



FUTURE

OUTLOOK

How to prepare for a new reality

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General information and content

Goals and objectives

03

Our goal is to help our clients understand what the new reality will be – we develop scenarios of your industry development and prepare potential responses to these scenarios — concrete actions and steps that should be implemented to plan for different scenarios of the future development

Approach

04

- 1) Meta-analysis of past and current crises, as well as the experience of other markets in overcoming the COVID crisis to assess its impact on consumers, businesses and brands
- 2) Foresight session – together with your team, we will develop scenarios for adapting to a new reality: strategies for interacting with consumers, activations aimed at supporting your categories and brands

Timing and budget 12

Meta-analysis + presentation:
540 000 rub w/o VAT

Meta-analysis + Foresight session:
15 business days
980 000 rub w/o VAT

Why Ipsos

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Ipsos has an extensive knowledge base that allows us to learn from past experiences and experience of other markets. We suggest to get the maximum from the existing data, instead of doing additional research, and focus on data activation for future strategy development.

Contacts

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Life after Covid-19

Covid-19 had a strong influence on the global economy, people behavior and priorities, pushed the formation of new habits. Our study answers the question - what will be the new reality and how to prepare for it today.

OBJECTIVE

01.

Analyze how crisis influence different product categories, what are key threats and recovery drivers.

OBJECTIVE

02.

Determine what new needs, habits and rituals are gaining popularity.

OBJECTIVE

03.

Develop scenarios for overcoming the crisis with a focus on your categories and brands.



Covid-19 crisis is not the first one, but grand scale and has impacted everyone's lives. There is already a lot of information on COVID-19 and recovery from crisis. We focus on activation of these learnings and getting maximum from lessons learned in the past.



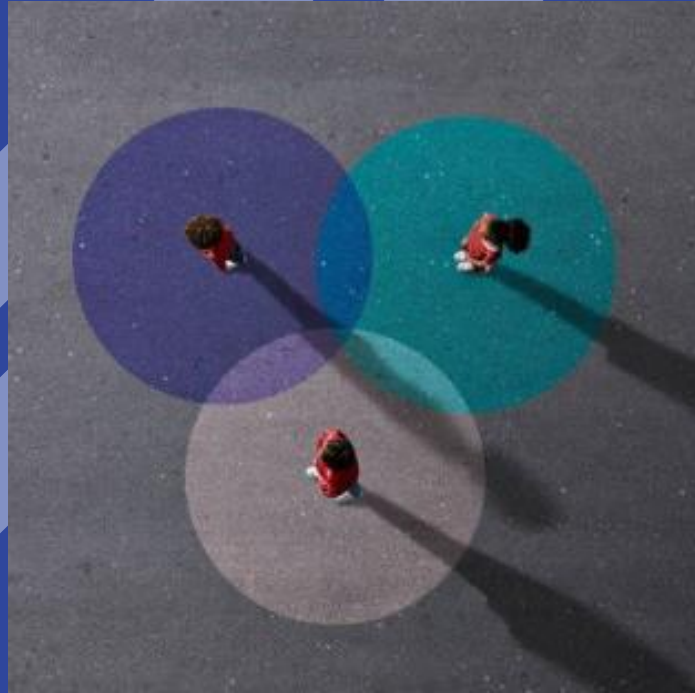
Our approach

1

META-ANALYSIS of previous crises and their influence on your categories, specifics of current COVID-19 crisis and consumer behavior changes that were caused by it, as well as the experience of crisis recovery from other markets allows to predict how COVID-19 crisis will affect your industry and brands

2

FORESIGHT SESSION together with your team, we will develop scenarios for adapting to a new reality: strategies for interacting with consumers, activations aimed at supporting your categories and brands



Meta-analysis

Curation of trends, crises lessons, other countries experience

Crises lessons

In-depth analysis of 3 Russian crises based on historical data from Ipsos New Reality, RusIndex, Consumer Confidence Index studies with overlay of macro-economical and demographical variables for forecasting model development

Categories segmentation based on economic crisis entry and exit dynamics

People segmentation based on attitude and reaction to crisis

New trends

Development of scenarios that take into account peculiarities of current crisis (epidemiological situation, phased removal of restrictions) and post COVID-19 recovery experience of other countries

Identification of relevant values and analysis of 12 global trends manifestation during the phase of new reality shaping based on Ipsos Global Trends study

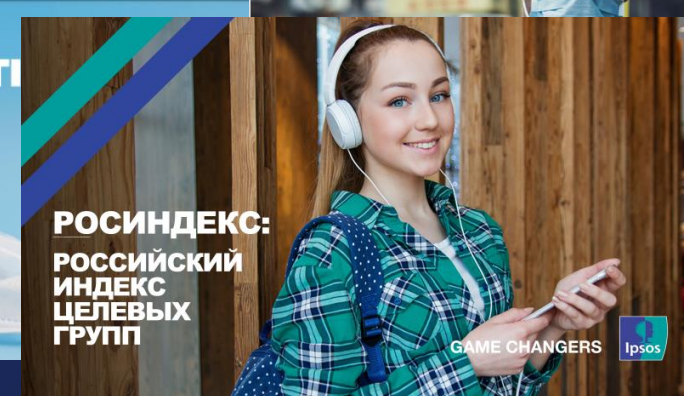
Identification of new emerging needs, behavioral patterns and rituals that influence category consumption based on Adapt! Emergency Monitoring study

Key Outcomes

We have access to large data bank about COVID-19, consumers behavior during crisis, possible scenarios of categories recovery. Based on analysis of these sources we give the most complete and thorough picture of the current situation and future scenarios for different product categories and services.

Ipsos Meta-analysis – Data management

We analyze available syndicated studies and specialized sources to transform separate data pieces into actionable recommendations that will help you today get prepared for tomorrow.



Ipsos Meta-analysis – Report structure and content (1/2)

Crises training effect

Crisis provokes new life strategies, commercial ideas and cultural «splashes».

With each new crisis consumers learn new behavioral patterns. There is no return to pre-crisis level.

New reality – short breaks between crises and we should get ready to new economical or epidemiological crisis.

Link between crisis and values

Economical and epidemiological crises do not change the value system, unlike socio-cultural crises that sweep away previous values (i.e., 1991 crisis). The way of values manifestation can change, the role of a certain value can tremendously increase, new values can emerge.

12 global value trends are analyzed on their role and relevance during the phase of new reality shaping. Analysis is based on Ipsos Global Trends study.

Lessons of economical crises

Description of «base» scenario of dealing with economical crisis based on forecasting model that uses historical data from Ipsos New Reality, RusIndex, Consumer Confidence Index, macro-economical and demographical variables.

Description of categories segmentation based on economic crisis entry and exit dynamics and description of people segmentation based on attitude and reaction to crisis.

Analysis of economic crisis entry and exit timelines for different categories.

Ipsos Meta-analysis – Report structure and content (2/2)

COVID-19 crisis specifics

Peculiarities of current crisis that should be taken into account in order to correct the base scenario:

- current and projected epidemiological situation
- probability of repeated outbreak
- phases in restrictions removal
- speed of business re-opening and return to workplace
- experience of other markets from crisis recovery

New needs, habits and rituals

One additional base scenario correction that should be taken into account – new needs, behavioral patterns and rituals that are currently being shaped and some of which will stay with us after COVID-19 crisis recovery.

Identification of new needs, attitudes, fears, durable behavioral patterns that influence different industries based on Adapt! Emergency Monitoring.

Lessons for the future

What brands did in the previous crises – examples of successes and failures.

Possible brand responses which they can possibly think of split by different sectors / industries. Examples from Russia, China, Italy and other countries.



Foresight session

Development of the adaptation plan to the new reality and building potential strategies

Tight collaboration with your team

Focus on your categories and brands
Adjustment of strategy according to you
key business goals and answering your
business questions

Customization of data

Influence of COVID-19 on your specific
target groups
Opportunities and threats for your
categories
Development of action plan for your brands

Key Outcomes

Thorough action plan based on future scenarios and impacts on your brands and business:

- People – what happens with the consumer, category specific opportunities and threats
- Product – priority brands, assortment, innovations, key product attributes and benefits
- Price – price policy, discounts and loyalty programs
- Place – specific actions for key distribution channels
- Promotion – communication (messages and channels)

How we build the future strategy



Stakeholder interviews

Identification of relevant business objectives, current strategy and internal perception of changes



Data adaptation

Data crystallization for specific categories, analysis of extra sources in case of knowledge gaps (including client data sources – reports and publications that can enhance understanding of brand specific business issues)



Action plan development

Building of future roadmap and potential scenarios with detailed action plans for your brands

Foresight — future co-design in collaboration of your team with Ipsos experts. We work together to evaluate trends, forecast manifesto of future trends and scenario planning.

We'll work together to develop a roadmap of actions and tactics for the most probable scenario(s).



Day 1

Analyze drivers of change, rank them based on their probability and importance

Develop future roadmap with different scenarios

Day 2

Work through each specific scenario

Develop action plan and specific steps and identify priorities

Budget



Minimum option: Meta-analysis + presentation

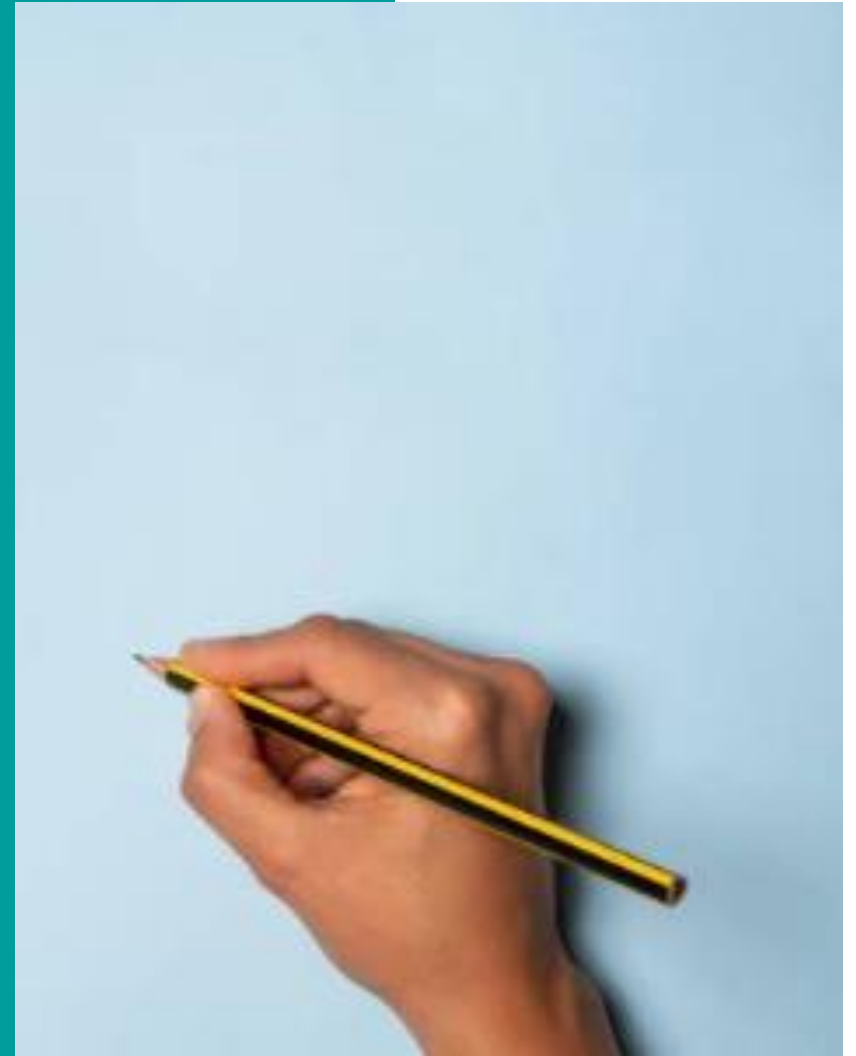
Budget 540 000 RUB*



Optimum option: Meta-analysis + Foresight session

Budget 980 000 RUB*

*VAT is excluded



Timing (in bd)

Timing in business days

Project confirmation	1 day
Stakeholder interviews and report adaptation	7 days
Foresight session	2 day
Final report	5 days
TOTAL	15 days

The project will include the following



Meta-analysis of trends, crises lessons (full report)



Customization of data to your business questions



Development of templates and guidelines for group work



2-days virtual workshop for your team (up to 30 team members) and experts from Ipsos



Part of session is a plenary discussion, another part is planned as breakout sessions for smaller discussions in group of 4.

Each group is leaded by Ipsos facilitator.



WHY IPSOS

Ipsos owns a vast data bank that can help us learn based on past experience and experience of other countries. We offer you to get the maximum from the existing data, instead of doing additional research, and focus on data activation for future strategy development.

We are confident that knowledge empowers us and allows to be fully prepared for the future. We can reassure our clients in what can happen tomorrow.

We believe that clear, accurate and thought through plan is needed to activate existing data and we will be happy to share our expertise and become your partner in planning for the future.

Your Ipsos Team



**BE
SURE.
MOVE
FASTER.**

It's always better to be proactive than reactive. At Ipsos, we know the more you know, the sooner you can get ahead.

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GAME CHANGERS 

WE ARE HAPPY TO DISCUSS THIS PROPOSAL!



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ABOUT IPSOS

Ipsos is the world's third largest market research company, present in 90 markets and employing more than 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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GAME CHANGERS

In our world of rapid change, the need for reliable information to make confident decisions has never been greater.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder. Ultimately, success comes down to a simple truth:
You act better when you are sure.