

COVID ACCESS: INSIGHTS TO WINNING IN THE NEW NORMAL

A new study by **Ipsos UU**

With the global spread of the COVID-19 pandemic, we face unsettling disruptions that seem unthinkable just a few months ago. With consumer attitudes and behaviors adjusting to the new normal daily, it has never been more imperative to be on top of the changing category landscape and how it is impacting your business.

Brands that pivot to address evolving needs shall thrive whereas those that are out of step, shall perish. This study by Ipsos in SE Asia will provide a deep dive on consumers, their concerns, behaviors and emotions, and will uncover key themes to ground and inform your brand and innovation decisions.

GAIN INSIGHT INTO

The changes in values, attitudes and behaviours in



PERSONAL & HOMECARE

How has COVID-19 impacted attitudes, and what opportunities exist?



FOOD & BEVERAGE

Are consumers re-evaluating their choices?



MEDIA & TECHNOLOGY

What are they consuming? Is there a greater emphasis on local or global media?



MONEY & FINANCE

Are they spending differently?



HEALTH, WELLNESS & SAFETY

Living in the COVID-19 pandemic and its impact on health and wellness

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OUR APPROACH

Our approach is designed to unearth shifts in values, attitudinal and behavioural drivers and how these impact categories across the SE Asian markets. 50 respondents in each country would be engaged via Ipsos' award-winning online communities to deliver quick-turnaround and in-depth understanding.



50 RESPONDENTS IN A DIGITAL
COMMUNITY PER COUNTRY

DIGITAL IMMERSIONS WITH

5 HOUSEHOLDS PER
COUNTRY



6 SOUTH EAST ASIAN
COUNTRIES

DELIVERABLES

Ask us about our
Activation Workshops!

Standard deliverable: We will deliver the insights in a 40+ page engaging, immersive and highly visual report +plus a presentation (online or F2F) of the key findings.

RIDER QUESTIONS

We can accommodate customisation requests by adding rider questions of your choice. Price differs by extent of customisation.

CONTACT US FOR PURCHASE ENQUIRIES

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