

RAPID CONSUMER CONNECTION VIA SYNDICATED COMMUNITY

With COVID-19 causing massive shifts across the globe, it's more important than ever to stay close to your consumers in real-time – what they are saying, how they are feeling, and how their daily lives are being impacted. Ipsos' Syndicated community can help you stay connected with ease and efficiency, especially in the face of travel restrictions and other current face-to-face research challenges.

3 WAYS TO STAY CONNECTED WITH CONSUMERS USING OUR SYNDICATED ONLINE COMMUNITY:

Our Syndicated Community is made up of 6000+ engaged consumers across the US



Weekly Qualitative Tracker Report

- An in depth look at the impact of COVID-19 on consumer behaviors and emotions
- Deliverable includes 10-15 slides analyzing community output through lens of your category/brand
- Includes relevant insights, supporting verbatim, and recommendations to drive action
- Updated data available weekly

\$5,000 per week



Custom Questions in Weekly Tracker

- Go beyond standard tracking to include additional custom questions most relevant to your business.
- An easy way to address quick-turn business questions while not sacrificing depth.
- Questions received by noon on Wednesday (EST) with data delivered by the following Monday.

\$2,500/question per week



Custom In-Depth Research:

- A customized study using any of the methods in our toolkit (surveys, discussions, live chats, diary, video blogs, co-creation).
- Identify ways your brand can support consumers and best meet their needs during this time of uncertainty and disruption.

Starting at \$20,000

"I'm a member of a community that is sharing and coming together. We may not know each other personally, but we are all going through the same thing and trying to get through each day."

For more information please contact:

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STAY CLOSE TO THE EMOTIONS OF US CONSUMERS



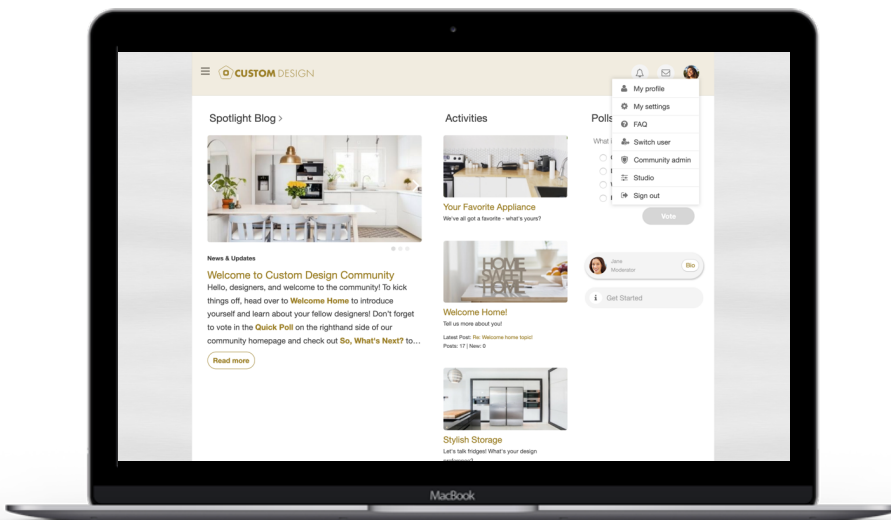
BASELINE TRACKING QUESTIONS ADDRESSED IN EACH REPORT

- **EMOTIONAL READ:** What are three words that best describe how you are feeling this week? Why did you choose those 3 words?
- **DAY-TO-DAY IMPACT:** What has been the biggest impact on your day-to-day life?
- **PAIN POINTS:** What are your biggest frustrations or pain points?
- **SHOPPING HABITS:** Tell us about how you shopped this week, if at all?
- **GENERAL PRACTICES:** What are you doing differently in your day-day-life? What's one new thing you tried this week?

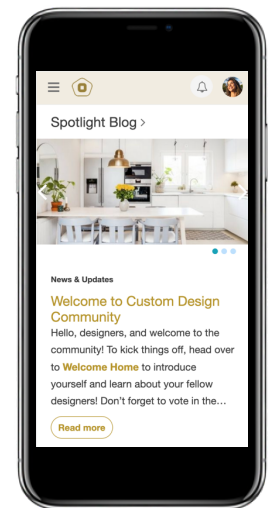
A ROBUST SET OF FEATURES TO CONNECT WITH CONSUMERS

Ipsos Online Communities feature a robust suite of qualitative and quantitative research tools for truly 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



DISCUSSIONS



BLOGS (DIARIES)



LIVE CHATS



SURVEYS



CONTESTS (VOTING)



VIDEO FOCUS GROUPS



QUICK POLL