

CREATING CONNECTIONS IN THE TIME OF CORONAVIRUS

Ipsos Online Communities

With COVID-19 causing massive shifts across the globe, it's more important than ever to stay close to your consumers in real-time – what they are saying, how they are feeling, and how their daily lives are being impacted. Ipsos online communities can help you stay connected with ease and efficiency, especially in the face of travel restrictions and other current face-to-face research challenges.

AROUND-THE-CLOCK INSIGHTS FROM ENGAGED CONSUMERS

Through a combination of proven engagement tactics and analytical rigor, our award-winning online communities deliver both quick-turn and longitudinal insights around foundational understanding, path to purchase, concept and product testing, UX, innovation, and more. With leading sample quality procedures and best-in-class access, we ensure you are connected to authentic and engaged respondents through the course of your project – whether syndicated, bespoke, DK-based, or multi-country.



INSTANT CONNECTIONS OR ONGOING ENGAGEMENTS

Multiple durations for multiple business needs

QUAL & QUANT

Multiple approaches in one place. Seamless integration of qualitative understanding and quantitative data

ORGANIC CONVERSATIONS

Surfacing answers to questions you hadn't thought to ask

REAL BEHAVIOR

Where it happens, as it happens

RESEARCH ON THEIR OWN TERMS

All taking place in a familiar, social environment where members feel encouraged to share, collaborate, and ideate with honesty and authenticity.

WHAT OUR COMMUNITY MEMBERS ARE SAYING...

A SAFE AND WELCOME SPACE IN THE FACE OF COVID-19

Community members are actively voicing their concerns and sharing their changing habits in relation to the health crisis. At the same time, as many countries around the world put quarantines and social distancing measures in place, the community is seen as a haven for connecting with others.



MIXED MESSAGES FROM MEDIA ARE FUELING CONFUSION AND FEAR; HABITS ARE RAPIDLY EVOLVING*

"The situation feels very chaotic and scary because of all the unknowns. There aren't any definite ways to control or treat the virus yet. We are all just doing our best and waiting for the worst, in a way."

"I will have to spend more time shopping, will add to my stockpile of water, food and supplies, and I will have to shop around more since stock is out."

*Source: Ipsos US Syndicated Online Community: COVID-19 Discussion Board (March 5-9, 2020, n = 726)

WHAT WORDS DO YOU ASSOCIATE WITH THE CORONAVIRUS (COVID-19)?
Based on AI text analytics processing: (n=824)



Note: Themes are not mutually exclusive as the respondents can express more than one theme. Counts are reweighted to illustrate relative share



THE COMMUNITY PROVIDES A SAFE AND WELCOME SPACE FOR PEOPLE TO PARTICIPATE IN RESEARCH AND CONNECT WITH OTHERS*

"Please do as many activities as possible, so you can keep us busy, helping us to pass our time at home! A great virtual hug to all of you!"

"This community is like a virtual date. It's like taking a social break, eating and chatting all together... and everyone's being so supportive during this time! I love my community-mates!"

"I can't wait to log on and talk with you, it relieves me greatly. I always check my mail for news from the community, new conversations... it's real company, even though it's all online 😊 I'm very happy to be part of this community."

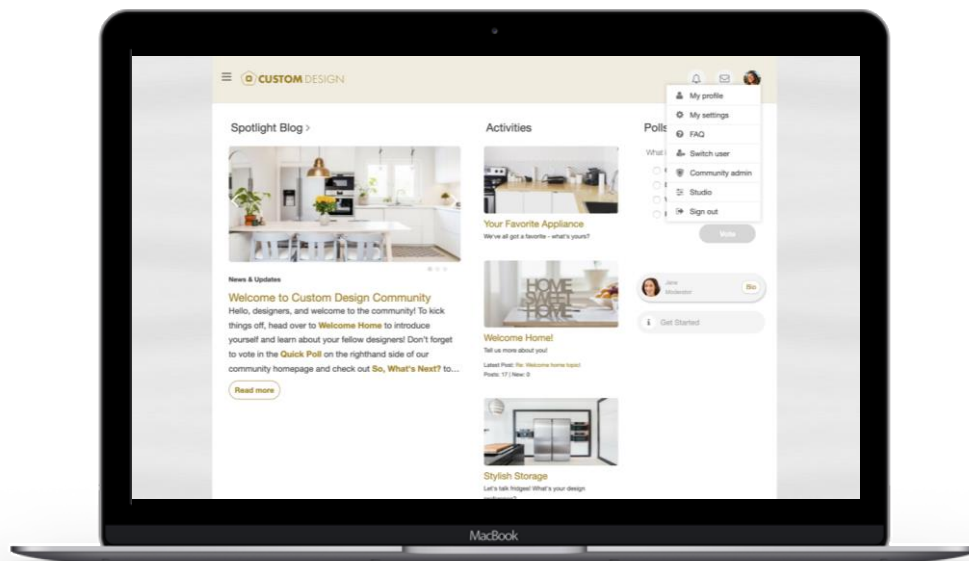
*Source: Sweet Voice Community, Italy

GLOBAL ACCESS, LOCAL EXPERTISE

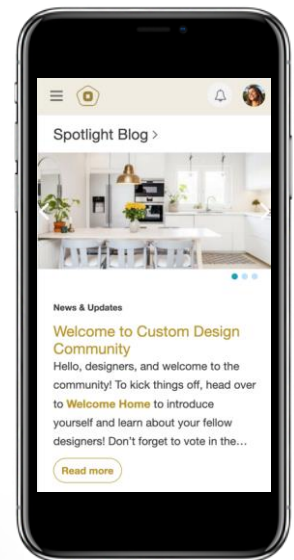
MOBILE-OPTIMIZED PLATFORM IN 36 LANGUAGES

Ipsos Online Communities are available across 36 languages and feature a robust suite of qualitative and quantitative research tools for truly global and integrated learning. Designed by and for researchers at Ipsos, the platform incorporates state-of-the-art technology and analytics designed to enhance engagement and holistic consumer understanding at every turn.

DESKTOP VIEW



MOBILE VIEW



QUALITATIVE

- Discussions
- Blogs + Diaries
- Live Chats
- Video Focus Groups
- Co-Creation + Ideation
- In-the-Moment Segment Understanding



QUANTITATIVE

- Full Suite of Survey Question Types
- Multimedia Stimuli Exposure
- Custom Programming
- Integrated Video Uploads



CUSTOMIZABLE

- Short or Long-Term Durations
- Bespoke or Syndicated Engagements
- Single or Multi-Country Research

Leveraging Strategic Research Frameworks and and Advanced AI-Driven Text Analytics

For more information please contact:

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