

# TALKING HEADS

Get video vox pops on burning  
questions, really fast

CrowdLab 

# Talking Heads

Get video vox pop insight on burning topics at high speed

## **ANY TOPIC**

Category insight, customer testimonials, stimulus check, POV support, resolve a boardroom debate....

## **UP TO ONE HOUR OF FOOTAGE**

12 people

5 questions

Up to 60 seconds per question

## **BASE TARGET**

Age, gender, UK/US, category Interest

(as defined by Facebook behavioural algorithms)

## **PREMIUM TARGET**

For an additional demographic filter OR a deeper behavioural interest

# Talking Heads

Target sample choices based on Facebook behavioural recruitment

Real people living real lives

We don't recruit from research panels; we place targeted ads in people's Facebook feeds based on demographic and behavioural information

People click on ads that interest them and are then re-screened before downloading our app and joining the community

You can choose from our BASE package for £1,500 / \$2,000 or fine-tune with our PREMIUM package for £2,000 / \$2,500

When you need to go further with your targeting or want to deploy different types of questions (survey, text, audio, photo or moderated discussion) for more involved research, you can go direct to [quotes@crowdlab.com](mailto:quotes@crowdlab.com) for a bespoke project discussion

# Talking Heads

## BASE targeting options

### Basic

#### Age

18-34  
35-54  
55+

*Select 1,2 (for 50/50) or all 3 (for a mix)*

#### Gender

Male  
Female  
Mix

#### Location

UK  
US  
UK/US mix

## Behavioural Interest Level – Select One Only (or none)

### Entertainment:

Games  
Live Events  
Movies  
Music  
Reading  
TV

### Family & Relationships:

Dating  
Family  
Fatherhood  
Friendship  
Marriage  
Motherhood  
Parenting  
Weddings

### Fitness & Wellness:

Body Building  
Dieting  
Gyms  
Mediation  
Nutrition  
Physical Exercise  
Physical Fitness  
Running  
Weight Training  
Yoga  
Zumba

### Food & Drink:

Alcoholic Beverages  
Beverages  
Cooking

### Recipes

Cuisine  
Food  
Restaurants

### Hobbies & Activities:

Arts & Music  
Current Events  
Home & Gardens  
Pets  
Politics & Social Issues  
Travel  
Vehicles

### Shopping & Fashion:

Beauty  
Clothing  
Fashion Accessories  
Shopping  
Toys

### Sports & Outdoors:

Outdoor Recreation  
Sports

### Technology:

Computers  
Software  
Consumer Electronics

# Talking Heads

PREMIUM targeting options – BASE plus ONE additional criteria

## Demographics

### Socio-demographics/Income

ABC1/High Med Income  
C2DE/Med Low Income

### Relationship status

Single  
In a relationship  
Engaged  
Married

### Parents

Kids aged 0-5  
Kids aged 6-12  
Kids aged 13+

### Life stage

Student  
Graduate  
Non student + non graduate  
At School (16-18)

### Location

US City  
UK City

## Behaviours

Early technology adopters  
Ex-pats  
Commuters  
Frequent international travellers  
Returned from travel in the last two weeks  
Mobile OS  
Charity givers  
Drivers

## Deeper Behavioural Interest Level

**Choose from over 250 sub-categories, for example:**

**Choose music from your basic plan and then from:**

Blues  
Classical  
Country  
Dance  
Electronic  
Gospel  
Heavy Metal  
Hip Hop  
Jazz  
Music video  
Pop  
Rhythm & Blues  
Rock  
Soul

# Initiate a project

A simple online form sent straight to the platform

Fill out your personal, company and billing information

Fill out your target sample requirements for Base or Premium Talking Heads, or go direct to [quotes@crowdlab.com](mailto:quotes@crowdlab.com) for a bespoke project discussion

Let us know if you plan to upload any stimulus and then attached it to the form. You can upload up to three pieces in any one test

Fill out your five questions

Review and check your details

Hit submit

You will get a confirmation email from CrowdLab and your project will go live within 24 hours

The image displays two screenshots of the 'Talking Heads' web form by CrowdLab. The top screenshot shows the 'Company information' section, which includes a 'Requester details' form with fields for 'Full Name', 'Phone' (with a country code dropdown), and 'Email'. Below this is a 'Company details' section with a 'Your Company Name' field. The bottom screenshot shows the 'Recruitment' section, which includes a 'Recruitment options' form with fields for 'Participants Age Range', 'Participants Gender', 'Location', 'City' (marked as a premium feature), 'Category Interest (optional)', 'Brand References', 'Other Demographic' (marked as a premium feature), and 'Behaviours' (marked as a premium feature). There is also a field for 'Any additional considerations?' (marked as a custom feature).

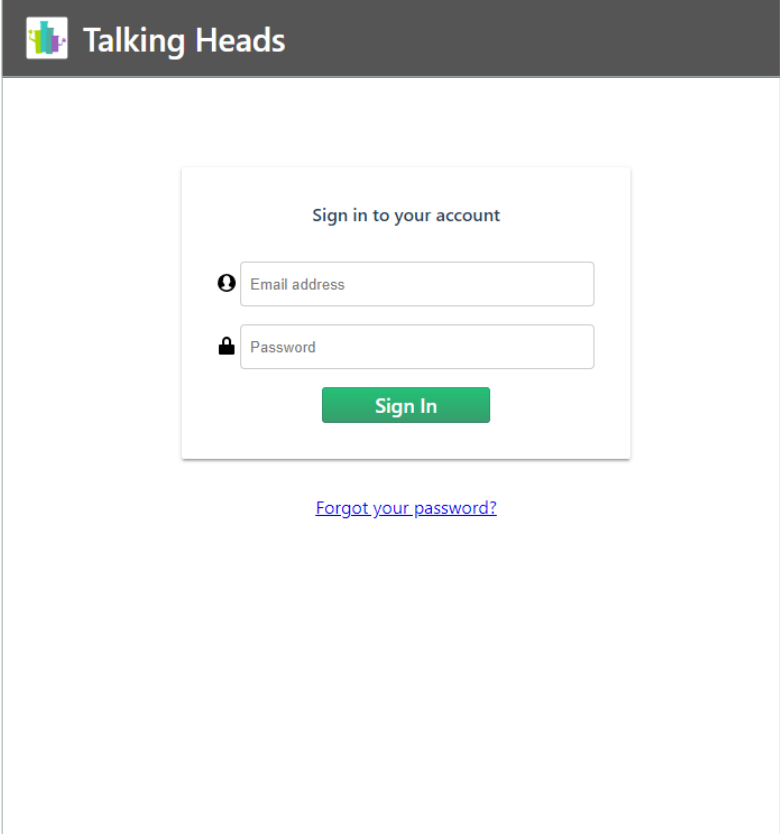
# View videos in real time

Live 24 hours after order confirmed

When your project is confirmed you will be given log in details to view the dashboard

Here you can see your videos coming through in real time, and start to make sense of things as they happen

You will also be given a dashboard user guide telling you how to view, tag, filter, download and export videos you like individually



The image shows a screenshot of the 'Talking Heads' login page. At the top, there is a dark grey header with the 'Talking Heads' logo on the left and the text 'Talking Heads' on the right. Below the header, the main content area is white. In the center, there is a white rectangular box with a thin grey border containing the login form. The form has the title 'Sign in to your account' at the top. Below the title are two input fields: the first is labeled 'Email address' with an '@' icon to its left, and the second is labeled 'Password' with a lock icon to its left. Below these fields is a green button with the text 'Sign In' in white. At the bottom of the form box, there is a blue link that says 'Forgot your password?'.

# Make your own show-reel

Export. Edit. Share.

When all videos are completed (within 48 hours of project confirmation) you will be sent a full export of all the content

You can then create your own highlights reel and debriefs for use within your agency and client meetings

In the future, we will look to build transcription and editing functions into the dashboard so you can complete these tasks in real time





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