



# VIDEO VERBATIMS



# VIDEO VERBATIM

## Enriching Quantitative Insights Beyond Standard Open Ends



### Video Verbatim Overview

- A Video Verbatim is similar to a standard open text field, however, instead of the respondent typing in their response, they record a video of it and responses get transcribed and coded.
- Each video typically lasts 15 – 30 seconds, but length varies depending on the question asked, and the country in which the data is collected.
  - Subtitles are added for videos recorded in a foreign language.
- Our experience with video verbatims provides a strong value add due to our expert knowledge in:
  - Knowing *when* and *how* to use video verbatims to **collect richer feedback**, as respondents tend to talk more on video than they would in written form.
  - Delivering more meaningful results by bringing the **voice of the customer** directly to stakeholders.
  - Analyzing the **tonality and sentiment** of responses through facial expressions and body language.
  - Providing **video “evidence”** to show during presentations or to senior management to better drive home the insights.



### Case Study: Study Overview

#### **Background:**

- A large consumer packaged goods company was upgrading an existing product line and seeking confirmation of consumer acceptance and support for claims.

#### **Objectives:**

- Determine which claims could support product launch.
- Assess how the upgraded prototype compared to competitive benchmarks.

#### **Methodology:**

- Blind, monadic, 4-week home use test of the upgraded prototype product and 2 competitive benchmarks. A subset of respondents recorded *video verbatims* two times during the test – one after 1<sup>st</sup> use and one at the end of week 4.
  - Respondents were instructed to record themselves verbally describing what they were doing during dispensing the product, application, product attributes and any other feedback they wanted to share.

#### **Results:**

- The verbal and visual components of the video verbatims helped uncover deeper insights into the reasons behind the lower-than-expected standard data scores:
  - Respondents felt that the consistency of the product (light and quick absorption) contradicted the desired benefit (moisturizing).
  - A strong visual of an undesirable peeling issue provided clear direction for the R&D team.



# THANK YOU

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