

SYNDICATED TRACKING SURVEY IN BULGARIA

***HOW CONSUMERS RESPOND
TO THE CURRENT SITUATION
AND HOW TO MOVE FORWARD***

Proposal

April 2020

GAME CHANGERS



BACKGROUND

Coronavirus has created unstable environments around the world. The spread of COVID-19 has made our physical and social environments increasingly fluid, operating without fixed, solid patterns. However, consumers may be more open to new ideas during a crisis since their usual habits have been interrupted.

Understanding what resonates with consumers is key.

Research during a crisis can help understand what actions need to be taken now and in the future as some of the changes in attitudes and behaviors will become permanent.

Every crisis also brings opportunity. The brands should ask themselves how they can add value in light of this new reality.

WHAT WE KNOW SO FAR?*



65%

believe the situation is getting worse (vs 86% in March)

Generally people are quite pessimistic about the current situation, but we start to feel some positive vibes.



58%

Use social media to gather information about COVID

Social media have an important role in the time of crisis. This is the second most powerful media channel.



72%

Expect companies to financially support people

Bulgarians rely on private companies and banks to help them in the current situation.



55%

Dream meeting their families and relatives after the crisis

Majority of the people are eager to restart their social habits – meeting families and friends, but also visiting some public places.

*Based on Ipsos syndicated survey March/ April 2020 (wave 3).

IPSOS PROPOSAL IN ONE PAGE



Research objectives

We propose a continuation of the current survey, keeping the main KPIs, but with focus on the future behavior and expectations.

- General attitudes;
- Media consumption;
- Usage of services;
- Evaluation of companies' campaigns in the last month;
- Expectations towards the future situation.

**Possibility to additionally include custom questions.*



Sample and Target group

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



Fieldwork period next wave

Wave 4: 08.05-11.05.2020



Deliverables:

Standard Management report in PPT delivered on 15.05.



Investment:

- Waves 1-4 **2 200 Euro**, VAT excl.
- Wave 4 (no comparative data): **700 Euro**, VAT excl.
- **250 Euro** – per add. question

A woman with long dark hair, wearing a white face mask and a dark jacket, is looking down at her smartphone in a grocery store aisle. She is standing next to a blue shopping cart. The background shows shelves stocked with various products, including canned goods and packaged items. The lighting is bright, typical of a supermarket.

**Help our clients to understand
tomorrow by conducting research
TODAY!**

BE SURE. ACT SMARTER.

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

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