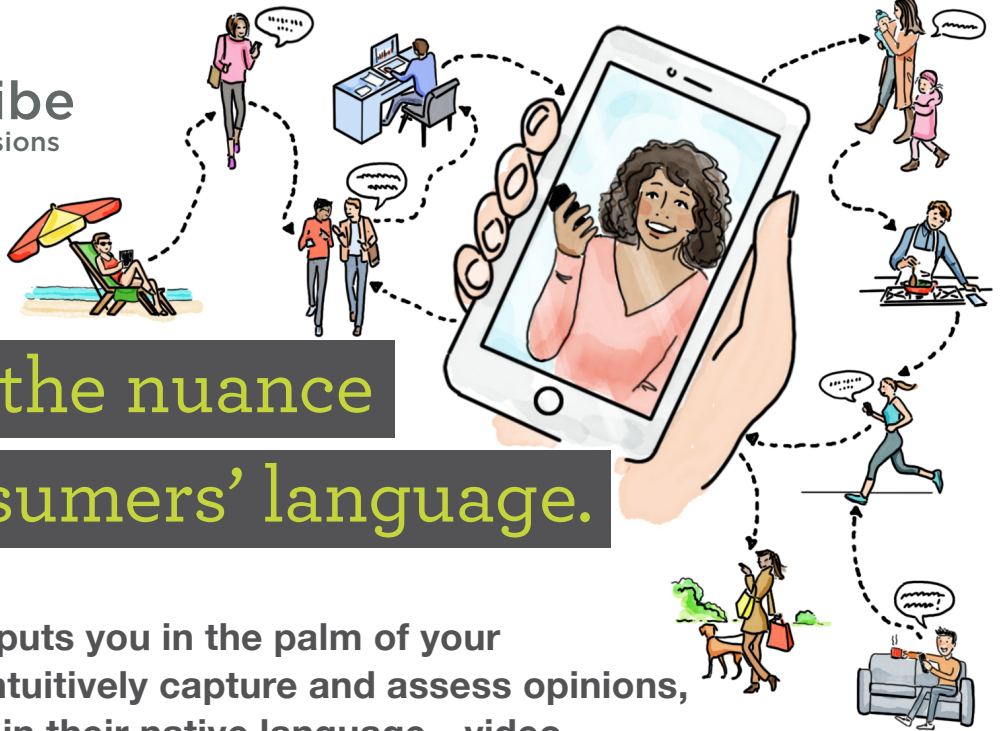




Video Vibe
Dynamic Discussions

From Seed Strategy



**Experience the nuance
of your consumers' language.**

Seed's Video Vibe tool puts you in the palm of your consumers' hands to intuitively capture and assess opinions, behaviors and insights in their native language—video.

HOW IT WORKS



Natural Habitat

Meet consumers where they're most comfortable: on their phones. First we recruit respondents in your target, then ask them to record and upload short video responses to new ideas, or to a range of rich insight and behavior questions.



Versatile Stim

From broad cultural probes, to shopping behaviors, to communication elements, to product reviews, we custom-create provocative prompts to answer your brand's burning questions.



Digest & Reflect

Once the videos are collected, our team summarizes and quantifies common themes, language and sentiments that emerge.



Lights, Camera, Activation

Video Vibe collection and analysis reveals depth and texture for your research questions. Use the honed themes and language to inspire questionnaires, illuminate segments, build ideas and more.



Authenticity Abounds

As a stand-alone quick hit of insights, or as one phase of a larger project, capture raw consumer responses, gut checks, hypotheses or initial findings with naturally candid reactions—all without the worry of something being lost in translation.



Compelling Builds

An optional multi-layered learning sequence goes beyond theme identification by re-exposing videos as stimuli for a new group of respondents. As they review a range of peer viewpoints, we ask them to determine if a clip is "Me or Not Me" via short video reactions. Test hypotheses, refine profiles, build a bank of relevant language and more!

Want to learn more? Contact us today @ 859-594-GROW (4769)

Seed Strategy
Where clarity grows.®