

## CASE STUDY

# Health & Wellness Publication Leverages Consumer Insights For Video Optimization



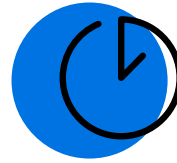
## ABOUT

An online publication that provides scientifically-based health and wellness information for publishers, advertisers, employers, healthcare providers, and health plans.

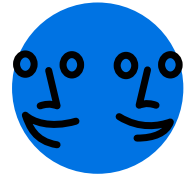
## WINS



Unexpected Insights



Quick Turnaround



Stakeholder Collaboration

## Challenge

The insights team at a health publication required a method to quickly gather qualitative and quantitative consumer feedback on their video pilots within a 2-week time frame. Their goal was to utilize the in-depth consumer insights to further optimize and inform their video content, strategy, and investment before deploying to the market. The team also wanted to quickly iterate on customer feedback before the end of the year in an effort to publicize the video content in a “New Year, New You” campaign.

## Solution

Given the strict time frame, the insights team leveraged a Remesh session with consumers to quickly expand on and validate the team’s existing insights, and draw in new consumer feedback on video topic, length, format, and brand. Remesh was a superior solution to previous quantitative surveys the insights team had conducted, as it was more difficult to understand the “why” behind responses, particularly in categories of credibility and trustworthiness.

## Result

As a result of running a Remesh session, the insights team at the health publication successfully gathered in-depth consumer feedback on their video pilots, including unexpected insights about channel preferences for video content. Additionally, the team acquired unexpected conclusions from their Remesh session in which they uncovered new consumer video preferences as well as consumer perceptions on content credibility.