

Where's the Insight?

How Wendy's is Efficiently Leveraging Video Insight to Bring the Consumer to the Forefront of the Brand Experience and Strategy

Ready?





Introducing

Rachel Sacco, Associate Manager, Consumer Insights, Wendy's

David Katz, VP Client Services, Voxpopme



“ Stories constitute the single most powerful weapon in a leader’s arsenal.”

Dr. Howard Gardner, Professor, Harvard University

Video's influence is ever-increasing to tell stories

Use video to capture rich feedback that engages stakeholders



Memorable

95%

story retention
9.5x more than text



Popular

20M⁺

videos uploaded to
social media per day



Deeper &

8X

more content



Shareable

12X

more shares

Engaging

70%

of execs prefer video
to text alternatives



Emotional

90%

of all decisions are
based on emotion





Agile video research enables better decision-making






Wendy's®

Automated Video Analytics Enables Efficient And Effective Communication Of Consumer Insights





Role Is To Be The Voice Of Wendy's
Consumer And Enable Brand Growth
Through Consumer Driven Insights

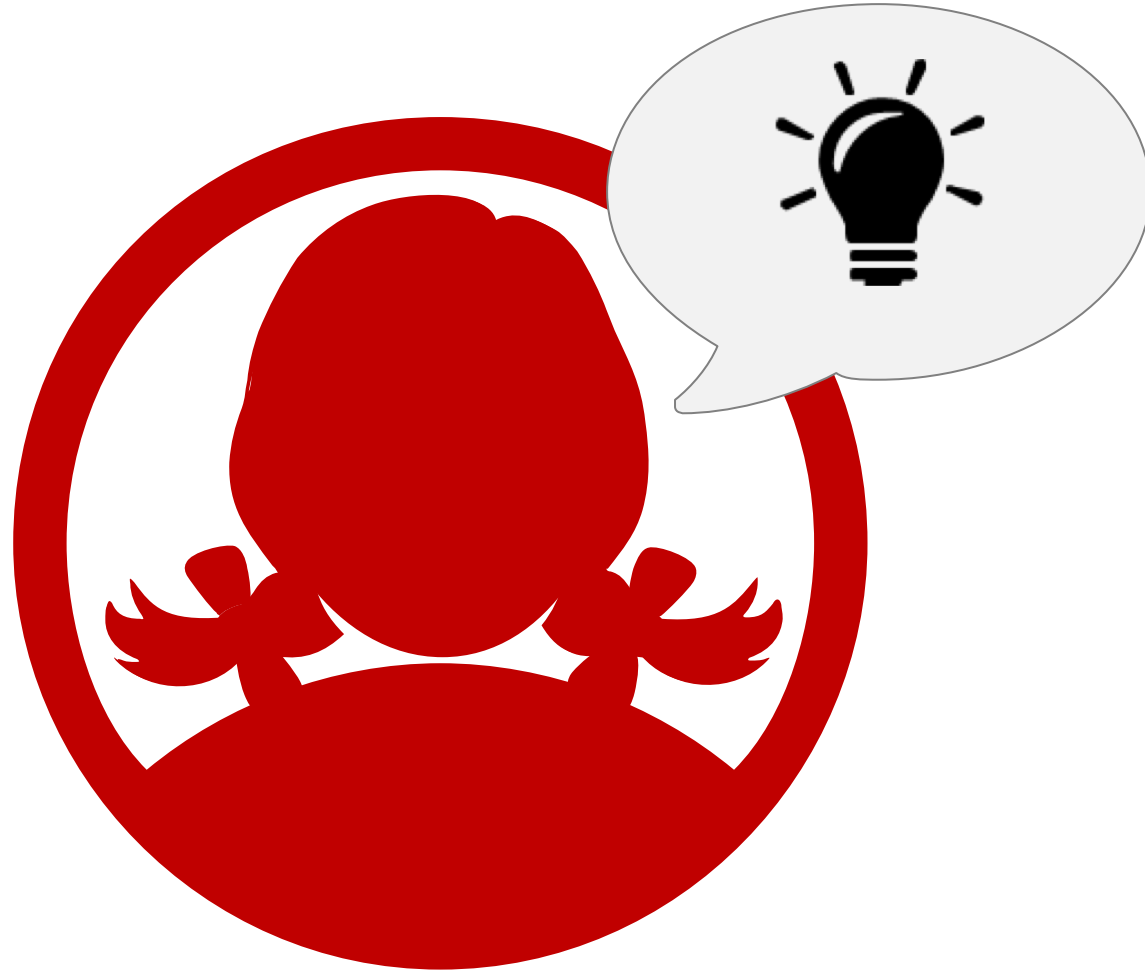
Our Team Is Challenged To Complete An Increasing Number Of
Project Requests, In A Short Amount Of Time, While Not
Spending Too Much Money



Time Spent Managing Requests, Must Be Balanced With Time Spent Influencing Action



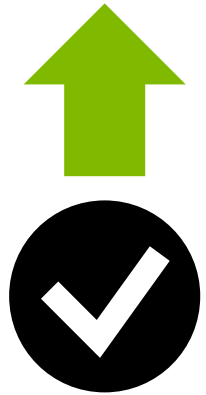
Clear Communication Of An Insight, Is A Critical And Challenging Step In The Research Process.



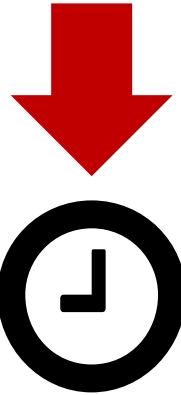
Although I Found Videos An Effective Communication Tool,
Editing Videos Was Painful



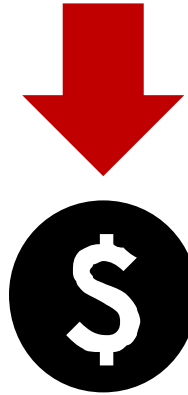
The Voxpopme Platform Solves For The Video Editing Pain Points I Was Experiencing



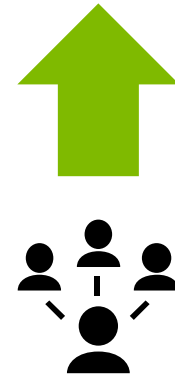
Projects



Time



Cost

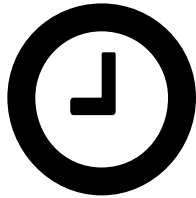
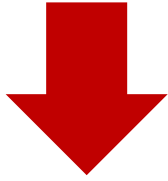


Users

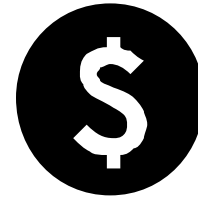
The Voxpopme Platform Solves For The Video Editing Pain Points I Was Experiencing; It Helps Wendy's Keep The Consumer Top Of Mind And Influence Action With Insights



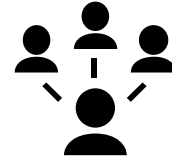
Projects



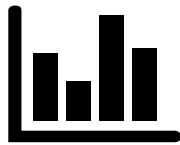
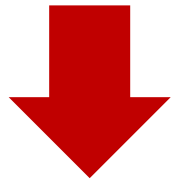
Time



Cost



Users



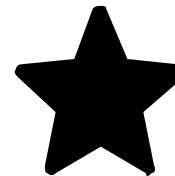
Data Overload



Relatability



Memorable



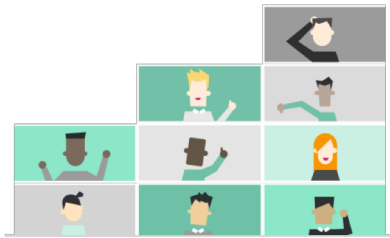
Influence



And there's more to come!



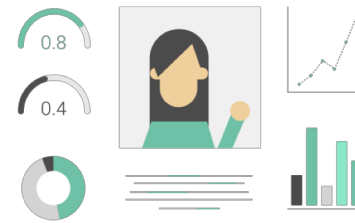
Adding a real human story to every single research study



Video Discovery



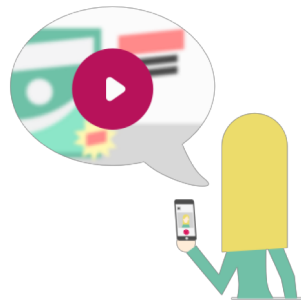
Quant/Qual Hybrid



Tracking & CX



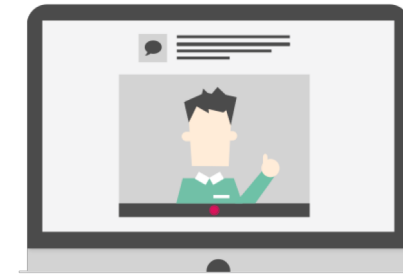
In-Home & In-Store



Concept Testing



Focus Groups & IDIs



Video Ethnography





Top five considerations for incorporating video into your research

1. Be open to collaboration
2. Be clear about your objectives and challenges
3. Create a plan with defined success metrics
4. Test and validate
5. Review and *improve*



Thank you

Rachel Sacco
Associate Manager,
Consumer Insights,
Wendy's



David Katz
VP Client Services,
Voxpopme



Any
questions?

