

# Amidst a prolonged, multi-dimensional crisis

## ESSENTIALS

Tracking critical attitudinal and behavioural change on a global basis with integrated ethnographic discovery

### HOW IS YOUR BUSINESS RESPONDING?

**Essentials** monitors the evolving global order as we navigate the new rules of engagement and the resulting impact on our state of mind, state of wallet, and future intentions.

To be best positioned for success and to strategize for the future, companies and leaders need to stay connected to consumers, keeping a pulse on:



Their Behaviours, Routines and Habits



Their Shopping Category Choices



Their Emotions: How they are getting through the changing protocol



Their Health, Financial and other Impacts



Their Outlook: Current expectations and planning for the Future



Their Priorities

**Timely and essential insights into people as consumers and citizens in a period of uncertainty and opportunity**

### UP TO DATE STATE OF PLAY Q4 ESSENTIALS

#### The Central Dilemma

People balance the need to re-engage to earn a living, versus the need to disengage to stay alive

#### Emerging Concerns

The pervasive threat of a new wave, or different strain, of infections will be a long-term issue

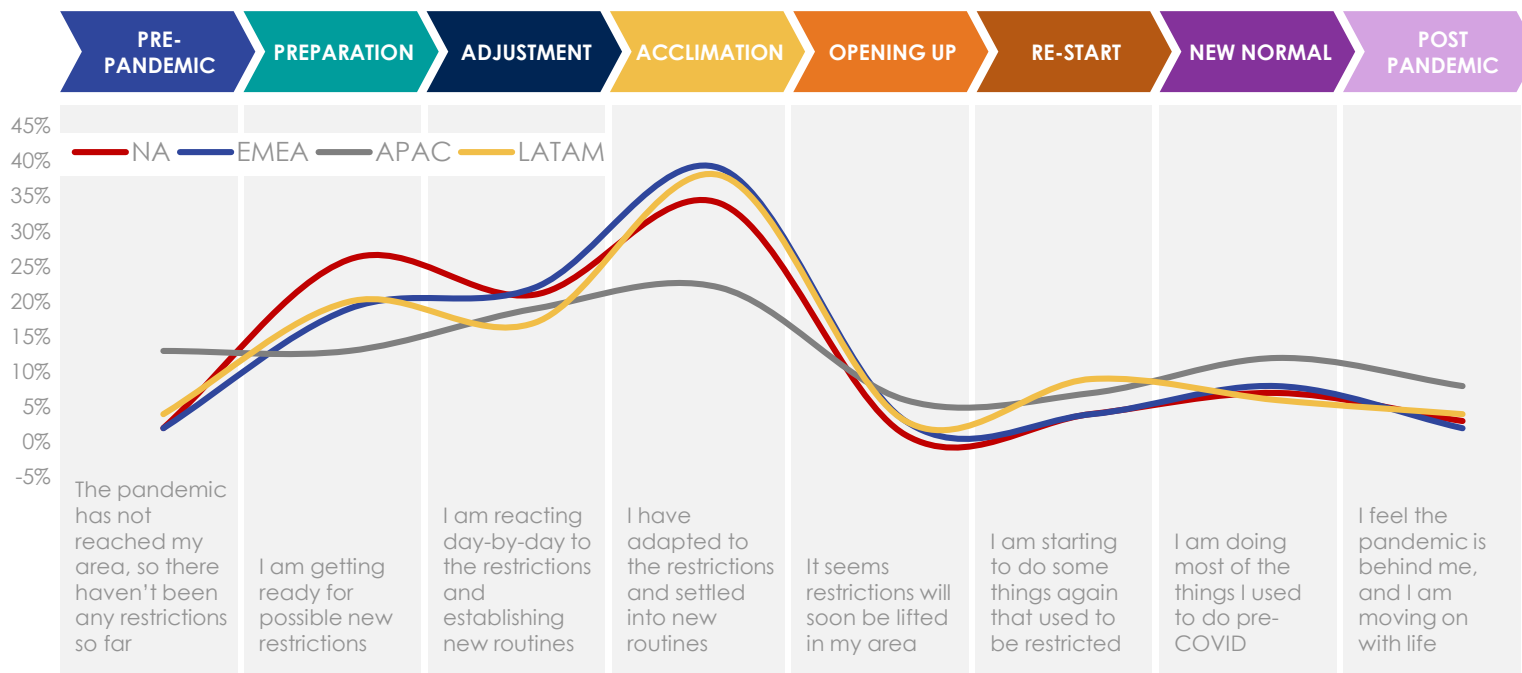
#### Chaos & Control

Our crisis is shared, multi-dimensional, and in many ways about control

#### The New Social

Consumers adjust shopping, socializing, and educating norms to accommodate new guidelines

## Dynamic 'Phases' framework highlights where countries are now and what lies ahead



## A SMART, NIMBLE DESIGN THAT IS FIT FOR PURPOSE

### Bi-weekly survey across 16 countries

n = 1,000 / wave in Australia, Brazil, Canada, China, France, Germany, Italy, Spain, India, Japan, South Korea, the UK and the US.  
 n = 500 / wave in Mexico, Russia, and South Africa.

- Behaviours, emotions, expectations, and financial impact on consumers
- Usage and attitudes in more than 20 categories; product prioritization in 65 categories
- Bi-weekly insights within days of field
- Different tiers of reporting to reflect your company and country needs
- Personal consultation upon request

### CLIENT FEEDBACK

We are impressed with so much content that goes into the weekly reports.

We value it and use it SO much!

Comprehensive and deep insights. Great client service.

The C-suite passionately awaits each report.

It's helping several divisions within the company make strategic decisions.

It's super-rich and super-helpful!

This stuff goes to our CEO.

### PRICING

GLOBAL ESSENTIALS	PREMIUM ESSENTIALS
Global Essentials Report, across 16 countries	Global Essentials terms and deliverables, PLUS:
Global Data Tables	Country Data Tables
10% discount for 3-month subscription*	1 Custom Question each wave
15% discount for 6-month subscription*	Up to 3 Ad Hoc data cuts Personal consultation
<b>\$5,000 USD / Wave</b>	<b>\$8,000 USD / Wave</b>

\* Multi-month subscriptions enables an online dashboard

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