

3 Creative Uses of Mobile Video Surveys



Need Finding

Asking consumers to talk about frustrations and workarounds or to explain an ideal scenario has proved highly effective in unearthing new ways to identify gaps and zones of opportunity in the landscape pertinent to your team. Going a step further, you can ask consumers to use your product in the environment they'd use it, all while capturing their demonstration on camera. Mobile video surveys transport your team into the lives of the intended target audience, establishing empathy with that audience. For our survey, we asked consumers to run an on-camera product test.

Product Testing

After asking respondents to talk about their pain points surrounding dental hygiene, we then asked them to brush their teeth on camera, while discussing the importance of dental hygiene in their lives.



Package Testing

As a packaging feedback mechanism, mobile video surveys can help clients test packaging in several ways: (1) Consumers can react to PDFs of design concepts (2) They can share what works or doesn't work about current packaging (3) Products can be shipped to consumers, who then share thoughts as they unbox the product. Not only do mobile video surveys easily allow consumers to invite us into their homes, but they also enable your team to accompany the consumer to the store on a shop-a-long, or anywhere else.

Shop-a-long

Prompting consumers to head to the store, we had them show us the dental hygiene aisle from their P.O.V. while talking us through what packaging stood out most to them, and why.



Comm Testing

Mobile video surveys can enable reactions to PDFs, images, videos, and links to web sites. Consumers open the often password-protected file, view the concepts, and provide reactions by recorded video on their mobile device. You can glean insight as to whether your key message is resonating with your target demographic, or what consumers believe is the overall brand perception. An added benefit of comm testing with mobile video surveys is that consumers are engaged in a one-on-one environment, most closely mirroring how consumers would experience marketing and advertising in actuality — alone.

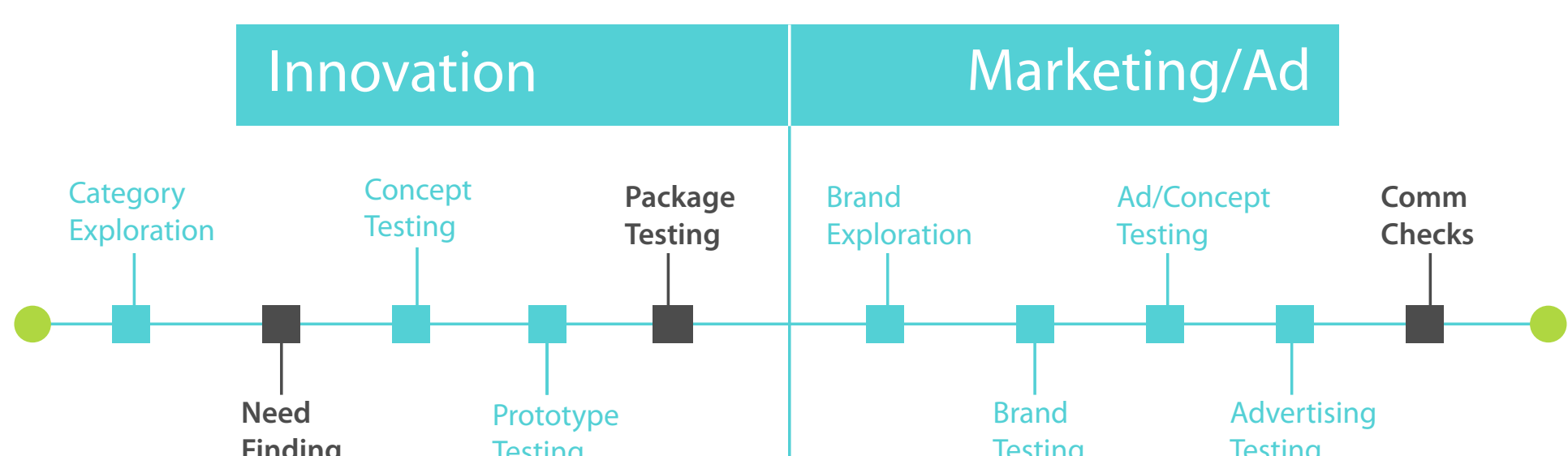
One-On-One

When outside influences are minimized, consumers tend to respond more authentically to your stimulus, and that authenticity is evidenced by their body language, facial expressions and context. Not only does this facilitate the authenticity, it also captures it. **Click the video** to see for yourself.



The Research Timeline

From the birth of an idea to product or service launch, and all the way through to advertising and communications, mobile video surveys can help you and your team glean invaluable insight domestically or globally. Below are few of the other occasions along the research timeline that mobile video surveys can be an asset to you and your team.



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