

Evolving your business in response to COVID-19

Leverage **ESSENTIALS**, Ipsos' syndicated tracker for anticipating the future and adapting your growth strategies



How will your business adapt to COVID-19 now and in the future?

Understanding the impact of the COVID-19 pandemic on people as consumers and citizens is essential for organizations. Companies that stay connected will be in a better place to strategize for the future.

To help our clients stay connected with people, Ipsos has launched **ESSENTIALS**, a new syndicated tracker that reveals their latest attitudes, behaviors and future intentions.



ESSENTIALS addresses frequently asked business questions

- How can we understand consumer behaviors in light of local lockdown realities?
- In which phase of the COVID-19 funnel are people in different markets?
- How can we best anticipate the future stages and consumer situation as markets go through the different phases of the COVID funnel?





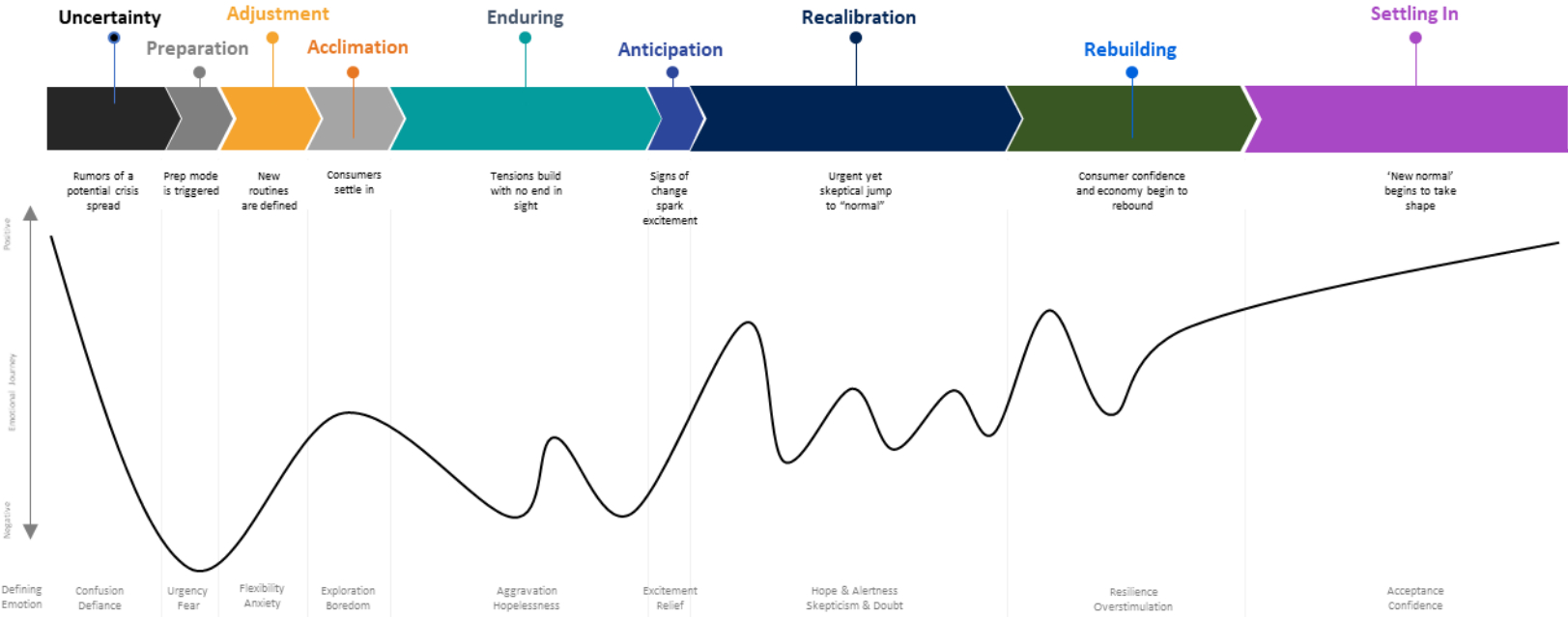
ESSENTIALS helps you understand consumers during the COVID-19 crisis and beyond

- Behaviors: What have you done differently? What will you sustain?
- Emotions: How are you feeling today?
- Management of the crisis and priorities
- Short-term and long-term expectations
- Personal and macro financial impact
- Purchase and e-commerce behavior at the category level

ESSENTIALS uses a dynamic COVID-19 phase framework to see where countries are in dealing with the crisis and what is likely to happen

ILLUSTRATIVE

The current expected consumer journey during a crisis





A smart design that is fit for purpose

Each week, we connect with 1,000 consumers per country as follows:

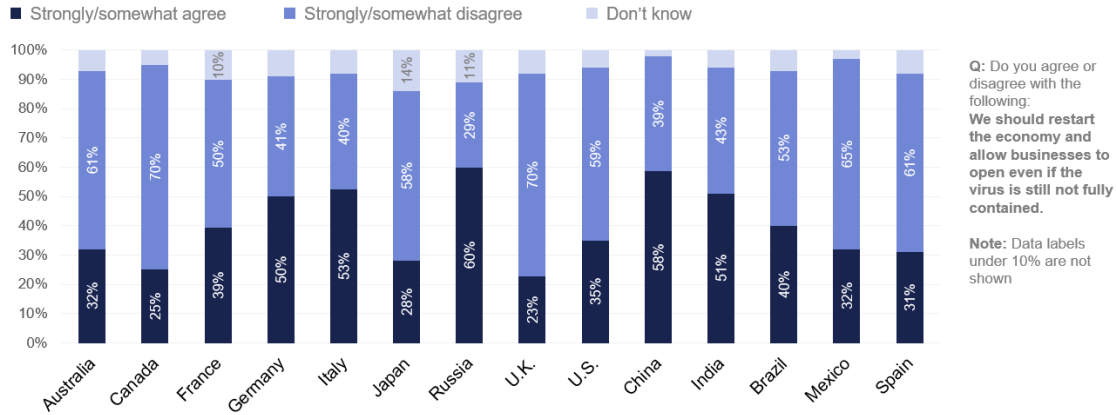
- Behaviors, emotions, expectations, and financial impact
- Category usage/attitudes with optional brand deep dives

We cover 25+ categories in the following countries:

Australia, Brazil, Canada, China, France, Germany, India, Italy, Japan, Mexico, Russia, South Africa, South Korea, Spain, United Kingdom, and United States

Attitudes

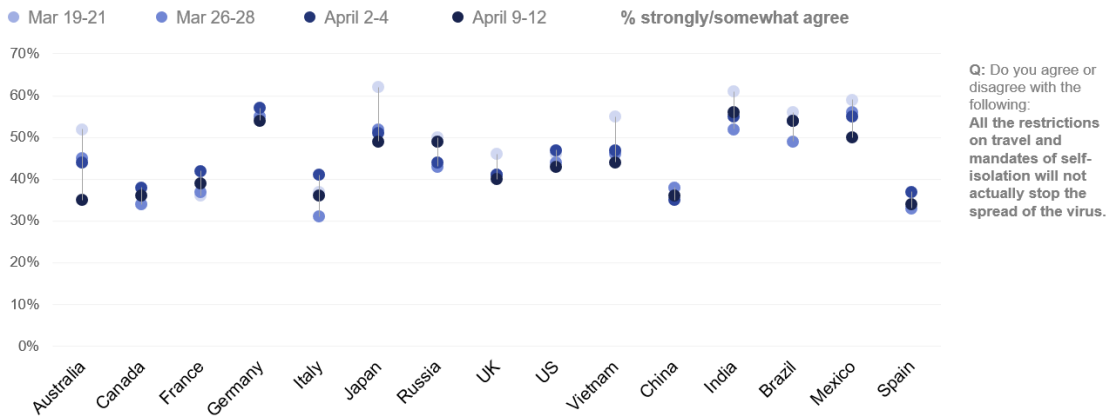
SHOULD THE ECONOMY AND BUSINESSES OPEN EVEN IF THE VIRUS IS NOT FULLY CONTAINED?



28,029 adults polled in 14 countries from April 16-19, 2020



DO YOU THINK THE RESTRICTIONS ON TRAVEL AND MANDATES OF SELF-ISOLATION WILL NOT STOP THE SPREAD OF COVID-19

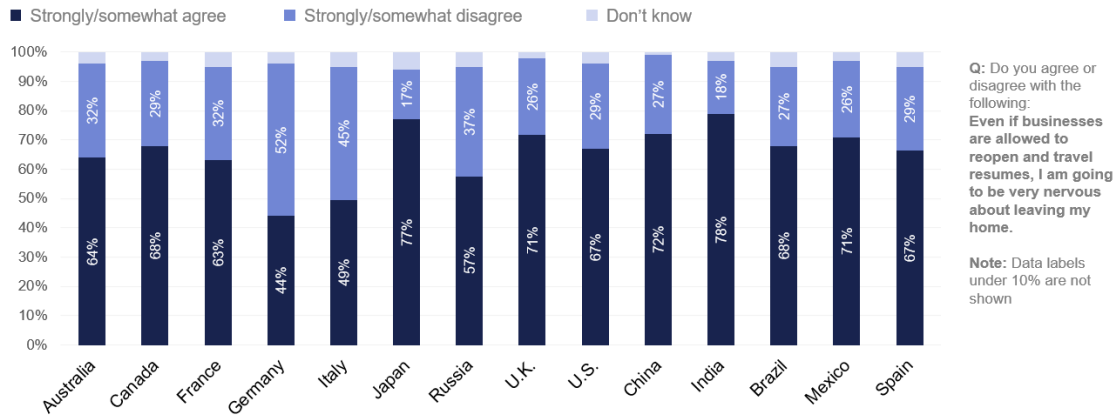


29,000 adults polled in 15 countries from April 9-12, 2020



Concerns and Expectations

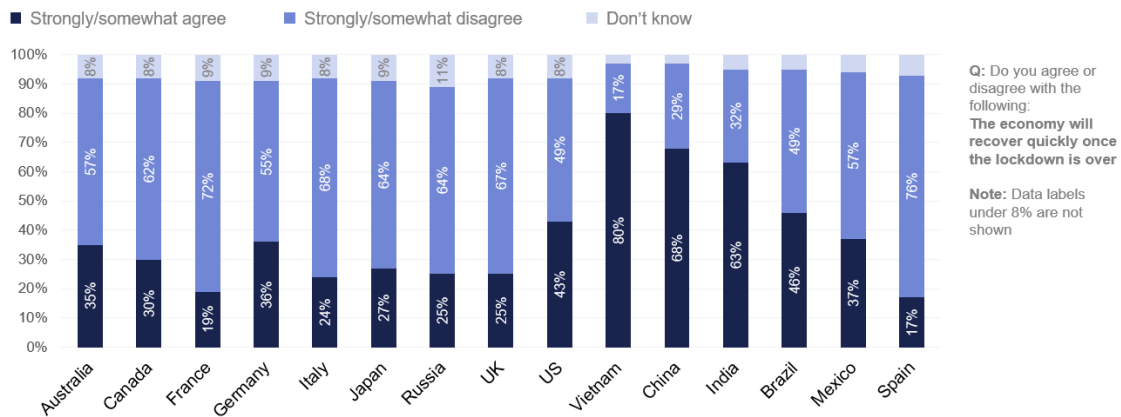
ARE YOU NERVOUS ABOUT LEAVING YOUR HOME IF BUSINESSES REOPEN AND TRAVEL RESUMES?



28,029 adults polled in 14 countries from April 16-19, 2020



DO YOU THINK THE ECONOMY WILL RECOVER QUICKLY ONCE THE LOCKDOWN IS OVER?



29,000 adults polled in 15 countries from April 9-12, 2020



Data Liberation Portal

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- Public Views and Outlook 1
- Purchase Trends 2
- Behaviour Changes 3
- Perception of Global and Personal Economic Impact 4
- Responsibility and Information Sources 5
- Historical Questions 6



Real insights into people as consumers and citizens in a time of uncertainty

We understand the challenges our clients are facing, including unprecedented customer shifts, a growing sense of urgency, and new budgetary constraints. ESSENTIALS was designed for COVID-19 realities and provides:

- Weekly data on consumers' attitudes, behaviors and future intentions
- Executive Summary written report
- Global and country level data tables
- Data access rights to the online platform for custom slide preparation
- Access to trend data where available
- Presentations upon request

Cost:

\$20,000 per month (4 weekly waves)



ESSENTIALS will help you make more actionable decisions about...

Brand Positioning

Innovation

Advertising

Strategic Planning

Category Management

Social Media

