

# IPSOS' HEALTH & SAFETY AWARDS

Certify your brand's health & safety compliance across your retail network.



## SHOWCASE YOUR COMMITMENT

Over the past year, Ipsos' *Consumer Health & Safety Index* identified the brands that have consistently enforced the health and safety policies that keep consumers coming back. Now, top performing brands from Wave 3 of the *Index* have the opportunity to certify their commitment to safety with **Ipsos' Health & Safety Awards**.

Ipsos' Health & Safety Awards allow you to showcase your commitment to your customers – to reinforce the trust you've earned through your responsiveness, agility, and diligence in creating safe in-store experiences.



Based on the results from the *Consumer Health & Safety Index*, qualifying brands have the opportunity to receive two Health & Safety Awards:

**BEST BRAND**  
**BEST IN INDUSTRY**  
**BEST IN CATEGORY**

## INVESTMENT

### DIGITAL PRESS PACK

If you qualify as a best brand, you can receive a digital press pack that includes the right to share the Ipsos certification on your website and other digital channels, as well as in PR (with written approval from Ipsos).

**PRICE: \$25,000**

### ADDITIONAL SERVICES

Ipsos can also help with additional services, which will be priced upon request

- Printed award stickers shipped to corporate headquarters, eligible to be displayed in stores nationally
- Award trophies shipped to corporate headquarters, eligible to be displayed in stores nationally
- Deployment of award stickers and trophies across store network

## AWARD DETAILS

Each brand included in Wave 3 of Ipsos' Consumer Health & Safety Index received scores for their compliance to each of the health and safety policies observed by mystery shoppers. These policies were determined – and weighted – in accordance with Ipsos Bayes Nets (IBN) drivers analysis, which determined the COVID-19 in-store safeguards that drive consumer confidence and increase return visits.

Each brand received an Overall Score derived from the weighted average of each policy compliance score.

### **Best Brand**

Ipsos calculated each brand's overall score as well as the mean and standard deviation for the set of scores across all participating brands. Brands with an overall score greater than the mean + one standard deviation qualifies for the Best Brand Award.

### **Best in Industry**

Ipsos calculated each brand's overall score as well as the mean and standard deviation for the set of scores across participating brands in the industry. Brands with an overall score greater than the mean + one standard deviation qualifies for the Best in Industry Award.

### **Best in Category**

Within each industry, Ipsos calculated each brand's overall score for 9 categories: Exterior, Interior, Restroom, Signage, Distancing, Cleanliness, Wearables, Barriers and Sanitizer. The brand with the highest overall score in a category within an industry qualifies for the award.