

NEUROSCIENCE REVEALS: THE POWER OF EXPERT-DRIVEN PRODUCT VIDEOS IN INCREASING PURCHASE CONFIDENCE

New Studies by Thinking House and Wakefield Research Reveal That Featuring Experts in Your Product Videos Is the Game Changer

In today's rapidly evolving marketplace, consumer purchase confidence has become an essential factor in shaping buying decisions. Shoppers are increasingly exposed to a multitude of choices and sources of information, leading to heightened skepticism and a greater need for trust in their decision-making process. Consequently, companies are continually seeking innovative strategies to engage their target audience, educate them about their products, and build trust.

In this white paper you will learn about the importance of building consumer trust and the strategies to get started — all backed by third-party research.

The Rise of Skepticism and the Importance of Trust

Several factors have converged to impact shopper confidence in recent years. The digital age has empowered consumers with instant access to product reviews, ratings, and comparisons, making social proof and recommendations from trusted sources pivotal in the purchasing journey. This shift led to the rise of influencer marketing, where individuals with perceived expertise and credibility promote products to their followers.

However, the efficacy of influencer marketing, once hailed as a trust-building strategy, is increasingly being questioned. Recent controversies surrounding fraudulent practices, undisclosed sponsorships, and an oversaturated influencer market have eroded consumer trust.

As a result, shoppers are becoming more discerning, seeking authenticity and reliability in their interactions with brands. And therefore, the role of experts and the need for genuine trust have emerged as crucial factors in the decision-making process.



The Power of Video Content in Building Trust

According to a report by Wyzowl, 93% of marketers have gained new customers through video content and 91% of shoppers say they want to see more online videos from brands in 2023. Videos have the unique ability to combine visual storytelling, demonstrations, and emotional connections, effectively conveying a brand's message and building a personal connection with viewers.

The immersive nature of videos captivates viewers and allows them to experience products in action, fostering a sense of familiarity and trust. This, in turn, leads to increased consumer confidence in making informed purchase decisions.

The Desire Company's Approach: Employing Experts for High-Quality Video Content

Recognizing the crucial role of trust and expertise in influencing consumer purchase confidence, The Desire Company has pioneered a distinctive approach by matching brands with experts to create engaging and informative videos that showcase product features, use cases, and functionality. This strategy not only educates the audience but also establishes an emotional connection through compelling storytelling.



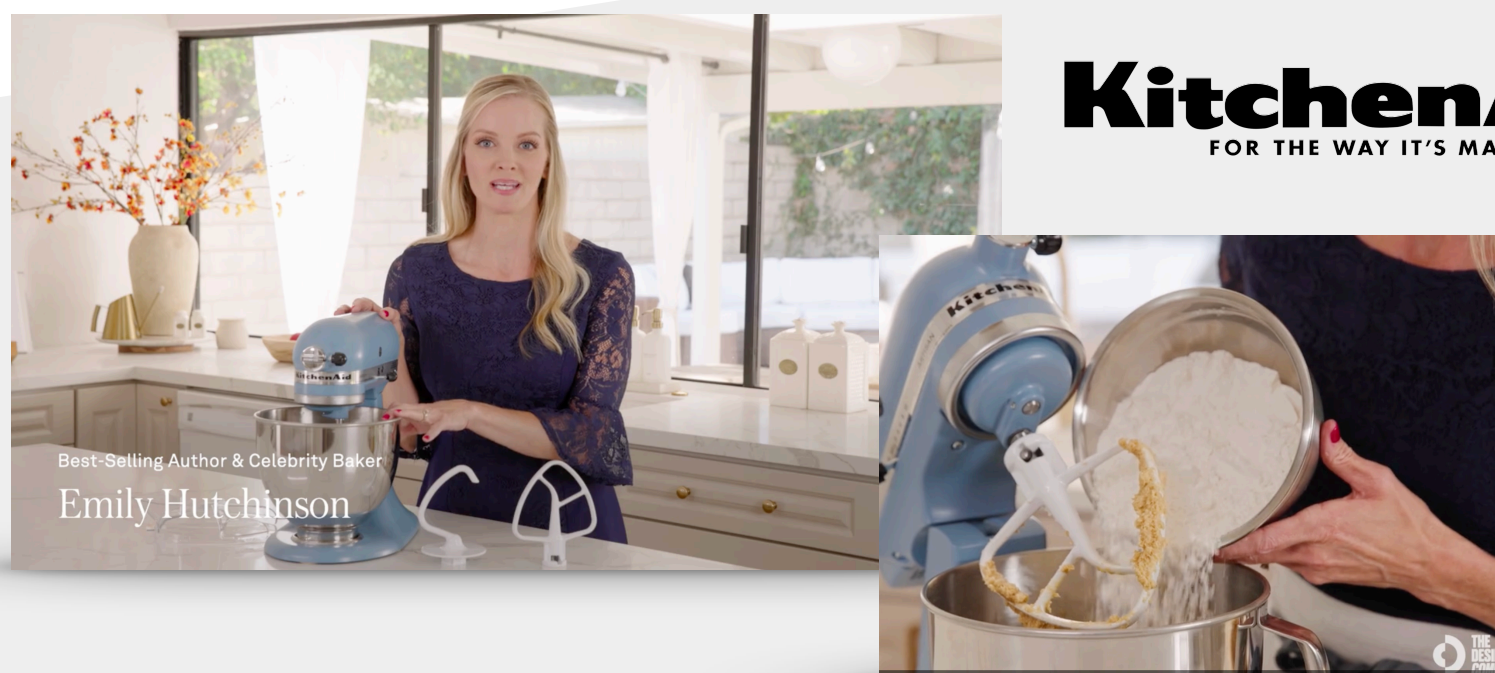
... **5X** ...

According to Best Buy, Desire Co. expert videos increased sales by as much as 500% vs other product videos on their site.

To further explore the impact of their videos on consumer purchase confidence, The Desire Company collaborated with Cleveland Avenue Thinking House, a renowned research organization specializing in neuroscience-based consumer insights. This comprehensive study aimed to compare the effectiveness of The Desire Company's videos with traditional brand advertisements and provide objective, third-party data to demonstrate the value of their approach. Through a rigorous neuroscience-based methodology, the study evaluated consumer responses to Desire Co. videos and brand advertisements. The results were remarkable:

2-3X

Respondents indicated a 2-3 times higher level of confidence in making an informed purchase decision after viewing a Desire Co. video compared to a traditional brand advertisement.



Click here to see the video example for Kitchen Aid.



Participants were asked to rate their confidence in making an informed purchase decision, and their physiological responses were captured using wrist-based GSR devices and cameras. The data collected was analyzed using statistical methods, yielding insights that validate the superior impact of expert-driven videos on consumer purchase confidence.



Subjects are selected and scheduled by Thinking House.



Subjects are outfitted with a wrist-based GSR device and camera – used to collect facial expressions and eye tracking data via the iMotions platform.



Subjects view a brand video and a Desire Co. expert video.

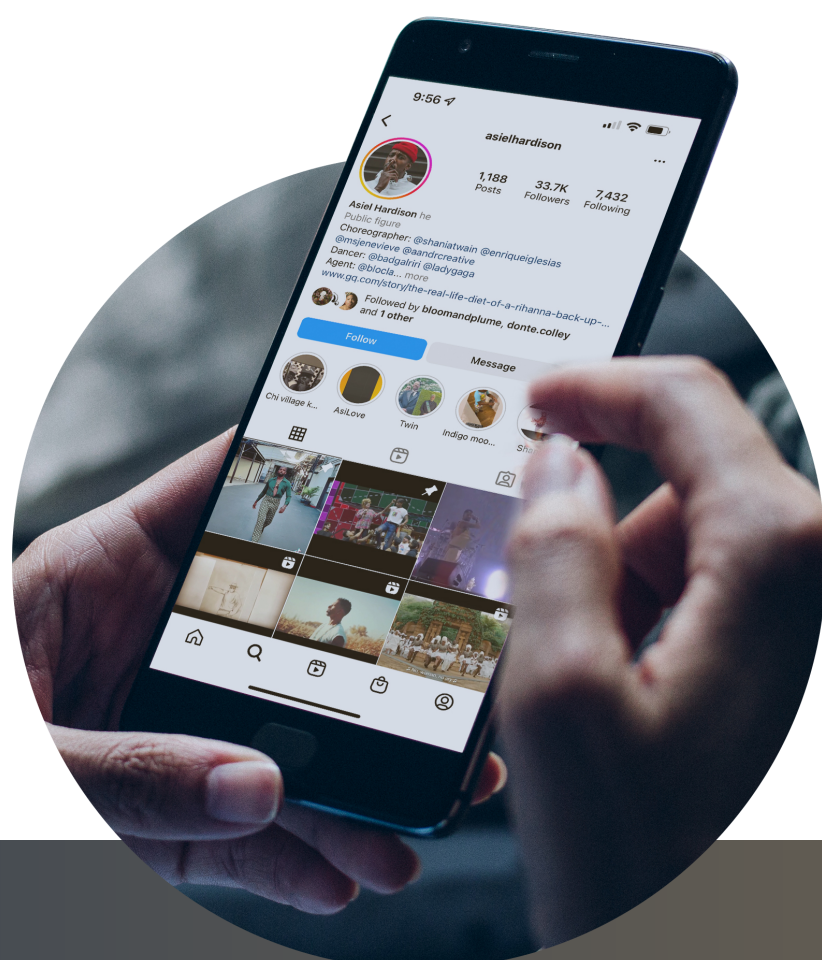


Subjects complete a survey to measure purchasing confidence changes between videos.

In addition to Cleveland Avenue Thinking House, The Desire Company partnered with Wakefield to delve deeper into the impact of their content on consumer sentiment. The study employed a combination of quantitative and qualitative approaches to provide empirical evidence supporting the effectiveness of their expert-driven videos in fostering consumer purchase confidence. The research findings revealed compelling statistics:

92% of respondents reported feeling more confident about making an informed purchase decision after watching a video featuring an expert.

88% of participants expressed that videos featuring experts increased their trust in the brand and its products.



Experts with 1k followers are more than

**2X AS LIKELY TO BE
CONSIDERED TRUSTWORTHY**

compared to an influencer with millions of followers (11%).



Conclusion: The shortcut to confidence

In an era marked by increasing skepticism and the need for trust, brands must adapt their marketing strategies to align with consumer expectations. Video content has emerged as a powerful tool for brands to engage and create confidence with consumers. The Desire Company's innovative approach of employing experts to create high-quality video content addresses these challenges head-on. The comprehensive study conducted in collaboration with Cleveland Avenue Thinking House and the research conducted by Wakefield, provide compelling evidence that The Desire Company's videos significantly enhance consumer purchase confidence, outperforming traditional brand advertisements.

By leveraging the power of expert-driven video content, brands can build trust, establish emotional connections, and ultimately influence purchase decisions. This white paper highlights the importance of employing experts and utilizing high-quality video content placed at the point of sale, enabling brands to thrive in a competitive marketplace where consumer trust is paramount.

WE PUT THE "PRO"

IN PRODUCT REVIEWS.

WE GET EXPERTS TO REVIEW YOUR PRODUCTS



MAKEUP ARTIST - ERICA J.



YOGA TEACHER - SHAHADA K.



ARTIST - XAVIER P.

LET'S GET STARTED

Ready to benefit from the confidence that real expertise can build?

LEARN MORE

