

COVID-19: CATEGORY AND BRAND MONITORING

REALTIME INSIGHTS FROM THE MENA REGION

WHY?

As the fast-evolving situation with Coronavirus gets more intense, **brands** need **real time insights** to understand the possible **implications on their business**, so they can **take action** (e.g. changes in consumer habits? New brand choices? Further category purchases? Competitor innovations?).

Ipsos understands this **daily need for information** and has produced an agile tracking solution to help brands navigate through this unprecedented global crisis and manage their **online reputation**.



WHICH APPROACH ?



Layer social data sets: collect social media discussions from multiple sources: FB, Instagram, Twitter, etc, blogs, forums, news and Google search.

Custom made queries through Ipsos Synthesio's leading social listening platform.

Combine **AI/ machine learning** with **human intelligence** to generate actionable insights.



Initial exploration & source selection



Query development



Quantative analysis



Qualitative analysis



Integrate & interpret

WHERE AND WHAT?

WHERE?

Data available across the MENA region (KSA, UAE, Egypt, Jordan, Pakistan, Kuwait, Qatar, Morocco, Lebanon).

WEEKLY CATEGORY REPORTS

Insights via **weekly reports** with deep dives on key topics / concerns and how the coronavirus crisis impacts what consumers are discussing, feeling / doing in your category across MENA.

ALERTS

Delivered each time there's a **significant peak in the data** (based on real time volumes), Ipsos will share a short snapshot to inform of the reasons behind the peak.

CATEGORY INNOVATIONS

Track **category and competitor innovations**, to understand what actions to take in response to COVID19 in a competitive context.



HOW ?

Co-mentions

Identify which topics are often talked about together and decide if that's good/ bad for your business, or even an opportunity for a partnership.

Correlations

Spot topics that are evolving in similar ways over time. Assess if an issue on certain topics is impacting your brands.

Peaks

Spot all unusual data peaks that require your attention. Understand exactly what mentions, impressions and interactions caused a sudden increase in volume.



WHO?



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