

STAYING CONNECTED TO CONSUMERS IN THE DISRUPTED COVID-19 CONTEXT



Covid-19: Assorted Syndicated Studies

BUSINESS	WHAT	HOW	WHEN	INVESTMENT
<p>The Big Business Questions</p>	<p>Key Information Areas & Insights</p>	<p>Research Methodology Details</p>	<p>Report Ready</p>	<p>Per Report (Excl. VAT)</p>
<p>1  What are the changes and implications of how consumers are accessing and consuming media when under prolonged 'stay at home' arrangement?</p>	<p>Media type/choices over time, different target profile information, Impact of different media, product usage and share of wallet insights, global view of shifts in media habits.</p> <p> Emmah.Ngugi@ipsos.com</p>	<p>*QUANTITATIVE</p> <p>CATI, National representative</p> <p>N=2,000</p>	<p>25.04.2020</p>	<p>KSHS 100,000</p>
<p>2  How are citizens/consumers reacting to the constantly changing context and how can businesses develop effective strategic & tactical responses to tap into the emerging opportunities across categories?</p>	<p>Public/ Consumer perceptions and opinions, consumption patterns, fears and concerns, behaviour change, financial impact, threats, how they navigate through the uncertainty & global comparisons/Insights.</p> <p> Edward.Ihaji@ipsos.com</p>	<p>*QUANTITATIVE</p> <p>Bi-weekly, CATI (rural / urban split)</p> <p>N=500</p>	<p>25.04.2020</p>	<p>KSHS 250,000</p>
<p>3  What are the observations in the changing consumer space at home that represent new hooks & habits for developing time relevant marketing interventions?</p>	<p>Consumer behaviour shifts /purchasing decisions, spending habits, buying patterns, key brand and product influencers, emerging financial patterns, gaps and opportunities to be explored.</p> <p> Elizabeth.Injairu@ipsos.com</p>	<p>*NEW QUALITATIVE</p> <p>Using Applife / WhatsApp & Ethnographic technics</p> <p>N=50</p>	<p>25.04.2020</p>	<p>KSHS 300,000</p>
<p>4  What is the impact of public engagement initiatives in the wake of the Covid-19 pandemic, and are initiatives having an impact on the overall sustainability journey of companies?</p>	<p>Awareness of public engagement initiatives by companies, public perceptions on initiatives, and public expectations from companies for aligning overall sustainability efforts by companies, comparison with global case studies.</p> <p> Anne.Wanyingi@ipsos.com</p>	<p>*QUANTITATIVE</p> <p>CATI, National representative</p> <p>N=1,000</p>	<p>04.05. 2020</p>	<p>KSHS 400,000</p>
<p>5  What is the impact of Covid-19 to businesses and the effect to their operations? Do they have a continuity plan in place? How financially secure are businesses to withstand the crisis? What plans are in place to combat the current crisis? What are sentiments about the future?</p>	<p>Business preparedness for the crisis, current and future impact on operations, financial impact and people, emerging opportunities for the business to business models.</p> <p> Sally.Gitonga@ipsos.com</p>	<p>*COMPUTER AIDED TELEPHONIC SURVEY</p> <p>Among Key decision makers (HR, MD/CEO, CFO)</p> <p>N=75</p>	<p>08.05.2020</p>	<p>KSHS 300,000</p>