Vox Pops
www.voxpops.com

Video Research Online Communications

# :: press**pack**

# :: Intro ::

*"Research should be exciting for everyone in a company, and we achieve this by delivering customer insight in a visual, exciting and memorable fashion."*

John**Earnshaw**
managing director

Vox Pops International is the UK's leading video based research company. Established in 1987, the company pioneered this form of research, and has a very impressive Blue Chip client list of consumer and business to business organisations, and a high reputation for its work both in the UK and overseas.

There is a back catalogue of over 4,000 videos – many accessible through the internet via the company's website. Indeed, this is the most extensive library of its kind in the world. They remain at the forefront of video technology, including being the first to use iPods to conduct and deliver research. One reason for this market leading position is that all aspects of the operation are in-house. From the outline research methodology to the filming, Vox Pops remains in total control, using its own dedicated and experienced staff.

The main aim of this activity is to really bring research to life. While most research captures the views of consumers or business people on paper, you don't really see or engage with them – you simply don't see and feel their responses. Video adds an emotional element. This has been put to good use by countless organisations – and not just in their research or insight departments, but also for use in training and for internal events.

As well as being able to provide insights from their back catalogue, Vox Pops carry out an ongoing survey with consumers in the UK. They pick key groups and question them on subjects of the moment. One month it might be the views of empty nesters, another month students. By adding questions they can create exclusive surveys for use on websites. They already do this on a regular basis for Brand Republic. They can do it for you, too.

Meanwhile, here's John Earnshaw again: *"We want our clients to be able to utilise the power of video to quadruple the output of a normal research study and really capitalise on their research spend, enabling them to identify and understand consumer opinions and behaviour."*

The rest of this press pack will expand on this, giving you an introduction to the key personnel at Vox Pops, some case studies of how the research has been used, and giving some further background on how Vox Pops can help you to create exciting stories, whatever your journalistic interests of background.

# :: Biographies ::

## :: Diane**Earnshaw**
founder and client services director

Diane began her career at advertising agency Lintas in 1981. She was head of information for the agency. While there and at Mintel, she developed research programmes and campaigns for clients such as Toyota, Unilever and NatWest.

Now a recognised expert in the use of video in research, when she founded Vox Pops International in 1987 the use of video in research was in its infancy, and the integration of technology into research was limited. Since then she has built up the company, in part by convincing a number of top brand and household names of the efficacy of video research. These include News International, Boots, Toyota and the BBC. She is also a speaker on video research issues, having addressed conferences for the MRS, Marketing and IQPC, dealing with topics from young children to cars.

*Video makes research accessible to every part of an organisation, and brings everyone within a business in touch with what people think about their company, what it does and how it does it. It creates a memorable, 360 degree perspective, and a voice which is heard by everyone.*
*It also makes companies far more accountable, because feedback and reactions are, quite literally, 'in your face'.*

Diane**Earnshaw**
founder & client services director

## :: John**Earnshaw**
managing director

John's career in research started in the FMCG sector in Canada with Proctor & Gamble, followed by a move to the UK with Johnson & Johnson. He joined his wife, Diane, the founder of Vox Pops International in 1996, and has since worked on a number of major accounts including Boots, Reuters, ICI, ASDA, BarF1, Land Rover and the BBC.

He has been instrumental in developing Vox Pop's visual production services, and has been a pioneer in the development of the use of video techniques to capture and communicate consumer and business insight. He has recently developed successful partnerships with SuperBrands, Information TV, Mintel, Brand Republic and Management Issues, which all involve exclusive access to the use of Vox Pops research online.

His latest project is the harnessing of the potential of Vox Pop's massive video library, and the use of video on company intranet sites to drive internal insight, training and communications systems.

## :: Helen**King**
head of projects

Helen joined Vox Pops in 2002 as a junior project manager. She now heads the production team and oversees almost all of the major projects Vox Pops is involved with. These include working with clients such as Nokia, News International, Diageo, the BBC, London Underground, Coca Cola, Toyota, Carlsberg and Channel 4.

Major projects she's been involved with have seen her doing everything form setting up 'fly on the wall' interviews in dentists and hair salons, to the BBC Watercooler, which involved research in 63 different towns and cities across the UK over a period of one and a half years, to gain feedback from the public on programmes they liked and disliked.

*Being able to really see consumers express their thoughts and feelings on film is essential to truly gauge what is happening in the marketplace. Not only is it beneficial in terms of conducting research, it also makes research more accessible and engaging.*
*Added to that, video is an ideal online media – and as technology develops further, it will become more and more prominent both in the UK and globally.*

Helen**King**
head of projects

# :: Case studies ::

Our three case studies highlight a range of activities which Vox Pops are involved with. These include what you might call 'traditional' research (where a client wants to gain a better and deeper understanding of a key group of consumers) but also other aspects of video research, including internal communications – and even advertising. These three are just a small number from a much bigger catalogue of case studies, so if you happen to be looking for something specific to do with a particular market sector or product, do let us know. We may very well have just what you need.

TOYOTA

## :: Case Study One: Toyota

Toyota really wanted to get under the skin of car buyers. They wanted to understand in greater depth the lifestyles and habits of the drivers of a range of vehicles – and produce a research video.

Vox Pops created a methodology and set out to video interview specific car owners in the key target market. These included people in the 35-45 age range, with young families and an upmarket income and lifestyle. They were to be asked open ended questions about a range of topics – not all car related. These included hobbies, status and education, and leisure interests, such as dining out. To these were added questions about their cars, what they used them for, what they liked and disliked and the buying process. Interviews were carried out in the Richmond and Kingston-upon-Thames areas of Surrey.

The resultant video was used to give Toyota a much better understanding of specific luxury car buyers and drivers – and shown to some of its top engineers in Japan to help guide their future thinking on car design.

*"We have worked with Vox Pops International on a number of occasions and are always impressed with the speed and expertise with which the research is conducted and presented. The videos from this project were shown to our engineers from Japan, meaning feedback could be delivered straight to where its needed, simplifying communication and ultimately improving driver satisfaction."*

Daniel**Hammond**
**brand development coordinator**

## :: Case Study Two: Comet

A year after a major re-branding and a new customer service led proposition, Comet wanted to re-enforce this new approach. Vox Pops therefore went out to interview staff and customers and produce a final video which would be used to give feedback on how the new branding and the new service proposition was rolling out.

Working with Comet, Vox Pops designed the questionnaire and set up filming in three locations, with open ended questions, and 10 minute interviews. Shots were also added in of shoppers in store, browsing the product range.

The final lively five minute video really brought home the daily experiences of customers and staff. The footage was used in both corporate and internal communications.

*"Vox Pops worked directly with our internal communications team, which meant that the research could be integrated into our own DVD seen by virtually the entire organisation – making it a great way for us to share the research findings and really bring them to life."*

Phil**Tysoe**
**general manager, commercial information**

## :: Case Study Three: esure

Esure's next advertising campaign wanted to feature 'real people' alongside Michael Winner. These would be its own customers, talking about general aspects of car insurance and examples of positive experiences they had had with Esure. Extra questions – which were purely for market research purposes - were also added so that Esure would get a double benefit from the filming.

Filming took place in five different locations across the UK to get a wide cross section of Esure's customers. So Vox Pops travelled to Cardiff, Manchester, Newcastle, Croydon and Wimbledon, filming 20 respondents in each location – with about 100 interviews in total. All interviews were open ended, ensuring they were open and believable, and even the more quirky answers were captured. These were then selected and edited down to produce final film edits – and added to the final advertisement featuring Michael Winner.

The whole project – from the recruitment of the respondents to the fieldwork, transcriptions and editing – took just two months. The resultant advert has been viewed by over 5 million people.

*"Vox Pops were efficient, professional and extremely accommodating. They did a fantastic job of producing exactly the kind of videos we required within a very demanding time frame. The final videos were of the highest quality – sharp, insightful and punchy."*

Lee**Crawley**
**marketing manager, brand media**

# :: Sample videos ::

This section contains some examples of work carried out for two of our media clients. It's an example of the type of work we do, but also of what we could do for you.

We're happy to add your questions to our regular surveys, and to help you explore story ideas and add substance to features and news – especially content for websites and email newsletters.

Give us a call and we'll be happy to discuss how we can help you.

MINTEL

**Green & Ethical consumers**

As the government seeks to make the environment top of the political agenda and companies fall over each other to demonstrate their green credentials, we talked to consumers about their own personal concerns and what they think companies should be doing to help safe guard the future of the planet.

**iPod generation**

Following the launch of Apple's infamous music player we investigated changing attitudes towards everyday useage of technology. Discovering if the term 'computer geek' is redundant and how the rise of on-demand services have affeced consumers everyday lives.

**British lifestyles**

An in depth study into the lifestyles of British consumers - we grilled them on the key issues that make them tick. From family life & shopping, to tolerance and taboos, our videos provide a fascinating insight into today's consumers.

BRANDREPUBLIC

**Internet security fears:**
*What brands reassure us online?*

Sixty-one per cent of the UK population now have access to the internet at home but the same percentage of people also have fears about security and safety on the web. We interviewed members of the public to reveal users' opinions on web security and what makes them trust certain brands, like Ebay and Amazon, on the internet.

**Celebrities designing clothes:**
*How does it influence what shoppers buy?*

As the launch of Kate Moss' range for Topshop hit the headlines, we produced an exclusive short video showing what consumers really think about increasing number of celebrity clothing ranges on offer and the ones they really want to buy.

**The danger of sponsoring controversial TV:**
*How damaging can it be for a brand?*

After PepsiCo refusual to advertise around 'Big Brother' following allegations of racism, some agencies said PepsiCo's decision could have major implications - it suggests that brands endorse the shows in which they advertise. Our video asked consumers for their views on brands that sponsor controversial TV shows.

# :: Client list ::

Visit Scotland
emap
TESCO
co op
HSBC
esure
PRUDENTIAL
Boots
T Mobile
Virgin
bezier
Heinz
BBC
O2
Heineken
TRADE MARK
VOCA
which?
4
DIAGEO
KRAFT
RBS
The Royal Bank of Scotland Group
Nestlé

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