strategy for their stores by exploring guest expectations, beliefs, and preferences for natural product lines.

### Solution

- We asked 24 female Ulta shoppers to complete a 6 question in-store video shop-a-long.
- By using self-recorded video feedback, we were able to capture the shopping experience in a much more scalable way, without limitations based on geography, moderator availability, store permissions, and more.

### Business Impact

- The videos uncovered opportunities on how to drive engagement in-store and increase purchase consideration for naturals at Ulta.
- Voxpopme enabled Burt's Bee's to travel with consumers into the Ulta stores, avoiding in-store permissions and costly, time intensive ethnographers.
- Burt's Bee's was able to see consumers as they navigated the aisles, scanned store shelves, and comment on what they look for when shopping for natural products.
- Data was available in real-time; enabling research to begin from the moment we received our first response.