

# Evolving your business in response to COVID-19

Leverage **ESSENTIALS**, Ipsos' syndicated tracker for anticipating the future and adapting your growth strategies



# How will your business adapt to COVID-19 now and in the future?

Understanding the impact of the COVID-19 pandemic on people as consumers and citizens is essential for organizations. Companies that stay connected will be in a better place to strategize for the future.

To help our clients stay connected with people, Ipsos has launched **ESSENTIALS**, a new syndicated tracker that reveals their latest attitudes, behaviors and future intentions.





# ESSENTIALS addresses frequently asked business questions

- How can we understand consumer behaviors in light of local lockdown realities?
- In which phase of the COVID-19 funnel are people in different markets?
- How can we best anticipate the future stages and consumer situation as markets go through the different phases of the COVID funnel?



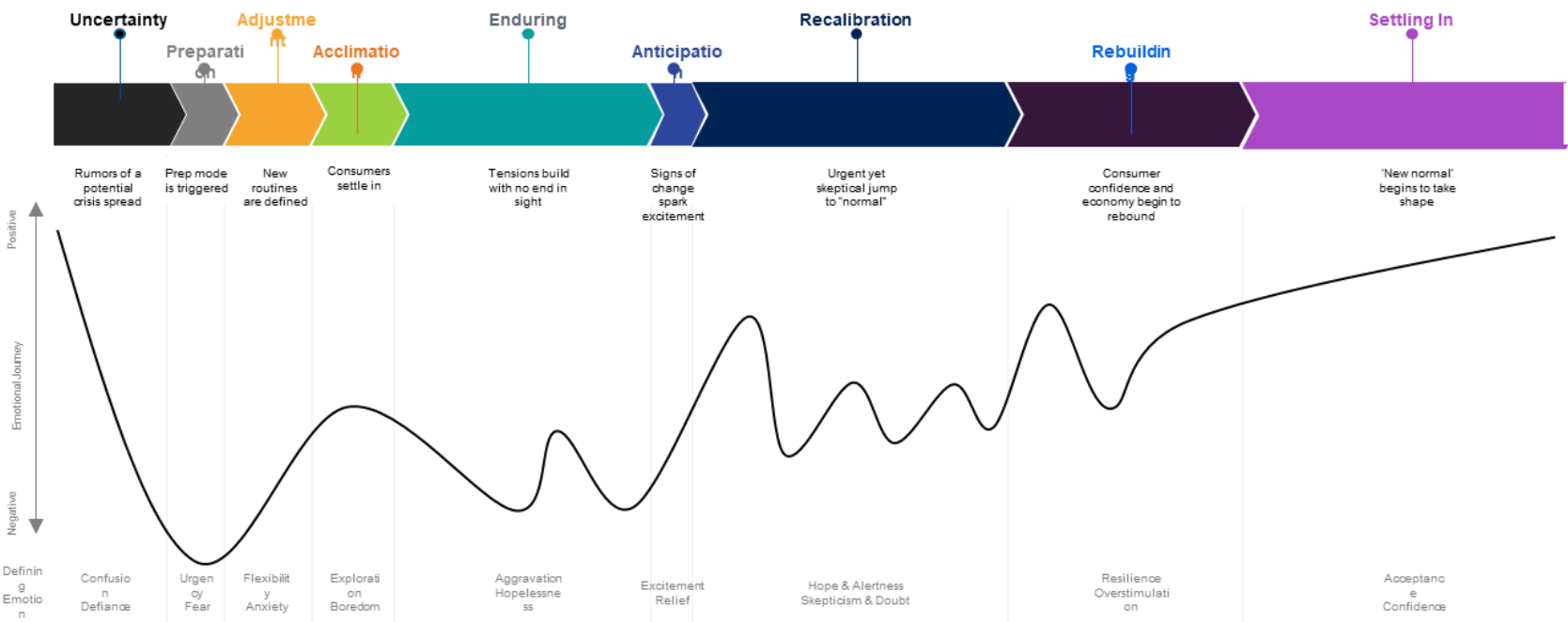


## **ESSENTIALS helps you understand consumers during the COVID-19 crisis and beyond**

- Behaviors: What have you done differently? What will you sustain?
- Emotions: How are you feeling today?
- Management of the crisis and priorities
- Short-term and long-term expectations
- Personal and macro financial impact
- Purchase and e-commerce behavior at the category level

# ESSENTIALS uses a dynamic COVID-19 phase framework to see where countries are in dealing with the crisis and what is likely to happen

ILLUSTRATIVE







## A smart design that is fit for purpose

Each week, we connect with 1,000 consumers per country as follows:

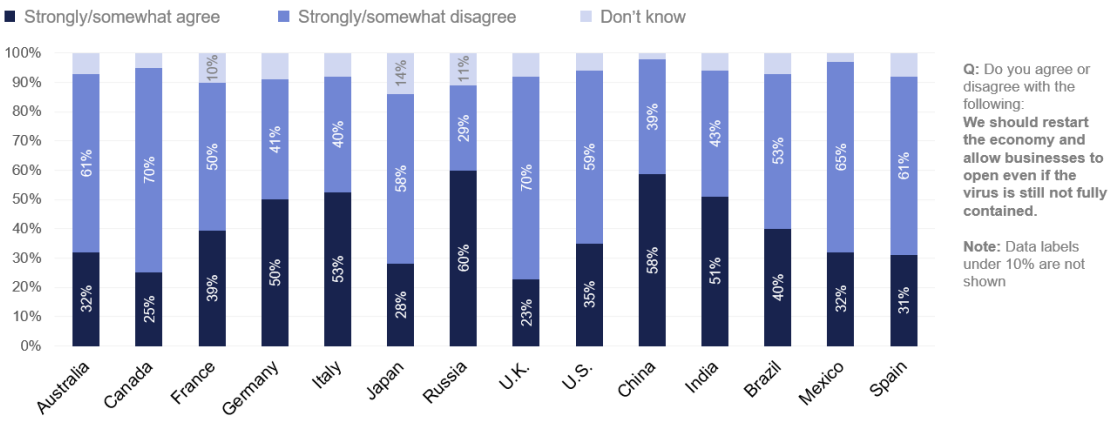
- Behaviors, emotions, expectations, and financial impact
- Category usage/attitudes with optional brand deep dives

We cover 25+ categories in the following countries:

Australia, Brazil, Canada, China, France, Germany, India, Italy, Japan, Mexico, Russia, South Africa, South Korea, Spain, United Kingdom, and United States

# Attitudes

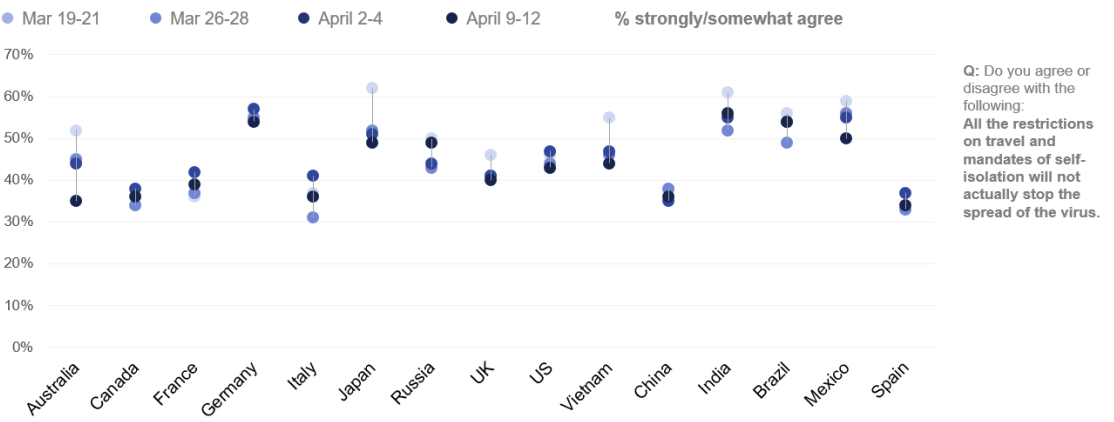
## SHOULD THE ECONOMY AND BUSINESSES OPEN EVEN IF THE VIRUS IS NOT FULLY CONTAINED?



28,029 adults polled in 14 countries from April 16-19, 2020



## DO YOU THINK THE RESTRICTIONS ON TRAVEL AND MANDATES OF SELF-ISOLATION WILL NOT STOP THE SPREAD OF COVID-19

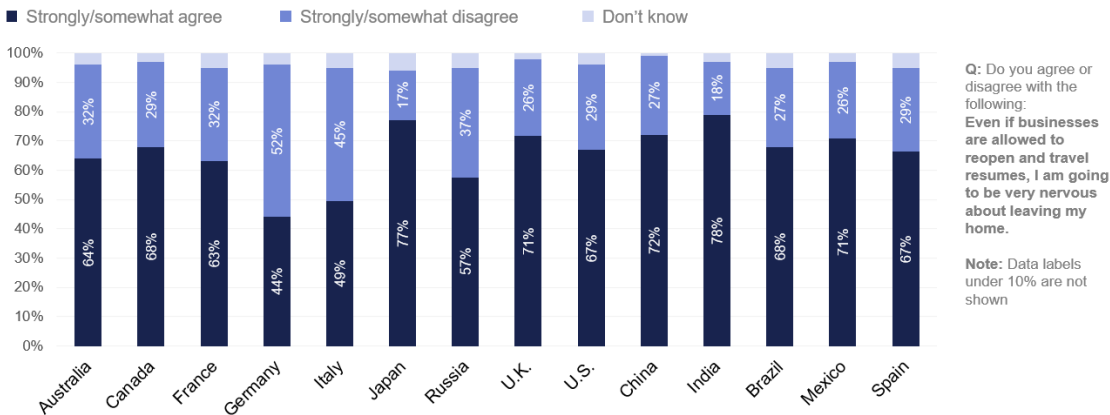


29,000 adults polled in 15 countries from April 9-12, 2020



# Concerns and Expectations

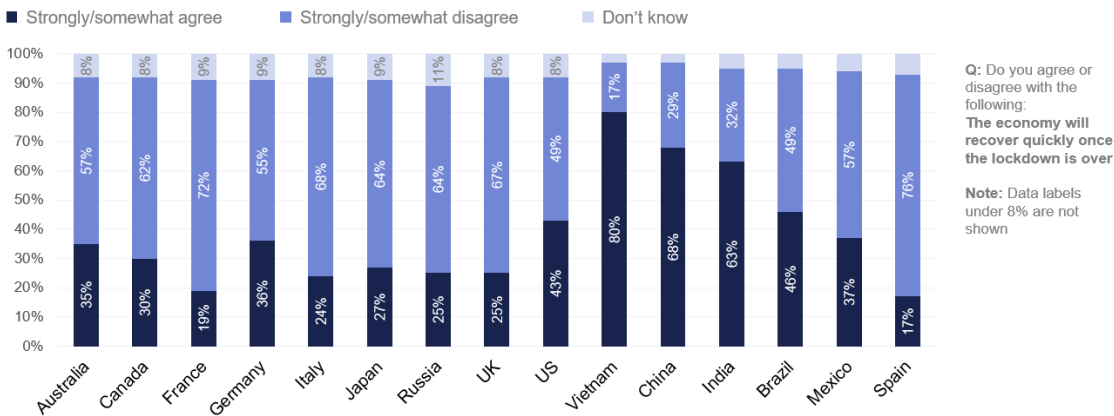
## ARE YOU NERVOUS ABOUT LEAVING YOUR HOME IF BUSINESSES REOPEN AND TRAVEL RESUMES?



28,029 adults polled in 14 countries from April 16-19, 2020



## DO YOU THINK THE ECONOMY WILL RECOVER QUICKLY ONCE THE LOCKDOWN IS OVER?



29,000 adults polled in 15 countries from April 9-12, 2020





# Data Liberation Portal

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☐ Public Views and Outlook 1

☐ Purchase Trends 2


☐ Behaviour Changes 3

☐ Perception of Global and Personal Economic Impact 4

☐ Responsibility and Information Sources 5

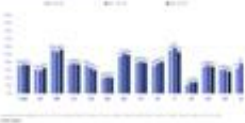
☐ Historical Questions 6

Purchase Trends




☒

Delay - Large purchase




☒

Increase - Stocking up




☒

Increase - Toilet paper, Bottled




☒

Increase - Alcohol, Sweets,




☐

Increase - Sanitation products



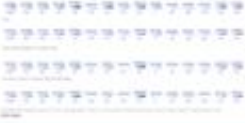
☐

Increase - Dairy, OTC



☐

Increase - Beverages



☐

# Real insights into people as consumers and citizens in a time of uncertainty

We understand the challenges our clients are facing, including unprecedented customer shifts, a growing sense of urgency, and new budgetary constraints. ESSENTIALS was designed for COVID-19 realities and provides:

- Weekly data on consumers' attitudes, behaviors and future intentions
- Executive Summary written report
- Global and country level data tables
- Data access rights to the online platform for custom slide preparation
- Access to trend data where available
- Presentations upon request

## Cost:

**€ 20,000 per month (4 weekly waves)**





# ESSENTIALS will help you make more actionable decisions about...

Brand Positioning

Innovation

Advertising

Strategic Planning

Category Management

Social Media



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