remesh | **SHIPYARD**
ENGINEERING BRAND LOVE

The Shipyard captures qualitative feedback at scale to validate campaign direction

REPEATABLE SOLUTIONS

Instant Feedback

Qualitative Insights at Scale

Stakeholder Inclusion

Business Challenge

Looking to capture real-time feedback for a health insurance company ahead of a national campaign launch, The Shipyard needed to uncover honest consumer reactions to several health plan campaign concepts. To feel confident in the insights gathered, and move the project forward with a clear direction, The Shipyard sought a methodology that could deliver rich qualitative feedback at an actionable scale.

Why Remesh?

To capture the open-ended qualitative feedback necessary to validate the campaign materials, The Shipyard leveraged a 30-minute Remesh conversation. The Remesh platform's real-time analysis tools, powered by artificial-intelligence, delivered qualitative feedback at an unprecedented scale for the team, and uncovered the "why" behind participants' responses. Key stakeholders from the health insurance company and The Shipyard utilized the Remesh platform's real-time analyses tools to organize and analyze data during the session, resulting in real-time decisions before the conversation had even concluded.

Key Outcomes Achieved

As a result of running a session with Remesh, The Shipyard was able to validate these campaign concepts with consumers without exhausting resources or bandwidth. Participant responses to the campaign concepts illuminated a clear creative direction, and provided actionable insights for The Shipyard team. For the highest performing concept, 53% agreed "I think it's cute and reflects the times we are living in." Additionally, 50% said they would either talk to their employer or visit the health plan website to learn more after viewing the top ad concept. The Shipyard is leveraging these data-driven insights to optimize its concepts and create a consumer-centered campaign.