

Welcome to MR's Newsletter!

It is our privilege to share our viewpoints with you. We strive to make these newsletter topics relevant to you; presenting perhaps a fresh perspective on important issues based on our expertise and experience. We always welcome feedback and appreciate suggestions for future newsletter topics.

Seeing is Believing

Our world is becoming more visual. With the advent of YouTube and other similar sites, information sharing has been redefined. A search on any news website will show a blend of written and video reporting. Video allows the viewer to quickly see and believe the information presented.

It is no surprise that the research industry has also latched on to video. It certainly is not new to qualitative research. Focus groups have been video-taped for decades; however, what has been lacking is the technology to quickly and efficiently edit and deliver insights in a usable deliverable format.

What is Video's benefit to qualitative in-context research?

Video brings the "Consumer" to life: Video excerpts of consumers are compelling. They add a personalization to qualitative research findings with visual verbatim and representation. Inevitably, the insights are more difficult to ignore when you see someone do or say something with your own eyes. Imagine sitting in a room with senior management asking for more resources to continue development of a new product concept. It is a much easier sell if the presentation includes a montage of six ecstatic consumers talking about how the concept meets their needs in a new and profound way.

Video engages the audience: Most reports tell the audience what was learned in the research; however, great reports keep the audience engaged and say more with less. Video is captivating and keeps the audience engaged with the findings.



Video unifies teams: Hosting clients in the field during the research is a rich experience fills participants with a passion for learning and the vision to move forward. Those that are unable to make it into the store, however, lack the same conviction. This can lead to disunity. Having a video compilation of interviews is a way to ensure every decision maker has access to the same compelling moments.

Marketing Roundtables offers AisleView:

With these benefits in mind, Marketing Roundtables is proud to offer **AisleView**. For decades, Marketing Roundtables has opened the door for insights to be brought to life through inviting client teams to watch, listen, and learn in-aisle. Recognizing schedules are busy, travel budgets are limited, and key decision makers are not always able or willing to spend time in-store, we want to bring the in-store experience to you.

AisleView offers our clients multiple benefits:

- "Near-time" uploads (2x/day) of videos to a secure site while fielding a study enables team members to remotely stream/download interviews in time to participate in an evening debrief.
- Marketing Roundtables partners with a best-in-class video production company to capture and edit video insights that add power to reporting. We can either incorporate video into a deck or deliver it as a stand-alone insights documentary.

We recommend adding AisleView to projects in a variety of situations, but some common opportunities are: **(1) Consumer Insight Reporting** - when you need a deliverable that tells the story and is easy to distribute. **(2) Key Customer Presentations** - when you need to tell a compelling story to an external audience. **(3) Corporate Presentations** - when you need to tell a compelling story to your "boss's boss".

Please view our AisleView demo video here:

www.marketingroundtables.com/research-services/aisleview

Exploratory In-store Research

We serve brand owners, retailers, and category managers with our proprietary in-store methodology. We help you access the consumer insights you need to deeply understand how your consumer navigates a category, experiences your product/package, and makes purchase decisions in-store.

For more information on our company or AisleView visit our website at:

www.marketingroundtables.com

or contact us:

info@marketingroundtables.com

2420 E. 117th St. Suite 200

Burnsville, MN 55337

952.920.7644

Although not a replacement for participating in-person, we think on-site video with near-time remote access is a great addition that brings great value to you. We have a strong list of retailers and markets that already welcome in-store filming and are continuously working to augment our list of "acceptors". Incorporate AisleView into your next study and let us bring the aisle to your office.

~Luke Cahill

