



VOICE CONSUMER INDEX 2022

CONVERSATIONAL MARKETING EDITION

SPONSORSHIP PROSPECTUS

IN PARTNERSHIP WITH



THE STORY SO FAR

WHAT IS THE VOICE CONSUMER INDEX?

Launched in 2021 by Vixen Labs in partnership with the Open Voice Network (OVON), the Voice Consumer Index (VCI) report set the benchmark for tracking consumer behaviour usage and attitudes to voice and conversational AI.

The report confirmed the prevailing belief in the industry that voice assistants and speech technology were reaching their first stage of maturity, providing evidence that voice was no longer a play thing, but, as OVON Executive Director Jon Stine put it, a *"primary way consumers connect with the digital world, and a primary way that digital marketers will connect with consumers"*.

The VCI received global attention with significant media and community recognition in the US, UK and Germany (the studied markets in the 2021 edition), and around the world.

PREVIOUSLY FEATURED IN:

Forbes

COMPUTERWORLD

TechRepublic

RetailWire.

VCI 2021 IN NUMBERS:

8 EPISODES OF OUR IN-HOUSE PODCAST, TALKING SHOP

10 WEBINARS RUN WITH SPONSORS TO PRESENT FINDINGS TO THE COMMUNITY

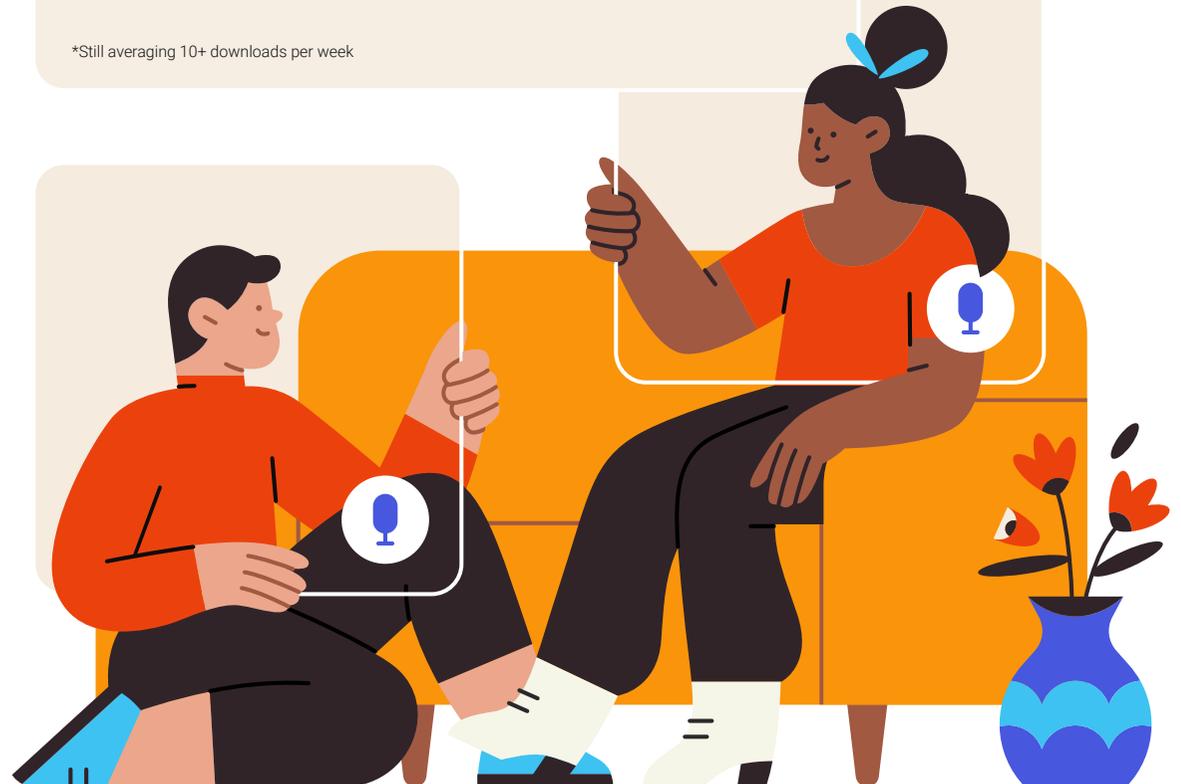
41 LINKS TO SPONSOR WEBSITES

50+ DATA CHARTS AND STATS CREATED TO SHARE VIA SOCIAL MEDIA

500+ DOWNLOADS OF THE EXECUTIVE SUMMARY AND WHITE PAPER*

900,000+ ESTIMATED COVERAGE VIEWS IN OVER 40 PUBLICATIONS

*Still averaging 10+ downloads per week



THE NEXT CHAPTER

VCI 2022: MARKETING AND MEDIA

WHAT WE'LL COVER

The VCI 2022 will launch in June 2022, covering the very latest research on voice and conversational AI in the life of consumers.

There will be a particular focus on consumer awareness, adoption and openness to voice marketing, advertising, and media.

This year we will dig deep into consumer behaviour and attitudes towards voice as an advertising medium, looking at how it compares to social media, digital display and traditional TV and radio.

We hope to unpack how open consumers are to interacting with digital voices and avatars on their smart speakers, via their phones and in the emerging metaverses of AR and VR platforms.

We will challenge consumers to think about how voice and audio may change their shopping and customer service routines, and how content in these mediums can influence their decision-making over brands they buy from.

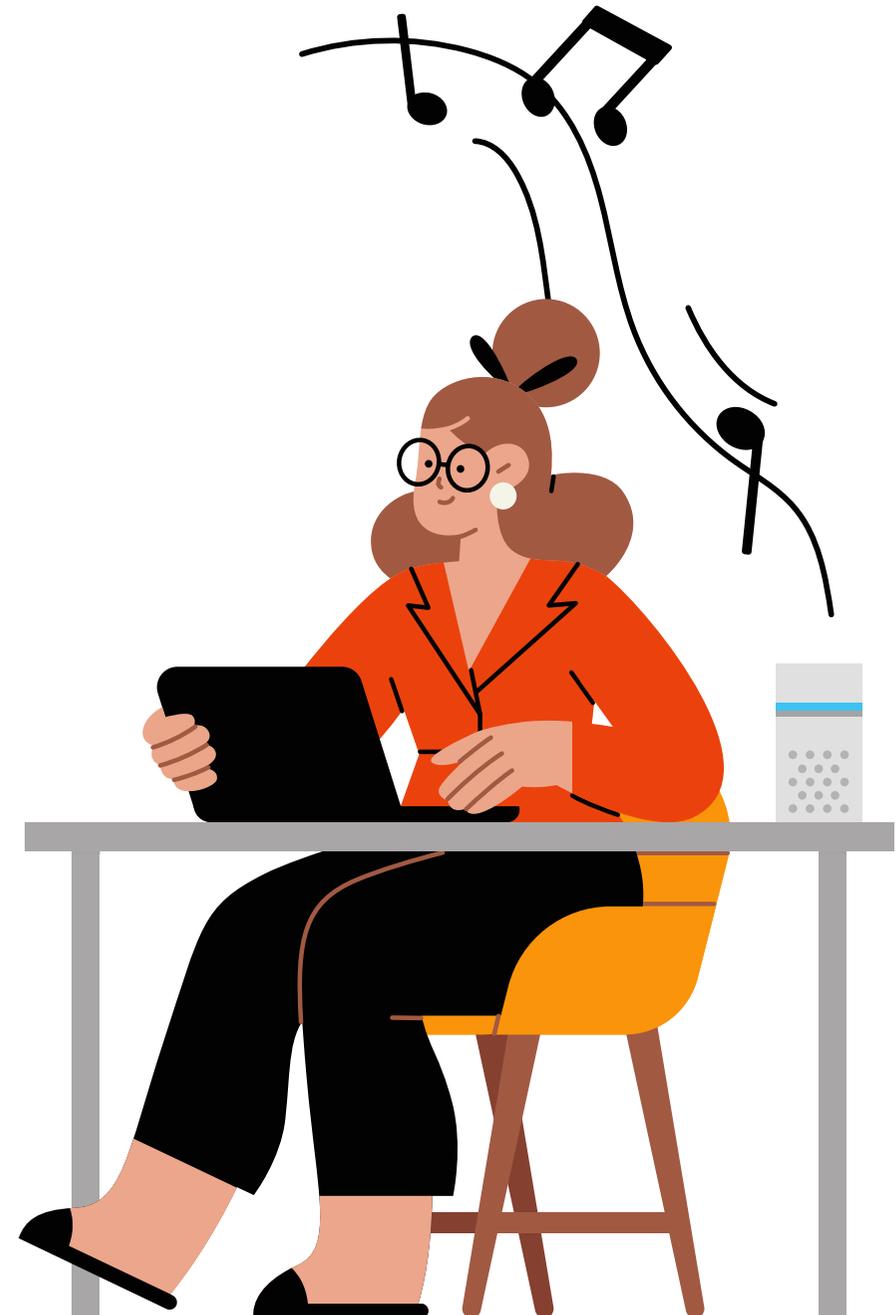
OUR RESEARCH

Vixen Labs will conduct the Voice Consumer Index 2022 in partnership with Delineate. Working with an independent research firm helps to ensure the delivery of quality, transparent data that both Vixen Labs and OVON value.

In total, 6,000 individuals aged 18+ will be surveyed (2,000 in each of the UK, US, and Germany). The samples in each country will be controlled with representative quotas among each age group.

The completed samples will be further analysed to ensure they are representative of the national populations according to published statistics for each country.

The margin of error for the total sample in each country is $\pm 2.2\%$. All survey participants will be recruited via consumer panels and then invited to complete the online survey by mobile or computer.



TAKE PART IN 2022

SPONSORSHIP OPPORTUNITIES

ASSOCIATE PARTNER

£10,000

INCLUDES:

- ✓ Early access to the research findings
- ✓ A dedicated webinar for a team in your company
- ✓ Your name and branding on the final report
- ✓ A shout out in all Vixen Labs' podcast episodes
- ✓ A link to your website in the show notes

SELECT PARTNER

£25,000

INCLUDES ALL OF ASSOCIATE, PLUS:

- ✓ The chance to comment on the data before launch
- ✓ Have your quotes included in the report
- ✓ An explicit thank you in the report's press release
- ✓ Your logo and company bio on the VCI 2022 website
- ✓ Your logo and company bio in all VCI 2022 newsletters
- ✓ A dedicated sponsor newsletter to the OVON and Vixen Labs databases

PRIMARY SPONSOR

£50,000

INCLUDES ALL OF AFFILIATE & SELECT, PLUS:

- ✓ Suggest questions for inclusion in the VCI 2022
- ✓ Your logo on the VCI 2022 launch video
- ✓ Posts about your brand across our social media
- ✓ A 30-minute executive interview on LinkedIn Live
- ✓ Placement of your audio ad within each episode of the Vixen Labs Talking Shop podcast
- ✓ A sponsor's media package with branded images, pull quotes, data snippets & more to use at your discretion
- ✓ Advertorial blog post on the Vixen Labs website, including links, shared across all promotional channels

ONLY ONE AVAILABLE



TIMELINE

KEY DATES FOR 2022

3/22

MARCH

Sponsorship window closes and research begins.

4/22

APRIL

Survey on the market and open to analysis.

5/22

MAY

Sponsors invited to review and add comments.

6/22

JUNE

VCI 2022 report released.



MEET THE TEAM

ABOUT US

VIXEN LABS

VIXENLABS.CO

Vixen Labs is a global full-service voice-first agency. We help brands connect with their audiences in the most intuitive possible way – through conversation. Moving voice from the innovation budget pot to delivering for the bottom line. We believe that conversational marketing is the next medium for connecting with business, brands and content. So, we want to help forward-thinking brands to lead by example – putting the voices of their customers at the heart of their businesses.

MEET THE VIXEN VCI TEAM:



JAMES POULTER (JP)
VIXEN LABS CEO & CO-FOUNDER



REBECCA BROAD
SOCIAL MEDIA MANAGER



JORDAN OWENS
CLIENT SERVICES MANAGER



SUZE COOPER
VOICE AND AUDIO CREATIVE

OPEN VOICE NETWORK

OPENVOICENETWORK.ORG

The Open Voice Network (OVON) was born on 1 June 2020 as an open-source community of the Linux Foundation, with the primary purpose of making voice technology worthy of user trust. OVON oversees the documentation and evolution of voice-centric value propositions, seeking to ensure that industry standards are met through communal guideline development.



JON STINE
EXECUTIVE DIRECTOR



SCOT WESTWATER
RESEARCH LEAD



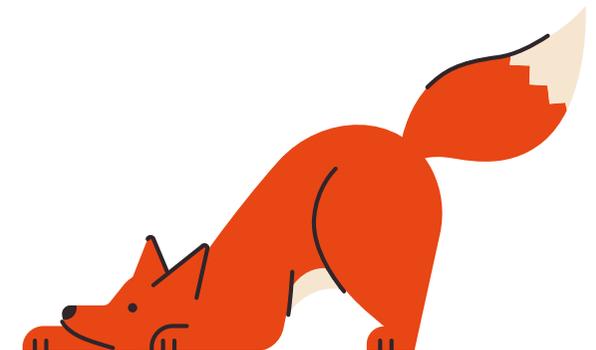
SUSAN WESTWATER
STRATEGY LEAD

DELINEATE

DELINEATE.AI

Delineate is a forward-thinking research organisation focusing on delivering survey data as it happens – live and direct. Powered by a revolutionary new platform, Delineate Proximity, their research centres on what happens now, helping brands take action and satisfy their audiences' needs immediately.

delineate



GET IN TOUCH

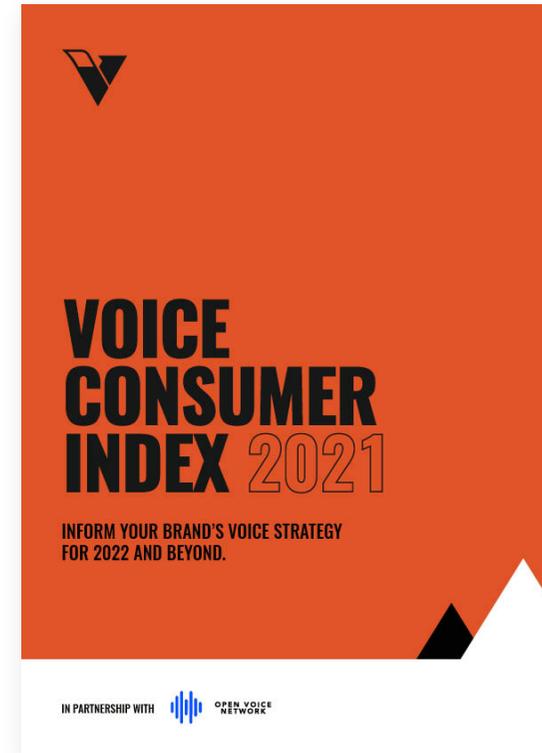
BECOME A 2022 SPONSOR

Don't miss out on your chance to take part in one of the most comprehensive studies on voice usage behaviour in the industry today. Strengthen your brand's awareness and authority by becoming an Associate Partner, Select Partner, or Primary Sponsor of the Voice Consumer Index 2022.

To register your interest, please contact Vixen Labs' CEO James Poulter by the 1 March 2022:



JAMES POULTER
JP@VIXENLABS.CO



DOWNLOAD THE VCI 2021

In the meantime, download last year's executive summary to get valuable insights on people's behaviours around voice assistants across devices in the UK, US, and Germany.

[BIT.LY/VCIEXEC](https://bit.ly/vciexec)