Video Open-Ends: The Potential Finally Meets the Reality?
Zoe Dowling, Ph.D.
Findings will be acted on

Delivers Impact

Resonates

Engaging

Average Research Findings Slide

Very  A little  Not at all
Once upon a time
Stories are the heartbeat of powerful presentations. **Stories capture the imagination, engage the emotions, and break through the mundane.** They’re memorable, they connect, and, yes, stories even sell.

Aaron Orendorff, FastCo
Cue Video
Easy to digest

Empathetic connection

Authentic

Captures imagination

Engage emotions

Break through
Privacy

GDPR
Video-Open Ends
The Promise
• Growing method of communication
• Provides choice
• Easier than typing
• Rich, visual, emotional response
Describe the last thing you bought on eBay.
In most presentations, you are forced to help bring to life the voice of the customer through text and pictures, but with this new approach, you can bring the customer into the room with you to tell the story.

Sam Harami, former Director of Global Customer Loyalty, eBay
Video-Open Ends

The Reality
Response Rates: expect less from mobile

Open-end Response Rates

- Study 1: 39% (Mobile), 48% (PC)
- Study 2: 31% (Mobile), 39% (PC)

Average Character Count

- Study 1: 123 (Mobile), 147 (PC)
- Study 2: 125 (Mobile), 141 (PC)
Response Rates: video open-end funnel

<table>
<thead>
<tr>
<th>Presented Video Option</th>
<th>No additional incentive</th>
<th>Increased incentive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Offered to Record Video</td>
<td>15</td>
<td>30</td>
</tr>
<tr>
<td>Indicated Video Recorded</td>
<td>11</td>
<td>15</td>
</tr>
<tr>
<td>Video Captured</td>
<td>10</td>
<td>11</td>
</tr>
<tr>
<td>Video Approved</td>
<td>8</td>
<td>11</td>
</tr>
</tbody>
</table>
# Response Rates: reasons for not recording

Please indicate why you chose not to record a video response

<table>
<thead>
<tr>
<th>Mobile Phone</th>
<th>Tablet</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>My mobile device does not have video/audio functionality</td>
<td>6%</td>
</tr>
<tr>
<td>I would prefer not to share a video of myself</td>
<td>64%</td>
</tr>
<tr>
<td>I don’t feel “presentable enough” to record a video</td>
<td>40%</td>
</tr>
<tr>
<td>The survey is already too long</td>
<td>15%</td>
</tr>
<tr>
<td>I’m concerned about my privacy</td>
<td>32%</td>
</tr>
<tr>
<td>I just prefer to type my thoughts</td>
<td>29%</td>
</tr>
<tr>
<td>I would have expected an extra incentive to record a video</td>
<td>19%</td>
</tr>
<tr>
<td>I’m in a place right now where I cannot record a video</td>
<td>29%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
</tr>
</tbody>
</table>
Quality: word count

Average Word Count

<table>
<thead>
<tr>
<th></th>
<th>Word Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile Phone Standard</td>
<td>9</td>
</tr>
<tr>
<td>Mobile Phone Video</td>
<td>49</td>
</tr>
<tr>
<td>Mobile Phone Video + $5 Incentive</td>
<td>60</td>
</tr>
</tbody>
</table>
F1: In as much detail as possible, please share the one thing that restaurant could do to gain more of your business in the future. This could include additional menu items (please specify items if this is the case), pricing, hours of operation, service, interior design, cleanliness, etc.
Quality: but, also expect nonsense…
Analysis: time-consuming and costly

1:3 ratio

$5K-$14K
Analysis: enter AI Knowledge Model

Personalized key video moment recommendations
Video-Open Ends
The Verdict
Low response rates
Consistent quality

Video comms growing
AI-enabled analysis
See & hear emotion

Reality  Promise
Final thought - best practice can help

- Make it optional
- Provide an additional incentive
- Ensure you obtain informed consent
- Provide them tips on how to complete
- Use it for questions they’ll be able to elaborate on/have an opinion
- Expect low responses

Here are some tips...

- Try to record the video in quiet surroundings
- Sit or stand comfortably
- Review the question before starting the video and think about what you want to say
- Use good lighting so we can see your face
- Make sure your microphone is working so we can hear you
- Have fun with it!
Thank you
zdowling@focusvision.com