

COVID-19 IMPACT EXPLORER

THE CHALLENGE

How do the COVID-19 disruptions affect my business

With the global spread of the Covid-19 pandemic, we face unsettling disruptions that seem unthinkable just a few weeks ago. With consumer attitudes and behaviors adjusting to the new normal daily, it has never been more imperative to be on top of the changing category landscape and how it is impacting your business.

OUR SOLUTION

The Impact Explorer

Powered by **Synthesio** - the leading social listening platform - and latest generation AI from the Ipsos Data Science team, our **deep dive solution** provides critical insights on the key themes, concerns, behaviours and emotions to ground your decisions with speed, agility, and confidence.

Our approach is designed to unearth the attitudinal and behavioural drivers of change for your market and brand. We combine AI algorithms with millions of social data signals to spot the key topics, emerging trends, emotions, new needs, threats & opportunities and set the new horizon for you to plan early and act fast.

What you will learn?

Change drivers

Deep dives into how consumers adjust their behaviours and attitudes to Covid-19 policies in your category

Market trends

evolution & velocity

Market trend mapping to surface the maturity and trajectory of rising topics and emerging needs

Brand impact & action guidance

Which brands are part of the social ecosystem and which emotions and associations are echoed? What can we learn from successful brand engagement during the Covid-19 crisis?

How it works?

We start of with scraping the relevant data universe specific for your insight needs with historic data to compare the conversation landscape before and after the Covid-19 outbreak. Afterwards we apply selected AI algorithms to perform a bottom up topic modelling to identify and analyse the key topics, emotions, trends and needs for your market and your relevant brand scope.



15 to 20
Page report



8
Workdays



15,000 €
per market & country report

ADD-ONS OPTIONS

■ **Option A, Live Tracker**

Your always-on, real time access to a dedicated Synthesio dashboard based on the learnings and topic taxonomies from the Impact Explorer stage. This enables you to continuously track how your market and brand is impacted by the Covid-19 crisis.



5,000 €
for 3 months access

■ **Option B, Sense Check**

Engage a dialogue with real consumers to hone in on the drivers of change in your market or communication ideas in a community environment with interactive and multimedia tools such as live chats, video focus groups, private blogs. Or fast check your concept on Ipsos Digital, our Ipsos DIY survey capability.



Price on request

CONTACT US



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