

GutCheck & Voxpopme Video Insights

Your Consumers' Stories, Straight to Your Screen

When it comes to making a point with stakeholders, you need something that's going to pull attention away from smartphones and laptops—something that touches a nerve. While stats, graphs, and bullet points have a place, nothing makes as big of an impact as seeing and hearing your consumers directly. That's why we partnered with Voxpopme, the leading provider of video insights and analytics, to provide an agile solution that brings the voice of your consumers directly to your screen.

Video Reels, Delivered In Days

In the past, including video reels in research studies has been time or cost prohibitive. The combination of our technologies and services provides an end-to-end solution that allows us to capture video, analyze themes, and deliver humanized stories in just a matter of days.



Capture Videos on Any Device

Our online platform allows respondents to capture and upload videos from any device.



Human Transcriptions & Subtitles

We use crowdsourced services to transcribe all video content in hours. On request, we can also provide translations and subtitles for all languages we support.



Natural Language Processing & Sentiment Coding

We leverage Natural Language Processing powered by IBM Watson to quickly analyze the video transcripts and identify key themes and sentiments.



Highlight Reels Within Days

Our researchers leverage Voxpopme's agile video-editing tool to weave together stories that you can easily share with stakeholders.

Video Activities

Here are some of the best ways we've seen video questions used in qualitative studies.

Exploratory Responses

Ask your consumers to provide their unfiltered thoughts about an important topic. For example, "When you hear about our brand, tell us what comes to mind."

Glimpse Into Consumer's Life

Ask your consumers to share a moment or piece of their lives. For example, "Show me the most important product in your kitchen that you couldn't live without."

Reactions to Ideas / Concepts / Ads

After your consumers view your ideas, concepts, or ads, ask them to record a video of their initial impressions and what they liked and/or disliked in particular.

Trial or User Experience

Ask your consumers to try or use a product and then record a video providing feedback about their experience.

Benefits of Video Questions

We recommend using video for the key questions when you are looking for more depth, context, and emotional impact than your typical open-end.



Depth

Compared to written open-ended responses, video delivers 5x the quantity of content.



Context

Get an authentic glimpse into your consumers' worlds: their homes, their stores, on their terms.



Emotional Impact

Video allows you to see, hear, and feel the emotions that your consumers are sharing.

Markets

General Availability

Available for most activities and most audiences within standard timelines.

Australia, Canada, United States, United Kingdom

Limited Availability

Some restrictions on audiences and activities due to legal, cultural, or technological limitations. Requires additional time for recruiting and translations.

Americas: Argentina, Brazil, Chile, Colombia, México, Venezuela

EMEA: France, Germany, Italy, Netherlands, Switzerland, Turkey

APAC: China, India, New Zealand, Philippines, South Korea, Thailand, Vietnam

Costs

- 4 credits per video question for English
- 5 credits per video question for non-English
- Specialty recruiting costs may be required to provide additional incentive for respondents if the audience is particularly difficult to reach, or the video activity is challenging to complete.

Video Best Practices and FAQs

Keep video activity focused

While the temptation with video questions is to ask your respondent to share all of their thoughts, we've found the best responses from consumers are delivered in 15–30 second videos. Specific, focused directions yield clear and insightful responses.

Make sure activities take place in private, quiet settings

Quality videos and transcripts depend on clear audio and good lighting in quiet, private settings. Furthermore, due to privacy laws, we can only use videos of respondents who opt in, so we recommend avoiding videos taken in public settings where other people could accidentally be captured in the video.

Generally keep it to 1 video activity per day

Respondents record the best videos when they are fresh and it's a unique question. When we ask respondents to record more than 1 video per day, we experience some significant drop-off in terms of participation and video response quality.

How do I view the videos?

In our report, we will provide highlight reels of the best responses vetted by our researchers. These reels will be embedded into your PowerPoint report and shared within the context of the rest of the study findings. If you would like to share just the video clips, we can provide that upon request in an mp4 format. If you would like to download all of the video files and transcripts, those can be obtained from our platform in a zip file.

How do you transcribe videos? How long do transcriptions take?

We use human crowdsourcing to transcribe and QA transcripts for studies. For English studies, transcriptions can be completed in as short as 30 minutes after the study completes. For international studies, transcription takes roughly 24–48 hours. All transcripts will be available for download at the completion of the report.

Is there a QA process for poor-quality videos?

Every uploaded video is reviewed by a researcher to ensure the following quality parameters are met. Videos that don't meet these requirements will not be included, and the respondent may also be removed from the study.

- Respondent can be clearly heard
- Respondent or subject matter is clearly seen
- Response is pertinent to the question prompt
- Response does not contain any inappropriate content

Why can't I do more video activities in one study or an ethnography?

Our agile survey experience is set up as 10–20 minute interactions with respondents. This is designed for an optimal respondent experience to generate quality feedback throughout the entire study. When we ask a volume of video questions over the course of just a few days, we see higher levels of respondent fatigue and drop-off in terms of participation and response quality.

If you are looking for a multiple-video study, we recommend using a community or ethnography vendor, like Voxpopme, who specializes in more involved consumer engagements.