

WINNING CLAIMS IN UNCERTAIN TIMES

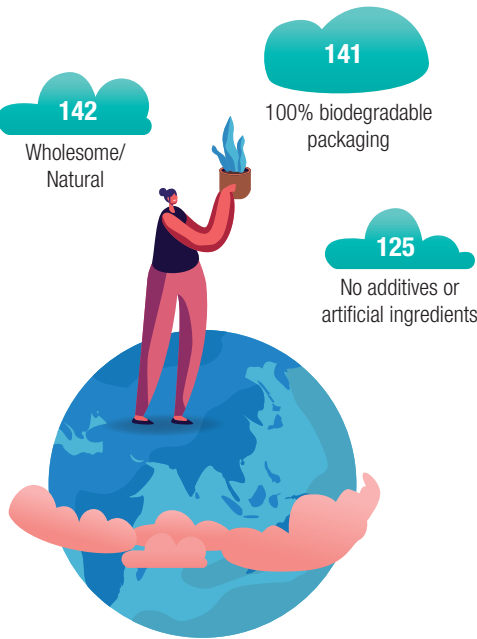
Not everything has changed during Coronavirus: New needs emerge but sustainability stays

WHAT WE DID: Rapid research completed in 2 hours

To understand consumers' priorities in the time of Coronavirus, we tested 32 product and packaging claims with Ipsos DUEL on *Ipsos.Digital*. In just 2 hours, we gathered consumers preferences for food and beverage features/benefits.

WHAT WE LEARNT:

Some established values continue but new priorities also emerge. Consumers continue to be discriminating in their priorities, retaining those that existed pre-covid and also indicating new needs.



1. Sustainability remains a priority for UK consumers with "Wholesome/Natural", "Biodegradable" and "No additive" scoring in the top three.

This preference is observed in many countries. Ipsos Global Trends show people want products which are healthier and better for the environment.

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2. New opportunities around health benefits emerge: "Sleep better", "Immunity boost" and "Stress relief" claims performed well.



3. But not all health and prevention benefits are embraced with enthusiasm.

Covid specific claims like "Anti-viral pack" or "New plastic pack for extra safety" fall to the bottom, suggesting that benefits around health must be carefully articulated and tested.



WHAT IT MEANS FOR MARKETERS:

Research during this time will allow marketers to identify emerging needs and ensure pre-covid values are still important and relevant.

While Covid-19 has disrupted many things, consumers remain true to some established beliefs and their desire for a more sustainable world continues to be a priority.

Duel uses a gamified survey design that is informed by behavioural science to screen simple marketing stimuli such as claims, varieties, names and visuals.

Learn more about Innovation solution on [Ipsos.com](https://www.ipsos.com)

The study was conducted in May in the UK amongst a sample of 300 Primary Grocery Shoppers aged 18-65

*Scores are indexed to an average of 100, based on a combination of consumer preference and conviction (using response time)



GAME CHANGERS

