

QUICKDIP: COVID-19 IMPACT ASSESSMENT

5-DAY TURNAROUND FOR 10 BURNING QUESTIONS



The coronavirus outbreak globally has significantly impacted multiple industries and in very short length of time – tourism rates has dropped, GDP estimates are re-evaluated, and government budgets have been allocated in light of an expected downturn. Companies and government stakeholders need to act fast to evaluate the level of impact on their strategies and make informed decision on next steps for the year.



Vietnamese who changed their entertainment/fun activities

60%



Tourism estimated to drop in Singapore

-30%



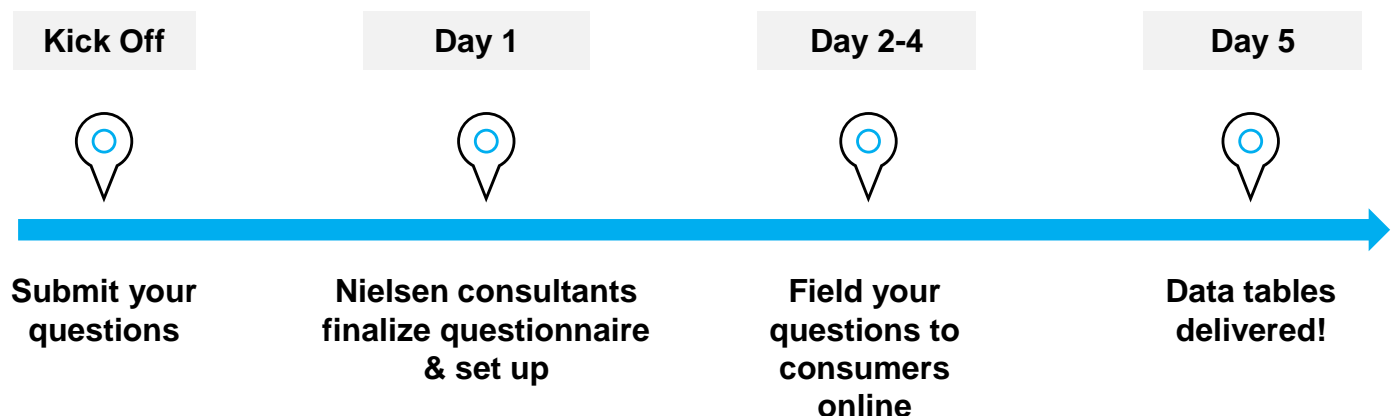
Thailand lowered growth outlook projections by

-1.2%

Source: Nielsen Vietnam survey: Impact of COVID-9 on Vietnamese, Straits Times, Bloomberg

Nielsen's **5-Day turnaround survey** allows you to blast 10 of your burning questions to general population across countries to understand how COVID-19 has impacted their sentiments, behaviour and psychology so you may take immediate, informed actions.

HOW IT WORKS



*Note: Timeline is for 1 country

WHAT CAN THIS ANSWER?

EXAMPLES

<p>Shift New Product/ Campaign Launches</p> <p>Would consumers still spend on this product now? Until when should I postpone any launches?</p>	<p>Needs Assessment</p> <p>Are there new needs / opportunities that have appeared for my brand due to COVID-19? Is this need long-term?</p>	<p>Online/Offline Channel strategy</p> <p>Should I invest more in online channels? How is the shopping different from before?</p>
<p>Category Planning</p> <p>Which categories should I invest in now? Which ones are doing well / less so?</p>	<p>Benchmarking</p> <p>How is my brand doing compared to that of competitors?</p>	<p>Communications Strategy</p> <p>What messages should I be communicating? On which channels?</p>

FAQ

What kind of questions can I ask?: Only close ended questions. The current offer assumes questions are simple questions. Complex questions can be included subject to request.

May I change anything after questions are submitted?: The quick turnaround assumes no changes (i.e. switch out questions, complex amendments) upon submission.

Do I need to develop the questionnaire myself?: No, our analytics consultants will organize your submitted questions for you based into a questionnaire, though timeline shortens if a ready made questionnaire is available.

May I request any customizations?: Requests will be evaluated on a case by case basis. Timeline and investment will be subject to change.

SPECIFICATIONS

Countries	Singapore, Vietnam, Malaysia, Thailand, Indonesia, Philippines, China, Japan, South Korea
Language	Translations for relevant markets
Methodology	Online survey
Target Group	General population 18-55 years old
Sample Size	N=500 per country
City Quotas	SG: Nationwide Others: Natural fall across large urban cities

DELIVERABLES & INVESTMENT

Data tables only

SG\$6,000 per country

PLEASE CONTACT YOUR DEDICATED NIELSEN ASSOCIATE OR EMAIL CONNIE.LEE@NIELSEN.COM TO SUBMIT QUESTIONS OR FOR DETAILED INFORMATION.

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