Mintel & Vox Pops International launch major joint research initiative

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Mintel & Vox Pops International launch major jointÂ research initiative â€“ to take market research to a new level

For the first time ever researchers from both organisations will work together combining quantitative and qualitative research techniques to populate a selection of Mintel research reports with real life consumer video footage, supporting and bringing to life Mintelâ€™s insights and consumer analysis.

Introducing video to Mintel reports will offer a truly three-dimensional picture of UK consumers. The first Mintel report available with Vox Pops footage will be Green and Ethical Consumers followed by Health and Wellness Tourism. Reports available in March will be The British Lifestyles Report, The Retail Review and Health and Beauty Treatments.

For the first time Vox Pop subscribers will have exclusive access to the consumer videos found in the Mintel reports. The new video content can be purchased and downloaded from www.videolibrary.tv from 28th February 2007.

â€œTodayâ€™s consumer is becoming ever more complex, creating a need for a more sophisticated way of analysing their preferences and lifestyle. Combining Mintelâ€™s proven expertise with the ability to visualise consumer views through Vox Pops will provide a powerful tool in the marketerâ€™s armoury.â€•Â Â Â Peter Haigh, Mintelâ€™s Chief Executive Officer

The videos not only allow subscribers to see the consumer perspective for themselves, the visual research resource can also be easily shared with others. By illustrating selected trends identified in the report, the videos can be used in presentations, allowing important data and insights to be shared quickly and succinctly by large volumes of people, company wide.

Mintel, the UKâ€™s leading publisher of consumer market research, has always made market research genuinely accessible by presenting it in a digital forÂ-mat. The addition of two minute videos is designed to ensure that findings are absorbed and remembered, making them the perfect way of sharing consumer research with non-research literate audiences.

â€œWe are very exÂ-cited about working with Mintel to redefine the way companies grasp and share research findings,â€• said Diane Earnshaw of Vox Pops International, â€œThe videos are essential in a world that feeds on and learns through visual images.â€•

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