

# CREATING CONNECTIONS IN THE TIME OF COVID-19

## Ipsos Online Communities

At this time of global uncertainty and social isolation, people are seeking ways to connect with one another more than ever before. Ipsos online communities provide a safe and natural space for people to come together, share their hopes and fears, and interact with like-minded consumers and brands in an open and welcoming environment – fueling empathy, connection, and in-depth insights along the way.

## NAVIGATING A NEW REALITY #ALONETOGETHER

Even though we are apart, communities continue to be a place to come together, share personal experiences, and engage with brands to make the world a better place.



*I always like to be heard, valued and make a difference. [The community] has and still does do this. It's important to have some familiar things right now. As long as your team continues with these surveys and discussions, life will seem a little less different.\**



## MORE THAN RESEARCH... COMMUNITY

Going beyond research, community acts as a haven for people not only provide feedback but also support each other in difficult times.

*I just wanted to thank you for being there for me when I need it the most. It's people such as yourself that this world could use a lot more of, thinking of others, while we're all going through this together.\**



COMMUNITIES HAVE SEEN  
**INCREASED ENGAGEMENT**  
POST QUARANTINE



**9% HIGHER  
CONTRIBUTION RATE  
AFTER 3/16**

*Across 20 U.S. online communities w/  
~60K total members*

\*Source: Ipsos US Syndicated Online Community

# PROACTIVELY ADDRESSING CHANGING CONSUMER NEEDS

## Through the Lens of Multiple Sectors, Methodologies, and Data Sources

Every day, community members are sharing in-depth feedback regarding their feelings, concerns, changing needs, and behaviors in response to the 'new normal.' By looking at this feedback through the lens of actionable frameworks, sector-specific strategies, and multiple streams of data, we aim to help shed light on our collective experience during this unprecedented time.

### CV-19 SPECIFIC BUSINESS QUESTIONS

#### WHAT BEHAVIORS, ATTITUDES, AND BELIEFS ARE CHANGING?



*"I am not in such a panic to buy extra items, as I can see now that this is for the long term and the norm for many months."*

- Emotions and stages of the pandemic journey
- Day-to-day impact and pain points
- Spending habits and general practices

#### HOW ARE DIFFERENT CONSUMERS IMPACTED DIFFERENTLY?



#### WHAT ARE THE KEY INDICATORS OF CHANGE?

- Foundational exploration
- Audience and segment deep dive
- Digital persona identification and mapping

- Scenarios and scenario planning
- Habits exploration through the lens of behavioral science
- Longitudinal (qual and quant) tracking

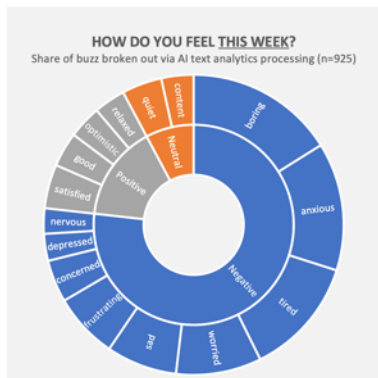
#### WHAT ARE THE IMPLICATIONS FOR SPECIFIC BRANDS AND SECTORS?



*"Take note of the companies helping us during these times so when we are back to normal we can support them and not the ones who aren't doing anything."*

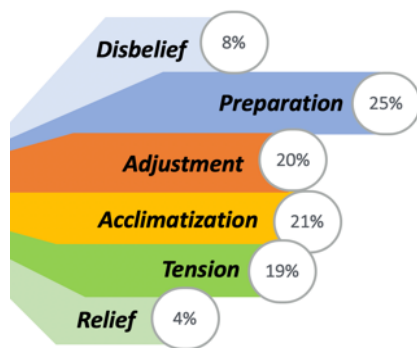
- Offers, innovations and benefits to address changing needs
- Messaging and communication strategies
- Navigating the shift to digital

### QUALITATIVE DISCUSSION



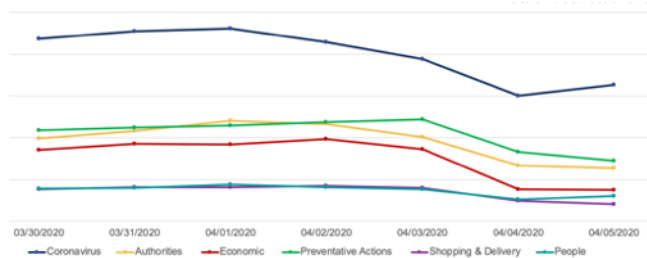
Source: Ipsos US Syndicated Online Community, April 2020

### PANDEMIC JOURNEY STAGES



Source: Ipsos US Syndicated Online Community, April 2020

### SOCIAL TOPICS AND TRENDS



Source: Synthesio Data, Specific Mentions Related to COVID-19/Coronavirus, April 2020

# COMMUNITY CASE STUDIES

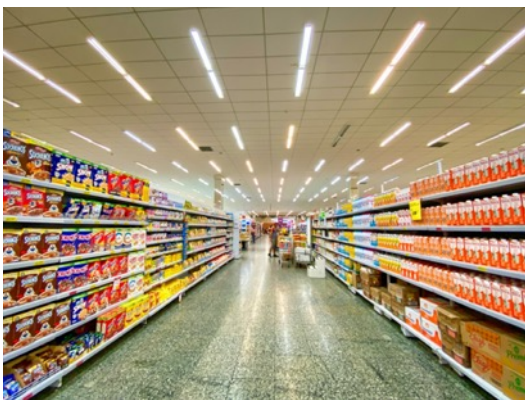


## RETAIL: TAKING IMMEDIATE ACTION TO OPTIMIZE COVID-19 STORE HOURS AND SERVICES

After launching early senior hours at their store locations, our retail client leveraged its ongoing community for instant feedback, and in the process, uncovered critical needs around key products, services, and social distancing requirements that were unintentionally not being addressed. Through quick turn reporting across multiple stakeholders within the organization, our client was able to quickly implement in-store actions and communications to address shopper needs more safely and effectively.



## CPG: EXPLORING SHOPPER BEHAVIOR PRE- AND POST- QUARANTINE TO INFORM DISTRIBUTION DECISIONS



When consumers started “stocking up” to prepare for quarantine, our CPG client had an immediate need to diagnose this behavior and the implications for their categories. We launched a 3-tiered research strategy that included an overnight survey to quickly get a baseline understanding on drivers and channels, followed by insights on where to invest in distribution and marketing in light of stock shortages, and finally, developed a streamlined tracker survey to field every two weeks for ongoing insights.



## TECH: UNDERSTANDING BUSINESS + EMPLOYEE NEEDS THROUGH THE LENS OF THE PANDEMIC JOURNEY

Our technology client launched a community of decision makers, IT professionals, and employees to track how businesses and employees are dealing with the COVID situation over time. Leveraging the psychology and progression of the pandemic journey, we’ve held in-depth discussions and live chats that address business priorities, needs, continuity, productivity, and planning. Further exploration of productivity and communications tools, usage, relevant messaging and future needs are also being tracked longitudinally.

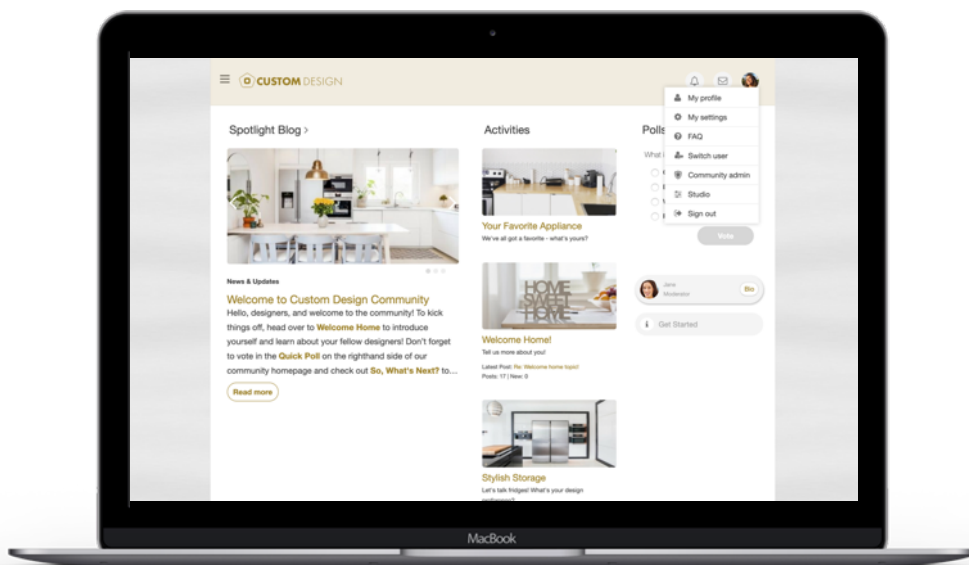


# GLOBAL ACCESS, LOCAL EXPERTISE

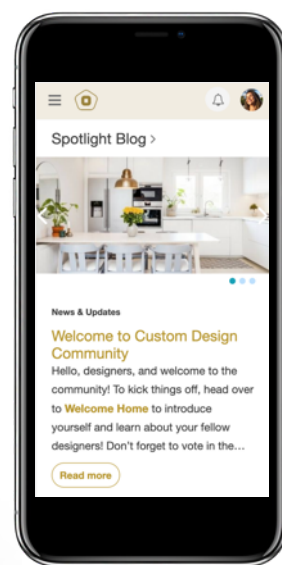
## MOBILE-OPTIMIZED PLATFORM IN 36 LANGUAGES

Ipsos Online Communities are available across 36 languages and feature a robust suite of qualitative and quantitative research tools for truly global and integrated learning. Designed by and for researchers at Ipsos, the platform incorporates state-of-the-art technology and analytics designed to enhance engagement and holistic consumer understanding at every turn.

### DESKTOP VIEW



### MOBILE VIEW



#### QUALITATIVE

- Discussions
- Blogs + Diaries
- Live Chats
- Video Focus Groups
- Co-Creation + Ideation
- In-the-Moment Segment Understanding



#### QUANTITATIVE

- Full Suite of Survey Question Types
- Multimedia Stimuli Exposure
- Custom Programming
- Integrated Video Uploads



#### CUSTOMIZABLE

- Short or Long-Term Projects
- Bespoke or Syndicated Engagements
- Single or Multi-Country Research

Leveraging Strategic Research Frameworks and and AI-Driven Text Analytics

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