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Ways Mobile Video
Surveys Are Redefining
Qualitative Research

mindswarms

Introduction

Our founder - Tom Bassett - recently moderated a panel of leading research professionals* about the unique value of mobile video qualitative research. By the end of the discussion, everyone agreed that qualitative research is far from dead. The tech world may be enamored with big data and its focus on “what” is happening, but there’s no better tool than qualitative research for answering the question of “why.” We have vast amounts of data at our fingertips, but without qual, the picture is incomplete. The following is the summary of notes from the panel.

*Market Research Exchange, Austin TX June 2014

“TV

re-positioned radio and newspaper when it was introduced. Similarly, every time a new type of research is introduced, it repositions all other existing methodologies. Big Data forced the repositioning of qualitative research. How should it respond? Is there even a role for qualitative research in the future, and if so, how should it be defined? A lot of senior marketers and researchers feel focus groups are dead; but **mobile qualitative research changes everything.**”

Tom Bassett - Founder & CEO - MindSwarms

Also the Founder/ CEO of Bassett & Partners, Tom was the director of strategic brand planning for Nike's global advertising at Wieden + Kennedy, Apple's global advertising at Chiat/Day, and Yahoo's global advertising at Black Rocket.



1.

Mobile qual is enabling some entirely new methodologies that were previously unavailable; mobile qual is pushing the creative boundaries of what research design can consider.

Package Testing



Skullcandy needed to test new packaging for their famous line of headphones. Their aim was to understand 1-on-1 how their target audience felt about prototype packaging,

because headphones are not a group buying decision or an occasion where consumers seek sales assistance on the retail floor.

By embedding photos of the packaging side by side and in a retail environment, Skullcandy was able to recreate the purchasing decision in the minds of their targets, giving their real, unbiased feedback.

Early Product Testing



When DINE needed to make a snap decision on whether to introduce a food service brand to consumers, they turned to mobile video surveys.

Unbranded packages of the new product were sent to 30 households around the US. Consumers recorded their reactions using their web cams as they opened the package, cooked the food and tasted it for the first time.

2.

“Speed” and “quality recruit” are no longer at odds, though technology is accelerating the already high-pressure pace we work at. Great recruitment can be achieved at a faster pace now, making qual more relevant with business decision makers.

Focus groups can be time intensive because of recruitment. Conversely, mobile qual can turn around national recruitment within a week, while maintaining quality recruits. You no longer have to schedule a visit to a consumers’ house; with mobile video, you are virtually in their environment.

3.

Internal teams can hear and see consumers for themselves *in situ*. Having to trudge from city to city with a team of people can be avoided by bringing consumer video to cross-functional teams digitally.

Four days away from a pitch with a major national bank, BBDO turned to mobile video surveys to amplify their pitch. **They won.**



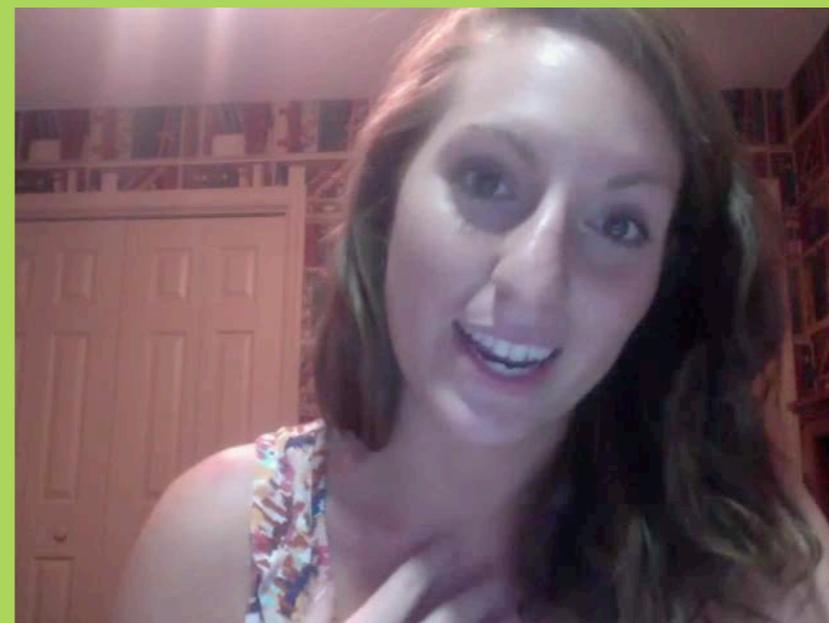
Case Study

4.

Mobile video qual is more personal because of the uniquely intimate relationship people have with phones already. Mobile video qual elicits very open, honest, and authentic feedback; it's like the cultural influence of MTV confessionals mixed with reality TV.

Millennials are redefining the concept of brand loyalty; in their eyes, it has changed dramatically from their parents' version.

A new MindSwarms study shows that for Millennials, brand loyalty revolves around user-centric transactional benefits that are fleeting and unemotional. Whereas their parent's loyalty is seen to be a dynamic built on personal and emotional long-lasting relationships.



Millennials Brand Loyalty

5.

The speed, quality, and visceral nature of mobile video qual creates a powerful way for researchers to re-insert themselves into management's decision-making conversations.

Doing qualitative research is a skill. Combing through the videos, extracting quotes, formulating themes, and picking out patterns takes a touch that qual researchers are familiar with. A typical mobile video survey nets a client over 90 minutes of video to analyze for insights.

Conclusion

A surge in the importance of mobile video qual is occurring because it redefines the role of qualitative research in the overall research process. Faster and more affordable than traditional focus groups, mobile qual doesn't sacrifice quality recruitment; it makes recruitment even easier, allowing researchers to use it more often. That coupled with the fact mobile qual gives clients access to the consumer at the moment of truth (in the store, at home, at work, on the go), and you have a value proposition unlike anything else on the market.

Access a world of authentic consumer insight

A way to re-engage deeply in the strategy decision making process

