

Konsumer Reel Process



Digital Recruitment

Consumers recruited based on specific criteria and articulate communication skills.



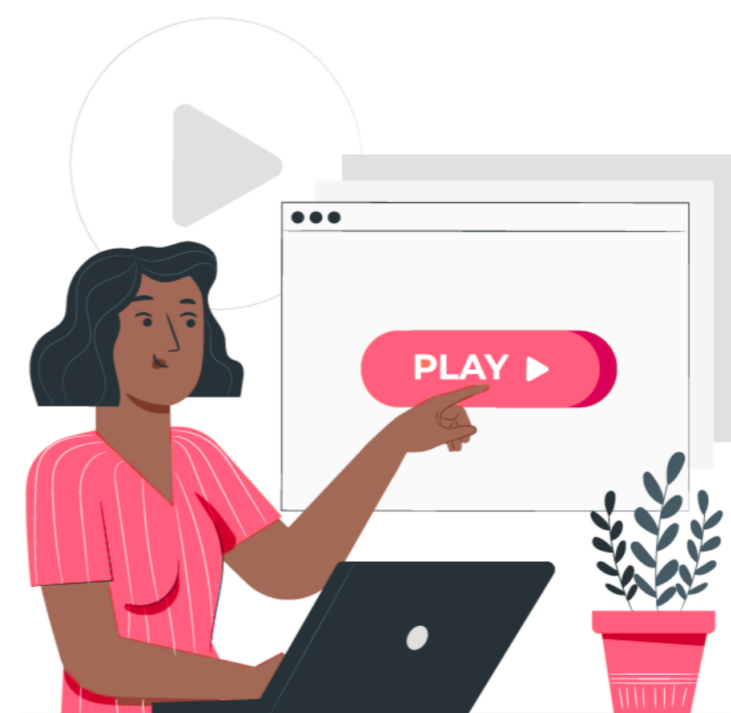
Audit recording environment and equipment

Ensure consumers have good-quality recording equipment and optimal lighting conditions.



Detailed Briefing

Provide consumers with a comprehensive briefing sheet for tasks spanning a 2–3 hour assignment over 7 days



Video Submission And Review

Consumers upload high-resolution videos following provided cue sheets. Researchers review and approve content or request reshoots.



Tailored Video Finalization

Meticulously edit videos to align with brief specifications, incorporating graphics, music, and impactful elements under the supervision of a senior market researcher.