

ADAPT! EMERGENCY MONITORING PART II

Proposal
3 July, 2020

GAME CHANGERS



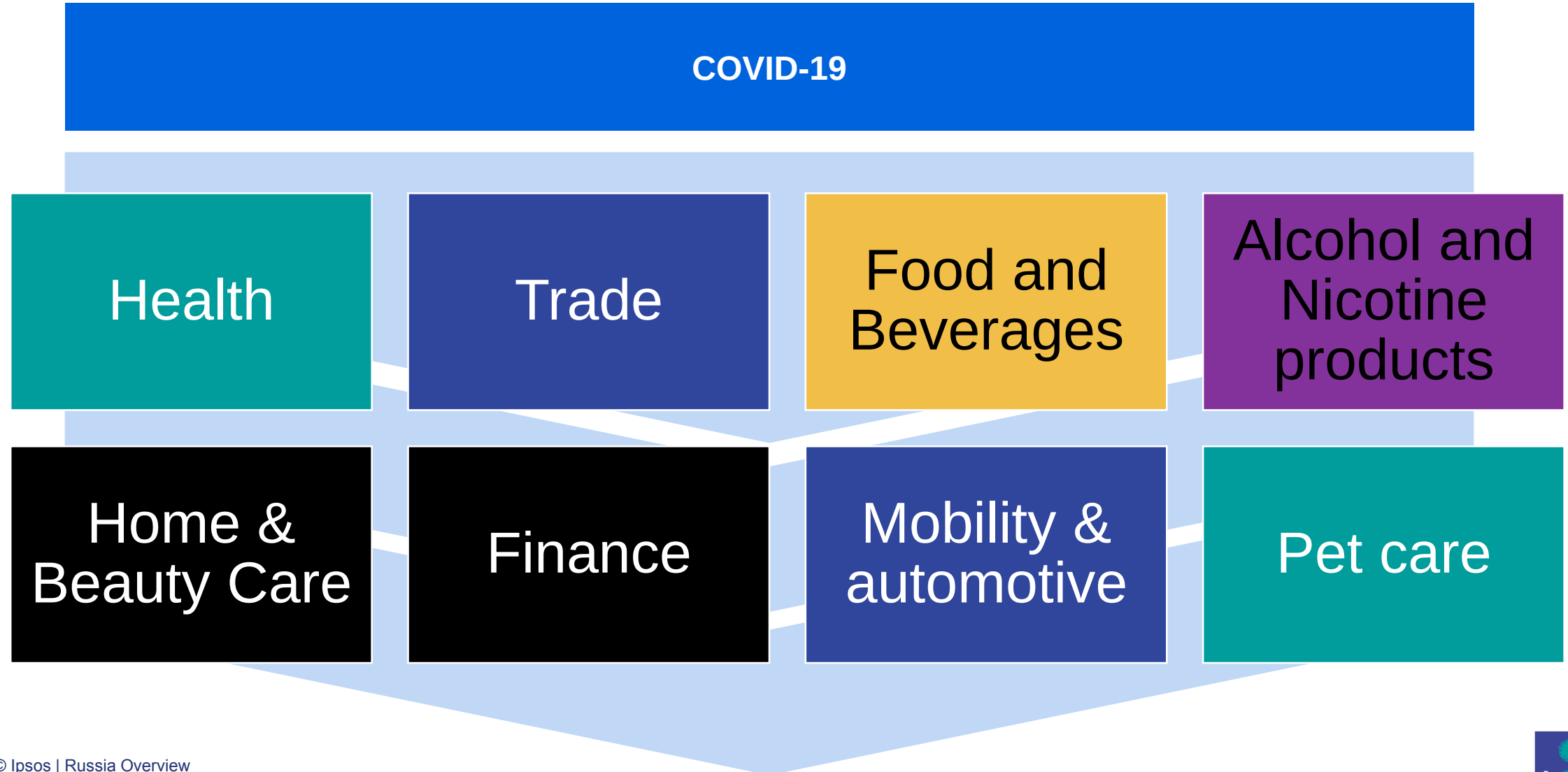
WHY WE ARE DOING IT

We have successfully conducted Adapt! Emergency monitoring for the first 12 weeks of COVID quarantine in Russia, being captured changes in consumers behavior, lifestyle and shopping activities.

Still, it is vital to understand, whether all these changes have established for a long time or disappear shortly after the end of limitations.

To reveal this understanding we conduct the second part of of our Adapt! Emergency monitoring.

SURVEY IS FOCUSED AROUND CHANGES IN CONSUMER BEHAVIOR DRIVEN BY COVID-19



SURVEY DESIGN

1 QUANTITATIVE

- Method: on-line CAWI, 2 waves
- Sample: Russia 1mln+ cities, males and females 18-65 y.o. quoted in accordance with GKS
 - 1000 interviews per wave, 2 000 in total
 - 50%/50% Moscow/ rest 1 mln+ cities

3 GLOBAL Benchmarks

(Comparison with key markets on attitude towards COVID-19)

2 QUALITATIVE COMMUNITY

- Method: online community with ongoing discussions
- Number of participants: 30 respondents per topic
- Target audience: males and females aged 18-55
- Geography: mix of Russian cities (Moscow, St. Pete, Ekaterinburg, Novosibirsk, Rostov-on-Don, Voronezh, N.Novgorod, Vladimir, Tver, etc.)

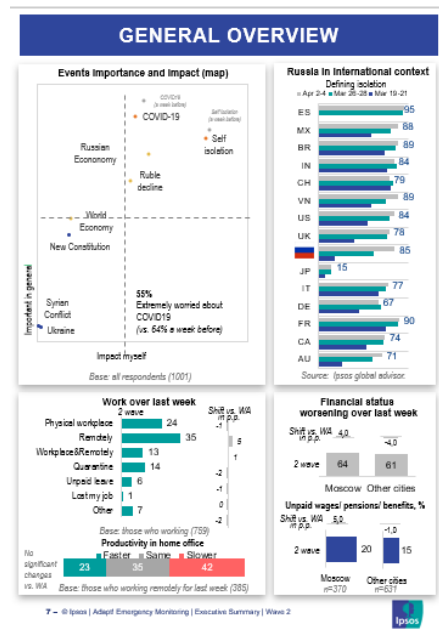
TIMELINE



DELIVERABLES (1/2)

EXECUTIVE TOP-LINE

Dashboards each wave describing key changes and status over the month based on surveying (quantitative) data



QUALITATIVE SUMMARY

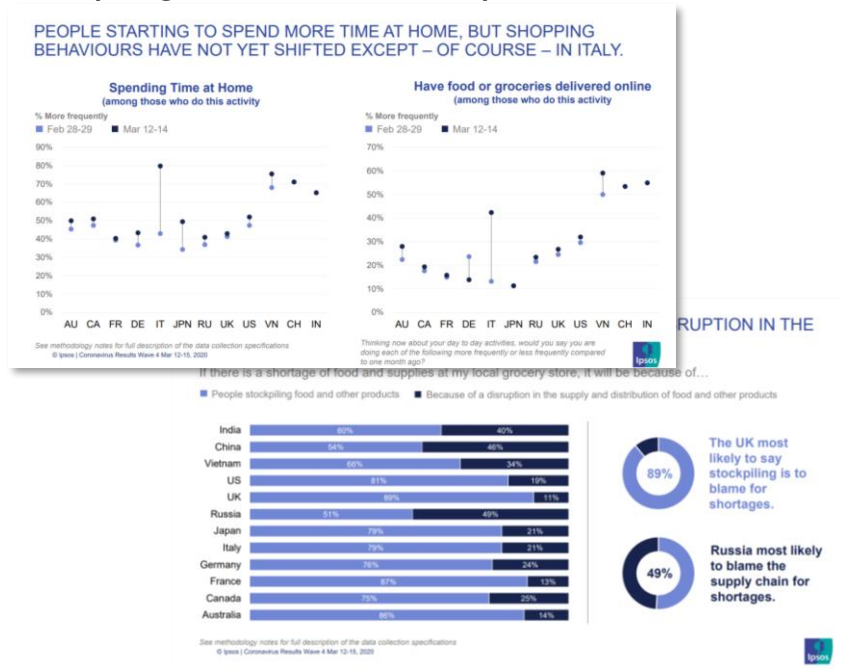
Key insights and revelations from conversations in the community presented in the newsletter format, enabling stakeholders to take decisions grounded on true empathy with their customers



DELIVERABLES (2/2)

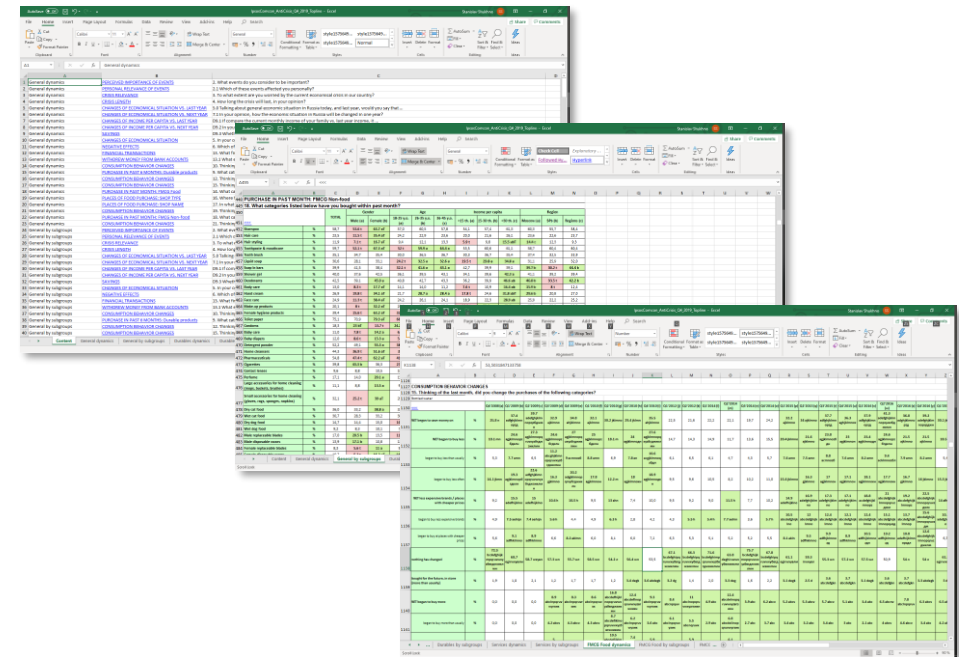
Summarizing report

Report after all 14 waves with summary and conclusions (only for the full program subscribers)



TABLES IN EXCEL

Tables with all the information in dynamics split on key braking variables



Pictures are for indicative purposes only

DELIVERABLES AND COST SUMMARY

DELIVERABLES PER WAVE



- **Executive top-line:** 1 page with general quantitative KPIs and 1 page per topic with key qualitative outcomes
- **Excel tables:** all questions tabulated in dynamics by key breaking variables
- **Slides deck:** after the end of two waves

COST



- Option 1 – 2 waves **260.000 RUB** w.o. VAT
- Option 2 – 1 wave **150.000 RUB** w.o. VAT
- First 12 waves report and tables: **300.000 RUB** w.o. VAT
- Extra customized qual community **240 000 RUB** w.o. VAT
- Extra analysis, outputs, questions come at extra cost upon request

**BE
SURE.
GO
FURTHER.**

GAME CHANGERS

