

COVID-19 and the Asia Pacific consumer

Are you tapping technology to stay close to your consumers?

The home is where consumers are today. With COVID-19 forcing people across Asia Pacific to stay indoors with no end in sight, spikes in social chatter and screen time usage are presenting golden opportunities for brands to get even closer to consumers in a time of uncertainty.

Here are **four ways** you can stay close to your consumers with digital tools that deliver insights fast

1

Tune in to the latest social chatter



Consumers and citizens are using social media to voice concerns about local government's response to the crisis.

Brands should monitor closely this relationship and build/support where they can



"#Covidiot" is an emerging phrase to describe irrational panic-driven behavior. Brands need to understand what drives fears and respond with a tone of assurance, confidence, and empathy



Home is the new office and playground. Brands need to stay agile and spot new opportunities as physical contact is reduced and people move online to fulfil their needs

2

Adapt and activate long-term growth with brand tracking

Strong brands are better positioned to weather a crisis – and emerge stronger...



Change can be temporary or permanent - **Be in the know**



The competition doesn't stand still - **Be your competitors' worst nightmare**



Assess and adjust your communication and content strategy - **Adapt authentically**

3

Continue to test your ads by getting your hands on insights at the speed of business

Link Now Marketplace provides insight into the impact and efficiency of our TV and social media video advertising typically within two days and at a low cost. It evaluates how well your ad performs in areas relating to long and short-term sales before it goes live; how engaging it is, how well it builds brand associations and predisposition. Discover more at www.kantarmarketplace.com



Proven methodologies
Kantar's validated solutions trusted by **8,000+** clients



Unprecedented reach
Access **80 million** consumers worldwide



Expert service
Consulting support from experts in **100 countries**



Data at scale
Connect to over **20,000** permissioned profile attributes



Affordability
Low-cost solutions to meet your budget



Speed and simplicity
Instant access to existing research data; intuitive self-service interface

4

Explore Digital Qual capabilities

Case study of how we used the Agility, Customisation and Efficiency of Digital Qual to help a beauty brand build an effective launch strategy in Vietnam:



Business issue
The client wished to launch a new facial moisturiser in Vietnam. To develop an effective launch strategy, there was a need to obtain consumer insights around facial skin care, both usage and attitudes, in order to identify white space opportunities for the client to tap into



Our solution

- **U-View** In-depth interviews and **E-ethnographies** were conducted to provide a holistic understanding of consumers
- Initial **product concepts** were exposed and **evaluated** by respondents



Impact delivered

- Obtained an in-depth understanding of Vietnamese consumers' attitudes towards beauty care & usage practices of facial skin care products
- Identified white spaces for brand to tap into
- Identified potential product ideas for the client to take forward

Contact Joy.Lee@kantar.com for Social, Serena.Jacob@kantar.com for Qual, Irene.Joshy@kantar.com for Creative and Angela.Ling@kantar.com for Brand; or tune in to them and other experts across Kantar share insights to help your brand manage the effects of COVID-19 and prepare for the future at <https://www.kantar.com/Inspiration/Coronavirus>.

About Kantar

Kantar is the world's leading evidence-based insights and consulting company. We have a complete, unique and rounded understanding of how people think, feel and act; globally and locally in over 90 markets. By combining the deep expertise of our people, our data resources and benchmarks, our innovative analytics and technology, we help our clients understand people and inspire growth.