



Consumers on Video Enlighten and Persuade

Gather one-on-ones globally, tomorrow, with a new MR tool.

Zero Travel Cost Model

MR departments – from MSN to Nike to DDB – are adding power and cutting costs through Snippies’ network of local video journalists. On streets, in homes and in offices, Snippies gathers fresh opinions and supplies them in their entirety or as time-saving selects – with a punchy presentation video often added later. Clients use the footage to gain insights, as engaging adjuncts to less compelling quantitative and focus group research, and to add to corporate intranets giving staff a greater understanding of their consumer.

Analysis is left to your trusted people, who know your business better than we ever will. Snippies works seamlessly with your team from questionnaire design through editing. Your researchers drive the inquiry, but with new power.

- Real, in-person interviews in full-screen video.
- Find any demographic in over 85 global markets (over 50 in the US), without travel costs.
- Conducted in the person’s home, neighborhood or office – not a focus group room.
- Complete interviews, selected footage, and/or snappy presentation videos.
- Adding people to pie charts wins over those unmoved by stats and reports.



Snippies finds and interviews any demographic through its global network of video journalists. Faster and for less.

On-Street Interviews

Track down and hear from your demographic in multiple markets. Gain reactions on video to products and ideas, reveal attitudes and lifestyle choices.



Boston



Dallas



Tokyo



L.A.

Recruited Interviews

One-on-ones with narrower demographics such as professionals, product owners, and hobbyists. Snippies recruits, then interviews in contextual settings – not focus group rooms.

In-Home Ethnographies

Examine family behaviors, product usage and what’s in medicine cabinets. We observe all day, then interview one-on-one.

Tracking Newsletters

Establish your ongoing commitment to tracking a demographic or industry. We’ll create a quarterly email newsletter with links to fresh interviews; you’ll send it to clients and prospects.

Retail Interviews

Gather insights through entrance, exit, and in-store interviews in multiple locations. Can include accompanied shopping.

Segment Portraits

Bring segmentation analyses and personas to life. Mini-documentaries shot nationwide show how segment members live and think.

Changing Behavior Studies

Follow individuals over time to see how such lifestyle passages like starting a job, graduating high school, and using new technology impact on attitudes and behaviors.

Teen Trend Spotting & Tracking

Stay current with reports from NY, Tokyo, LA, London, Miami, or locations of your choice. Often includes video shot by teens themselves.

Look at research in a whole new way.

Contact Ed Bikales at 212-594-9500, or write to info@snippies.com for a project quote or to schedule a capabilities presentation.