

SYNDICATED TRACKING SURVEY IN BULGARIA DURING COVID 19

***HOW CONSUMERS RESPOND
TO THE CURRENT SITUATION***

Proposal, March 2020

GAME CHANGERS



BACKGROUND

Coronavirus presents a number of challenges to brands and policy makers. As consumers take protective actions against the virus, their health and financial concerns and behavioral adjustments will continue to have an enormous social and economic impact.

People are adaptive and contextual decision-makers. Consumer responses to coronavirus are an extreme example of this. When context and behavior shifts, we are taken out of our automatic rhythms and we pay mindful attention. There is little doubt we are now making decisions in a fluid, unstable time of distress – making us more likely to pay attention to the brands willing to engage with us in the right way.

Wise brand leaders who are willing to be actively present can emerge from this challenging period of behavior change with stronger brands and a more committed, trusting fan base – so when things eventually settle to the next new normal, brand growth can be sustained.

IPSOS PROPOSAL IN ONE PAGE



Research objectives

To explore media and consumption habits of the population during state of emergency period and to track changes on a weekly basis:

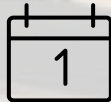
- General attitudes;
- Working status;
- Media consumption;
- Sources of information;
- Purchase of products;
- Usage of services.

**Possibility to include up to 2 closed custom questions.*



Sample and Target group

- 1200 respondents in total;
- Urban population, national;
- Males and Females;
- 18-55 y.o.



Fieldwork period

- 3 weeks * 400 respondents:
 - ✓ Wave 1: 30.03-01.04.;
 - ✓ Wave 2: 05.03-08.04.;
 - ✓ Wave 3: 12.04-14.04.



Deliverables:

1 Page Management report in PPT -
3 reports/ 1 report per week:

- Wave 1: 03.04.;
- Wave 2: 10.04.;
- Wave 3: 16.04.;



Investment:

- **1500 Euro**, VAT Excluded
- **250 Euro** – per add. question

*Invoice term: 50% after project commissioning/
50% after third report delivery.*

BE SURE. ACT SMARTER.

*For more information contact
us at officebg@ipsos.com*

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