



IPSOS COVID-19 Impact 360°

Mar. 2020

Background

The world economy is seriously disturbing by COVID-19. We can expect it to impact consumer attitudes and behaviors in the months to come.

However, in Chinese culture, we believe everything has two sides, Yin&Yang, Danger and Opportunity.



IPSOS COVID-19 Impact 360°

A tool for closely monitoring changes and accelerating business recovery through:

New Product
Opportunity

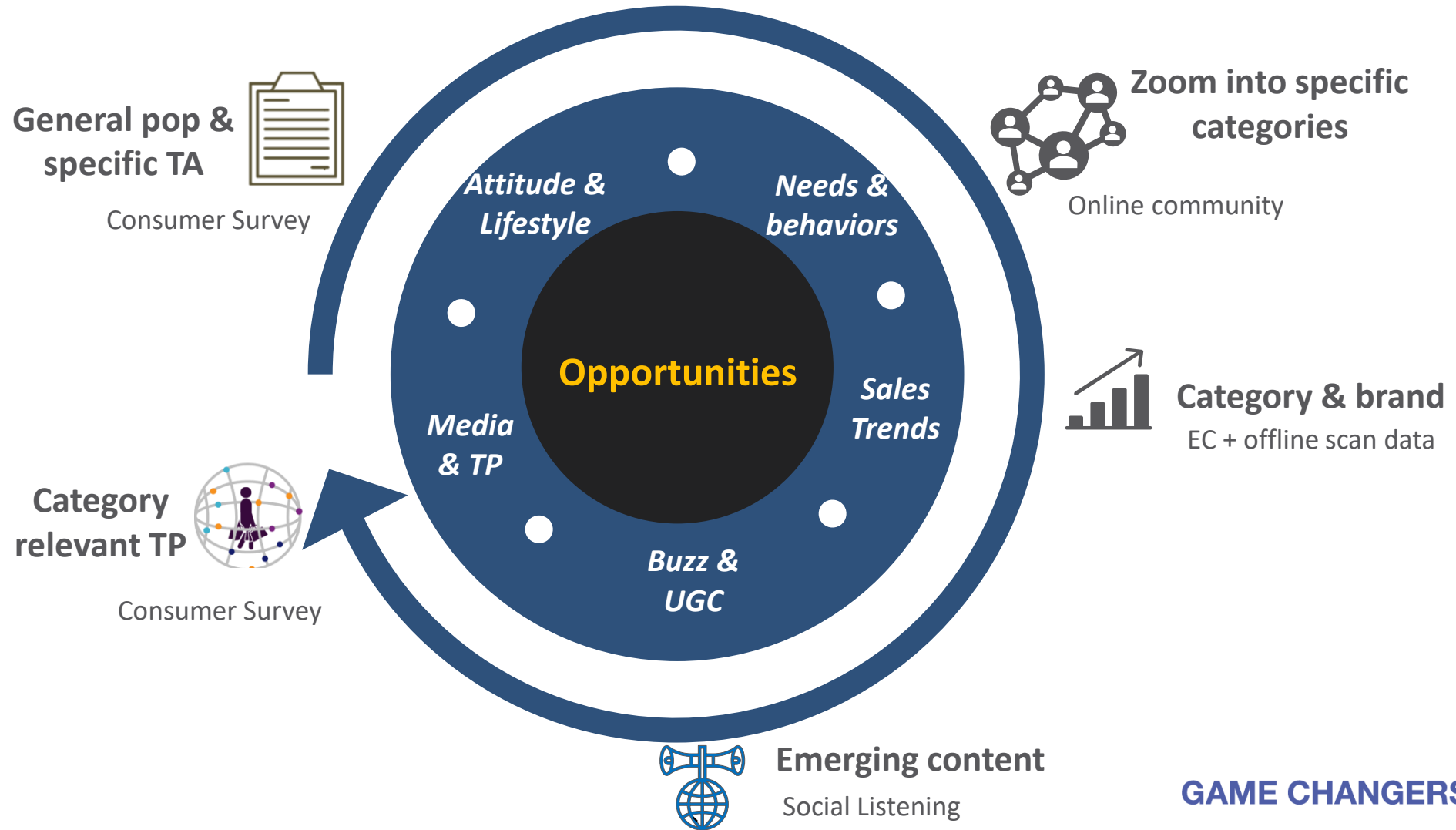
Emerging
Communication
Content

New Media
Touchpoint

Confident
Business
Forecast

IPSOS COVID-19 Impact 360°

To monitor changes and identify emerging opportunities in a way of fast, holistic, and with high level of granularity.

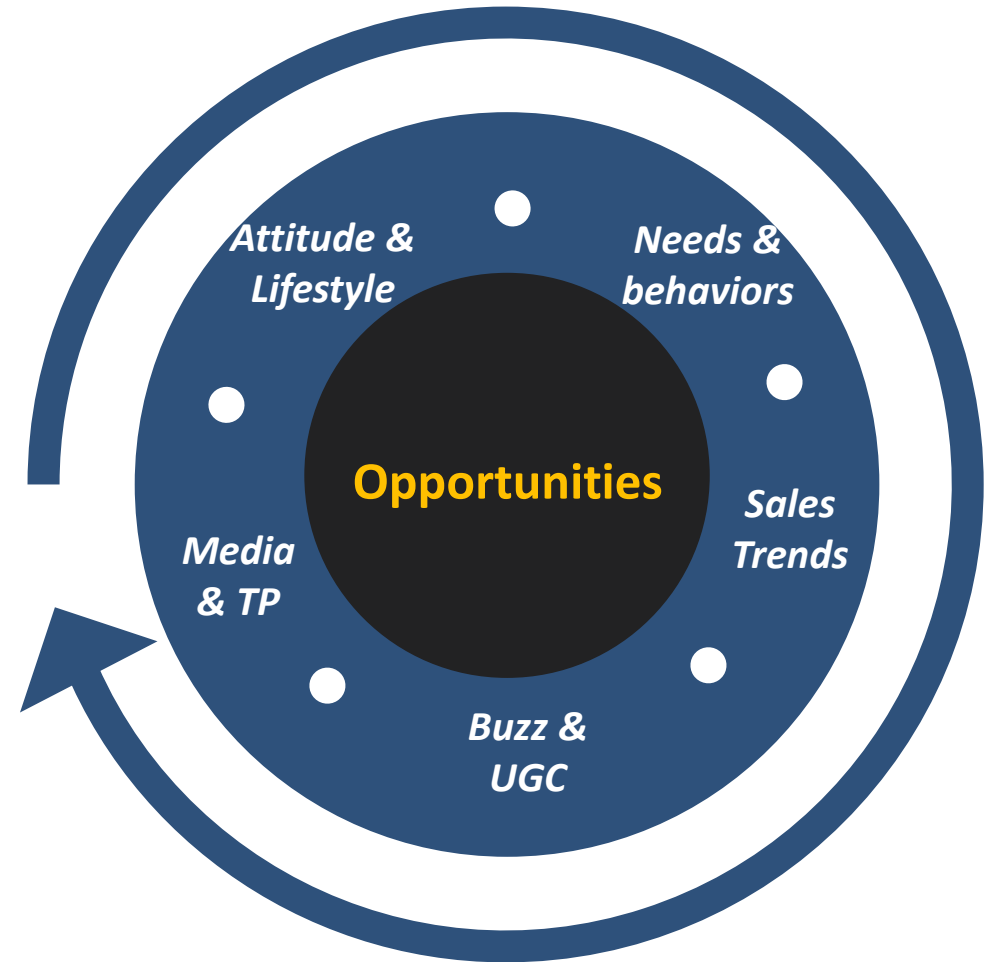


IPSOS COVID-19 Impact 360°

1-stop solution

Bi-weekly tracking

Result in 7 days



Please contact your Ipsos client officers for more details

Thank You !