



THE COURAGE TO GROW

Ipsos Solutions and Strategies
in the Inflation Era

September 2022



Inflation

has quickly become the top concern for people and companies around the world. That's where Ipsos comes in.

We offer a framework to support you and your business through these times, simplifying the complex to guide company strategies in turbulent times.

THE CHALLENGE

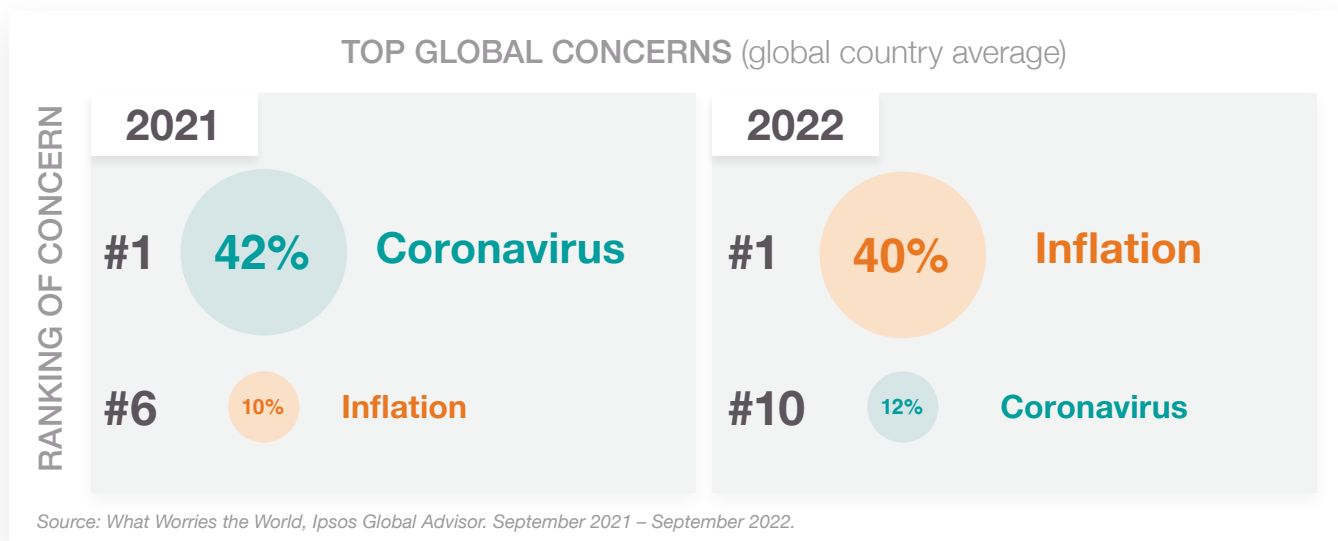
Consumers and companies are facing great economic uncertainty, but we are also experiencing significant change on top of change, including a global pandemic, political instability, supply chain disruptions and employee shortages and layoffs.

Business leaders' instincts are typically to contract. However, even in inflationary times,

businesses need to find the **courage to drive growth**.

Businesses should choose to play both offense and defense. This means identifying a suite of strategies that address the short-term needs of today, while **keeping an eye on tomorrow**—not only optimizing costs and pricing, but also **driving growth to add value**.

Inflation has quickly become the top concern for people and companies around the world...



Consumers face concerns around the overall cost of living and the future for themselves and their families. Increased cost of goods and experiences have been driving changes in behavior. Uncertainty around salaries, savings and retirement funds is top of mind.

Companies face increasing production costs, which pose challenges in resource allocation. Supply chain issues and shipping costs have disrupted nearly every business globally. Product margins are being squeezed as supply and demand is becoming increasingly more volatile.

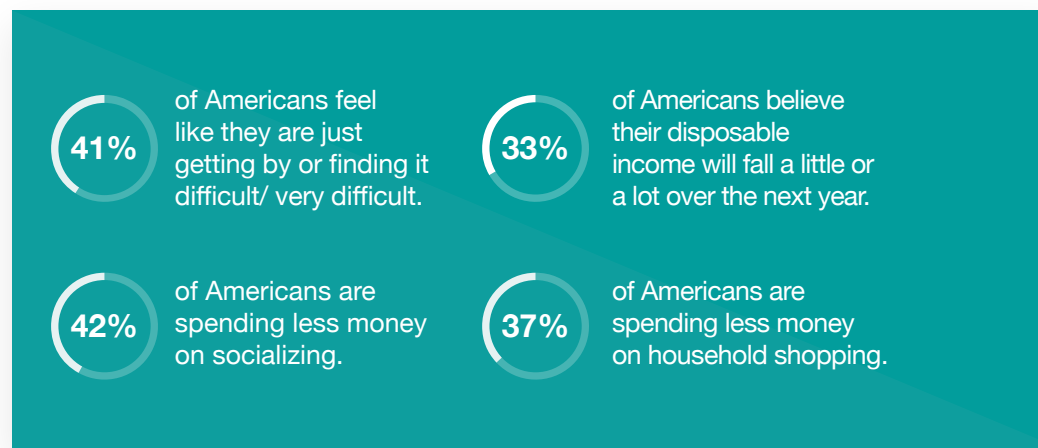


LET IPSOS BE YOUR GUIDE

The above challenges are daunting. But Ipsos leverages our deep knowledge of society, markets, and people to help brands. We are at the forefront of keeping the pulse on consumer behavior and sentiment during

these times. We have been proactively gathering input and insights globally on how consumers and companies feel about inflation, and what behaviors have been shifting as a result of the current economic scenario.

We see that people are feeling the crunch; leading to changes in sentiment and purchase behaviors



Ipsos tracks consumer behavior to help companies consider how consumers may react. That can vary across categories. Ipsos examines:

Elasticity of Demand

Is the demand a “must-have” or can consumers live without it under pricing pressure?

Risk of Substitutes

Are there potential alternatives that pose a risk based on the current options available?

Inflation Relativity

How is the current scenario impacting other brands and categories?

And we’ve developed a handful of **inflation-specific offers** to address companies’ most pressing questions:

- How can I best understand the new context? How is inflation impacting consumer behaviors, attitudes, and emotions?
- What can we do immediately to optimize our retail category plans; both in store and online?
- What is the smartest way to strengthen my brand value proposition and emerge stronger? How can I reframe value in this context?
- How should I optimize my internal mix for this inflationary context? What’s the best pricing strategy?
- How do I anticipate what will happen in the future and what can I do now to mitigate risk and maximize potential?
- What does every key decision-maker need to know about inflation?

As a leader in market research, Ipsos **harmonizes the right approaches, data sources and technology** to provide our clients a **total understanding** of inflation. We have been proactively gathering input and insights globally on how consumers and companies feel about inflation, and what behaviors have been shifting as a result of the current economic scenario.

Below is a sample of inflation-specific solutions, among other services we provide, to help your brand navigate uncertainty and develop strategies to drive growth in inflationary times.

How can I best understand the new context? How is inflation impacting consumer behaviors, attitudes, and emotions?

Inflation Essentials

Inflation Essentials tracks the impact of inflation on consumer behaviors, attitudes and emotions and uncovers the trade-offs Americans are making.

Indicative Investment & Timing

Single Report: \$3k per month

Why Ipsos?

We provide a **trend analysis of the impact of inflationary forces** on consumers over time...

...and help you understand **how inflation impacts people differently** depending on:

Generation and Life-stage	Household Income	Perceived Personal Risk from Inflation
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For details, please contact:
Naumi.Haque@ipsos.com

Deliverables & Outputs

US report in PPT & PDF (~25 slides)

US data tables with key demographics (in Excel, with additional data tables available upon request)



How can I best understand the new context? How is inflation impacting consumer behaviors, attitudes, and emotions?

Real-Time Pulse of Consumers

Our Community tracks shifts in habits, perspectives and buying behaviors in an open environment fueling empathy, connection and in-depth insights.

Indicative Investment & Timing

As quickly as overnight and starting at \$10k for a custom project

Why Ipsos?

Our Quant and Qual Communities are a real-time environment where every day Americans can come together to share personal experiences and engage with brands to help you navigate times of financial turmoil and keep the pulse on consumers attitudes, needs, and behaviors as they evolve.

Deliverables & Outputs

PPT report up to 12 pages along with all data, verbatim, and consumer videos.



For details, please contact:
Christie.Moorman@ipsos.com | Daneille.Edwards@ipsos.com

What can we do immediately to optimize our retail category plans; both in store and online?

Inflation Protection

Simstore virtual research with conjoint to immediately adapt the category to the inflationary environment:

- How does inflation impact our category sales?
- How has inflation changed the decision tree?
- How should we change our mix for inflation?
- What should the new category pricing strategy be?

Indicative Investment & Timing

\$50k-\$70k, 6-8 weeks

Why Ipsos?

Results based on actual behavior reflecting current inflationary mindset, range, price points, & channel dynamics

Application of behavioral science principles illuminating human reactions to inflation

Most advanced marketing science embedded within realistic omnichannel virtual environments

For details, please contact:
Brendan.Light@ipsos.com | Adam.Brown@ipsos.com

Deliverables & Outputs

Inflation Protection category recommendations based on new decision tree

Best protection and potential growth opportunities from price changes

Assortment changes – current, new, bundling



How should I optimize my Product mix for this inflationary context? What choice trade-offs are people willing to make now?

Inflation Product Mix Optimizer

A choice-based approach to identify the ideal product mix in response to market/economy and purchase behaviors.

Indicative Investment & Timing

4-6 weeks, \$25k+

Why Ipsos?

Offers ability to analyze multiple SKUs, prices, and messaging scenarios against each other and competitors.

Behavioral frameworks to better replicate actual in-market behavior and calibrate results for things like overstatement.

Validated forecast models to predict impact on ROI/sales volume and simulate "what if" inflation scenarios.

Deliverables & Outputs

Clear visualization of product reach and hits, best mix of products, incrementality, and map of appeal as price/mix varies.

Ability to add a simulator to understand the impact of various scenarios.



For details, please contact:
Brendan.Light@ipsos.com | Adam.Brown@ipsos.com

What is the smartest way to strengthen my brand's perceived value and emerge stronger? How can I reframe value in this context?

Inflation Edge

Inflation Edge captures the changing needs of today's consumers, the impact on brand and category choices, and potential shifts to your brand's strategy.

Indicative Investment & Timing

\$40k - \$80k, Timing TBD based on scope of engagement

Why Ipsos?

We include an expanded **competitive landscape analysis** reflecting changes in category, brand, and channel behaviors

Choice drivers reflect overall importance and highlight **drivers increasing in importance** in today's climate

Determine the key equities of your brand's positioning to maintain, aspects to **potentially de-emphasize**, and highlight benefits to **integrate which increase value**

For details, please contact:
James.Conrad@ipsos.com

Deliverables & Outputs

Identify key changes in buying behaviors, choice drivers, trends, and brand strategy opportunities

Articulation of reframed brand proposition jointly developed through engaging workshops



How do I anticipate what will happen in the future and what can I do now to mitigate risk and maximize potential?

Scenario Planning for Growth

Consulting engagement to navigate uncertainty by envisioning multiple potential futures and planning for each of them, grounded in your company's brand, products and strategy

Indicative Investment & Timing

\$75k-\$150k, Timing TBD based on Scope of Engagement

Why Ipsos?

We start with your organizational strategy to frame the right business questions.

We then define relevant potential future scenarios via our proprietary "Theory of Change" methodology, which focuses on shifts in People, Markets, and Society.

We then conduct an Activation session (or series of sessions with different focus areas) through the lenses of the future scenarios to help you drive strategic decision-making.

Deliverables & Outputs

Framework to plot potential scenarios based on key dimensions (e.g., economic stability, lifestyle, etc.)

Deep-dive into potential scenarios and thought starters on actions to take for each scenario.



For details, please contact:
Philip.Ryan@ipsos.com

What does every key decision-maker need to know about inflation?

Executive Briefing on Inflation

A deep-dive look at citizen-consumer behavior in view of inflation, weaving quantitative trends and qualitative experiences with inflation.

Indicative Investment & Timing

30-min speech/keynote: \$3k

Why Ipsos?

We provide **in-depth analysis** for how consumers are coping with inflation and changing their behavior...

...to help you understand how inflation impacts people, businesses, and society...

...led by our **renowned Public Affairs practice leaders**; Cliff Young and Chris Jackson.

For details, please contact:
Chris.Jackson@ipsos.com

Deliverables & Outputs

Expert speaker to unpack the need-to-know data points about inflation for any decision-maker.

US report in PPT & PDF (~10 slides)



As I increase prices, how will my customers' expectations on their experience shift and what do I need to do to retain them?

Anticipating impact on expectations

Custom research with your customers or the Ipsos panel to determine how changes to price translate to new or heightened expectations for customer experience delivery.

Indicative Investment & Timing

\$60K-\$150K, Timing TBD based on Scope of Engagement

Why Ipsos?

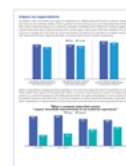
We amplify CX Insights by uncovering the emotional drivers behind customer experience perceptions. We apply a proprietary framework, CX Forces, to understand the touchpoints and experience elements that promote strong customer relationships.

As prices rise, sensitivity and elasticity for existing customers change as a function of current satisfaction (NPS, CSAT), demographic realities, and emotional drivers. We explore these factors to help brands optimize their messaging to current customers, identify at-risk segments who may churn in reaction to rising prices, and develop new ideas for promoting loyalty. We leverage access to over 40 data partnerships, where beneficial, to round out our understanding of your customer.

Deliverables & Outputs

Segmented customer insights using demographic, behavioral and relationship/lifecycle data to anticipate risks with existing customers as prices change.

Deep-dive on emotional factors to inform messaging and ensure retention.



How should my brand communicate around price and value in times of inflation?

Inflation Comms Elasticity

A standardized question module to include in communications research, to assess perceived value and potential acceptance of a price premium.

Indicative Investment & Timing

Included with Creative Spark* and Creative Labs**

*Creative Spark from \$12,000 for 1 ad and 48h turnaround. **Creative Labs from \$55,000 for a 1 day live event.

Why Ipsos?

Module can be included in any Creative Lab or Creative Spark study. Ability to compare to benchmarks and best-in-class examples from our database.

Join the dots to existing brand positioning & product innovation.

For details, please contact:
Pedr.Howard@ipsos.com

Deliverables & Outputs

Included in each report:

Easily compare between creative ideas to understand which strikes the right balance and tonality

Learn from how leading brands have been successful



For details, please contact:
Philip.Ryan@ipsos.com

THOUGHT LEADERSHIP ON INFLATION

Ipsos has the most comprehensive thought leadership on inflation of any market research firm. Here are some of our most recent must-reads for brands.

Click on each image to access the content or visit www.ipsos.com/en-us

