



## 1987-2007: Vox Pops International celebrate 20 years of success



**Diane Earnshaw**  
- Founder -

I'm delighted that we've reached such a milestone in the business - I started the company in 1987 as a traditional market research agency specialising in European projects and video was very much in its infancy in terms of its role in market research.

Over the last 20 years, we've been lucky to have worked with many wonderful clients on really diverse projects. We've also had the best staff ever and the commitment, sense of responsibility, pride in their work and client servicing shown by people over the years has been outstanding and I personally am extremely grateful to them for this. We wouldn't be here 20 years on without them.

As for the future - we will continue to provide insightful research, offer a great service, expand internationally, keep ahead with technology, grow our library and become a leading provider of web consumer videos to major publishing groups.

*Celebrate too with our special offers on pg 4.*

## Youth Study

**We are conducting the largest international video study with 15-21 year olds, visiting the UK, France, Germany, Poland, Holland, Spain, Ukraine, Brazil, India, Nigeria, Russia, China, Malaysia, Australia & Singapore**

## China & UK results available online now

Results so far from interviews in China and the UK reveal great disparities in what is now considered cool on different sides of the globe. As the study extends to Mexico, India, USA, Germany and Russia in the next couple of weeks, find out what hundreds of young people really think with our exclusive market research reports and videos.

The results will be available on our website, so you can compare the differences, see the similarities and gain unparalleled insights. Use the video footage generated to examine body language, look at fashions and immerse yourself in their culture.

We will be comparing the results to our study of 1,700 young people from 1997 and the study will focus on attitudes to brands, aspirations, hopes, dreams, fears, the internet, mobile phones and fashion to show you how the market has changed ten years on.

For just £800 you still have the chance to add your own question to the study when we travel to France, Netherlands, Poland, Spain, Singapore, Malaysia, Nigeria and Brazil.

For more information and to find out how to add questions to this study visit:  
[www.voxpops.com/youth-scene](http://www.voxpops.com/youth-scene)



The library is growing daily and we now have nearly 800 short videos available online – making it the largest business video research resource.

Use these videos to gain insight into your demographic & find out the latest consumer views across every sector.

## 25 new videos: on men

Latest research findings from our ongoing surveys reveal that when it comes to attracting the opposite sex men are turning their backs on trying to appear macho and are much more likely to show a softer side, in the hope of being more attractive to the ladies!

“I do use moisturiser, I’m not too sure about make-up, but I suppose if there’s a need for it then why not? Fair play to them, women have been doing it for years.”

**Anthony, 27, Insurance Salesman**



### First 'Expert Voice' video series

Working in partnership with Richmond Events we have produced the first in our 'Expert Voice' series focusing on HR. From top tips on how to be an effective networker to convincing the board to invest in HR, these videos are a must for anyone involved in human resources. The videos feature interviews with industry experts and are packed with facts, case studies and examples making them perfect for individual or group learning.

Visit: [www.videolibrary.com/hr](http://www.videolibrary.com/hr)

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For more information and to take out a subscription, please visit: [www.videolibrary.tv](http://www.videolibrary.tv) or call **+44 (0)20 8786 8855**

## Ready-made video content for your website

Companies and publishers continue to sign up to use our videos to add a visual element to their websites. They include Brand Republic, Mintel, Management Issues, The Retail Bulletin, Richmond Events & the Interactive Advertising Bureau. With many consumers spending over two hours per month watching video online, don't let your website get left behind.



To find out how we can help you increase visitor numbers with video, contact [diane@voxpops.com](mailto:diane@voxpops.com)

### Get a Free Video

Why not bag yourself a free research video worth £50 by recommending a friend? All you have to do is give us their name & contact details & you can pick any video from our collection of over 800 titles. Choose from our independent research, the videos we produced for Mintel or any of the titles from our exclusive Brand Republic series. Email: [info@voxpops.com](mailto:info@voxpops.com)



## Project Objectives

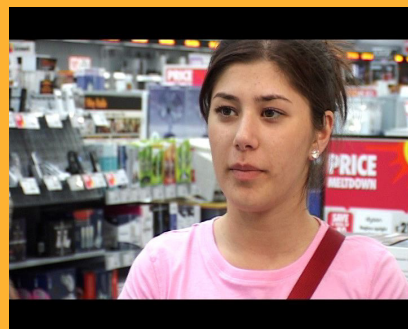
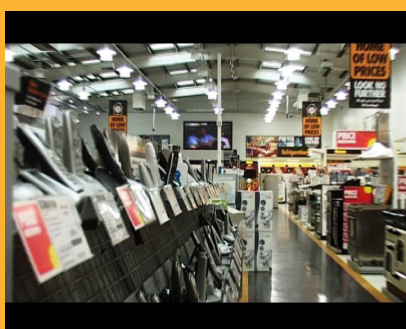
Last year Comet completed a re-branding exercise across its store estate to underpin the launch of a new customer service proposition. Developing great staff-customer relationships and being close to the customer throughout the shopping experience is now paramount to the Comet experience. With the first anniversary of the re-brand approaching, the customer insight team turned to Vox Pops International to produce videos featuring customer testimonials to reinforce and support the new approach.

Comet wanted the videos to feature positive feedback from both customers and staff, with the videos to be shown at a series of presentations and included in the quarterly DVD produced by the internal communication team.

"VPI were a pleasure to work with - flexible and responsive to a brief that needed a fast turnaround, without compromising the quality of the finished video. VPI were able to work directly with our internal communications team which meant that

the research could be integrated into a DVD seen by virtually the entire organisation - a great way for us to share research findings."

**Phil Tysoe, General Manager  
Commercial Information**



## Methodology

VPI assisted Comet with questionnaire design, and conducted intercept vox pops with customers in three stores across the country. All interviews were open-ended, lasting approximately 10 minutes each and consisting of 12-15 questions. Respondents were asked about their customer journey, using a series of prompts to obtain 'live' examples of excellent staff knowledge and customer service. Shots of the store and customers shopping were also filmed, to add a creative touch to the final edit.

## Results

VPI produced a lively yet informative five minute video that brings the customer experience to life for staff members but also reinforces the importance of the re-branding exercise and the progress that has been made.

Comet have added the video footage to their corporate DVDs and utilised it for internal presentations. The videos have already been seen by over 500 people and at the end of August parts of the videos were seen by 8000 employees, practically the entire organisation.

# Announcements

## Celebrating 20 years of business with...

To mark the twentieth anniversary of trading as a video research agency, Vox Pops is offering you fantastic savings on our research services and online videos.

Celebrate with us and save a whopping 20% when you commission an international research project in October, a discount that could save you thousands of pounds and stretch your research budget across more countries. There are huge savings to be had online too, as we slash the cost of our entire online collection of videos from £95 each to only £50! That's over 800 research videos available for you to purchase. Take advantage of this limited offer to stock up on videos that illustrate your target markets.

If you have never used video research before, take advantage of our special birthday offer and receive a free video iPod Nano on the first five projects commissioned over £5000 during October.

And if that's not enough in November we will be holding a birthday bash in London. To join us for champagne visit: [www.voxpops.com/birthday](http://www.voxpops.com/birthday).



**20%** discount on international research

**BIG SAVINGS** every video in our library reduced from £95 to £50

**iPod Nanos to give away**

## Vox Pops wins London Excellence Accolade



Vox Pops have been officially recognised as an Ambassador of Excellence at this year's London Excellence awards held in July. The awards are aimed at recognising companies which, in the award's own words, "have a common focus towards excellence, exhibit ethical behaviours and are actively using the fundamental concepts of excellence to drive performance improvement."

Vox Pops began working with London Excellence when the awards were first held in 2004 and we were thrilled to be presented with the award for our continued support and media partnership.

We will be exhibiting at the Insight Show from 20-21 November 2007 in November at Earls Court, London.

**insightshow**  
Research Innovation Advantage

Come visit us at our stand A201 and our project managers can speak to you directly about the best ways to use video to really add value to research studies. See examples from the vast range of client projects or watch videos from our huge online collection of over 800 titles. Come along with a copy of this newsletter & we will give you a free video from our library.

## Testimonials:

SAATCHI & SAATCHI

“The team as ever were positive, enthusiastic & the whole project went like clock work. Thanks guys another job well done!”

Jane Cantellow, Saatchi

**GREY**  
london

“There is nothing more effective than showing a client consumers actually talking about their brand.”

Oliver Gibson, Grey London

**tns**

“Customer service is definitely a priority from Vox Pops – very accommodating and efficient, a pleasure to work with.”

Sarah Osborne, TNS

## And the winner is...

During the last couple of months we have been contacting our clients and library members to receive valuable feedback on our services and online video selection.

All those who responded were entered into a free prize draw to receive a video iPod. The winner of the draw was *Julia Toni from H Bauer Publishing*, who is pictured here. Many thanks to everyone who participated in the survey, look out for more prize draws in the next few months.

