

# EVOLVING YOUR BUSINESS IN RESPONSE TO COVID-19

Understanding today's changes  
and adapting your growth strategies



GAME CHANGERS



# ESSENTIALS

## UNDERSTANDING THE WORLD OF COVID-19 AND BEYOND

Ipsos has created ESSENTIALS, a new syndicated tracker revealing how COVID-19 is impacting Citizens and Consumers and addressing the most frequently asked business questions:

- Understand new consumer behaviours
- Know the phases of the COVID-19 funnel in different markets
- Anticipate the future stages and consumer situation as markets go through the different phases

## MAKING MORE ACTIONABLE DECISIONS ABOUT...

- Brand positioning
- Innovation
- Advertising
- Strategic Planning
- Category Management
- Social Media



SHOP



## Access real insights in times of uncertainty

We understand the challenges you are facing: unprecedented customer shifts, a growing sense of urgency, new budgetary constraints.

**ESSENTIALS** was specifically designed for COVID-19 realities and provides:

- Weekly data on consumers' attitudes, behaviours and future intentions
- Executive Summary written report
- Global and country level data tables
- Data access rights to the online platform for custom slide preparation
- Access to trend data where available
- Presentations upon request

# A smart design that is fit for purpose

Each week, we connect with 1,000 consumers per country covering 25+ categories.

We survey them about their behaviours, emotions, expectations and financial impact to distill category usage and attitudes and develop optional brand deep dives.

Countries covered are: Australia, Brazil, Canada, China, France, Germany, India, Italy, Japan, Mexico, Russia, South Africa, South Korea, Spain, United Kingdom, and United States.

## With a unique set of features, ESSENTIALS provides:

- **Ethnographic videos** of consumer attitudes and behaviours during the pandemic
- **COVID-19 Journey Mapping** showing where people are in dealing with the crisis and what is likely to happen
- **People's current emotions** measured through our validated Censydiam Framework
- **Brand and product switching** and likelihood to continue buying the new brand and/or product in the future

*Contact your Ipsos representative for a sample report.*

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