



# Bringing Life to Life via video analytics

## MANAGE

**Work smarter:** maximize existing video from focus groups, IDIs, online interviews, communities or get inventive with more video centric designs. Search, clip, share, use.

**Go deeper:** tech enabled analysis is faster, broader and deeper.

**Save time:** focus on the parts that add most value to your projects, use video in your research without the hassle.

## OBSERVE

**Get up close to real life:** immerse yourself in how people really live; observe granular, hard-to-access micro-behaviors; see planned & unplanned occasions and usage

**Stop relying on reported data:** our technology delivers empirical understanding of incidence, sequence, duration and context for product / category usage

**See new opportunities:** use reliable video data to find missed opportunities, product deficits, compensatory behaviors and innovation spaces

## CREATE STORIES

**Bring surveys to life:** hear people's stories, understand what matters to them – and engage your stakeholders

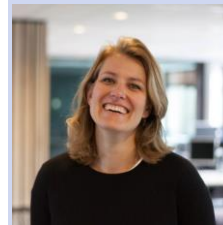
**Get deeper feedback:** 6x more words than traditional open-ends – in consumers' own words and language

**Turn video into data:** use technology to analyse language, behaviour and context alongside traditional survey responses at scale

**See context:** behaviour, brands and products – *real* not claimed usage, ownership and consumption



## MORE INFORMATION



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