



## **Wave 2: Consumer Perceptions of COVID-19 Global Sentiment Realities & Forecasting**

In-field: March 20 to 29th, 2020 | Released: March 30th, 2020

# Background: COVID-19 Study Overview Wave 2

Faced with continued uncertainty across Australia and the globe, IMI's NextWave™ is completing comprehensive quantitative online studies about consumer attitudes and behaviors: speaking to thousands of people 13+ years of age across the country and around the world.

Wave 1: March 12, 2020

Wave 2: March 30, 2020

Wave 3: Week of April 6

We encourage you to share this information with those who it can help make decisions and reach out to our team if you have suggestions or topics for the next round.

If you would like more information, please feel free to contact Devon Rick, [drick@consultimi.com](mailto:drick@consultimi.com).






## MARCH 2020

SUN	MON	TUES	WED	THURS	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12 WAVE 1 FULL REPORT	13	14
15	16	17	18	19	20	21
22	23 WAVE 2 EXCERPT	24	25	26	27	28
29	30 WAVE 2 FULL REPORT	31				

## Key Dates Reference

January 20-25	First American and Canadian cases
March 6	First major event cancellations (e.g. SXSW)
March 11	US travel ban announced; WHO declares pandemic; major sports and events begin suspensions and cancellations
March 12-13	Trump declares a national emergency School closures, large gathering bans Australia unveils \$17.6bn stimulus package
March 16	2-week self-containment for all returning and arriving overseas travellers imposed
March 20	Reported cases of COVID-19 pass 200,000
March 24	G-20 summit rallies against coronavirus
March 25	UN launches a \$2bn global humanitarian response plan to fund the fight against COVID-19 in the world's poorest countries.

# Wave 2 – March 30, 2020 Major Content Sections:

SECTION 1	SECTION 2	SECTION 3	SECTION 4	SECTION 5
Timing & Concern	Actions Taken for Prevention	Biggest Issue Faced in the Next 3 Months – Unaided	Actions People Would Like Brands to Take	Actions Toward Home Cooking, Take Out & Delivery
				

PLUS

**SPECIAL REPORT**  
on Sports, Concerts, Charities & Live Events

**SPECIAL REPORT**

**IMI** A Look Forward on Sports, Concerts, Festivals & Live Events  
Released: March 30, 2020



**SECTION 1**

# Timing & Concern

# People’s perceptions globally around health and expected end date are worsening versus last week

Over the past three weeks, IMI’s NextWave™ has been tracking ‘personal health concern’ and ‘expected end date’ across the globe. In the past week, we’ve spoken to 23,000 people 13 years of age and older and have expanded our evaluation to identify individual’s ‘personal financial concern’.

The results of these three measures are alarming and progressively worsening in most countries, indicating that people across the globe don’t yet feel that we have a grip on the coronavirus.













## TIMING

Latest research completed Sunday March 29<sup>th</sup>, 2020.

**Next update: Week of April 6th, 2020.**

MARCH 30<sup>th</sup> REALITY: 23,000 PEOPLE, 31 COUNTRIES

### Current Estimated End Date

	 <b>August 2020</b> (+1 Month WoW)		
<b>Personal Health</b> 	  <b>85%</b> + 5% WoW CONCERNED	  <b>58%</b> + 10% WoW SEVERELY CONCERNED	
<b>Financial Health</b> 	  <b>71</b> CONCERNED	  <b>43%</b> SEVERELY CONCERNED	





# ESTIMATED END DATE: Global Timeframe

'Estimated Month COVID-19 will no longer be a concern'

MARCH 30<sup>th</sup> Reality



Average global end date is estimated to be August 2020. Results range from July to November 2020. Momentum suggests people are leaning toward September 2020.

## North America ZONE 1

**USA** September ↓  
Canada September =  
**Mexico** August ↓

## South America ZONE 2

**Argentina** August ↓  
**Chile** September ↓  
**Colombia** September ↓  
**Peru** August ↓  
Brazil July =

## Africa ZONE 3

**Nigeria** August ↓  
South Africa August =  
Kenya August =

## Nordic + Russia ZONE 4

**Sweden** September ↑  
**Finland** August ↓  
**Russia** July ↓

CHANGE WEEK OVER WEEK

↓ 19    = 11    ↑ 1



## Europe + UK ZONE 5

**UK** November ↓  
Ireland September =  
Italy July =  
Germany October =  
**France** July ↓  
**Spain** July ↓  
**Portugal** September ↓

## Asia ZONE 6

**Japan** September ↓  
South Korea August =  
India June =  
**Malaysia** September ↓  
**Philippines** July ↓  
**Hong Kong** September ↓  
Pakistan June =  
Singapore July

## Oceania ZONE 7

Australia September =  
**New Zealand** October ↓

CURRENT FORECAST

**AUGUST 2020**

IMI24™ : N=18,000+ March 21-26, 2020. We asked: In how many months do you think it will be until the Coronavirus health issue ends - is no longer of any concern?



INDICATES OPTIMISM, STABILITY, OR PESSIMISM COMPARED TO PREVIOUS WAVES.



# HEALTH: Global Personal Concern

% of people concerned about their 'personal health'

MARCH 30<sup>th</sup> Reality



Level of personal health concern globally at 85% increasing 5% from March 20, 2020.

## North America ZONE 1

USA 85% (+5%) ↓  
Canada 83% (-1%) =  
Mexico 85% (+7%) ↓

## South America ZONE 2

Argentina 85% (+8%) ↓  
Chile 85% (+7%) ↓  
Colombia 95% (+11%) ↓  
Peru 88% (+6%) ↓  
Brazil 90% (+13%) ↓

## Africa ZONE 3

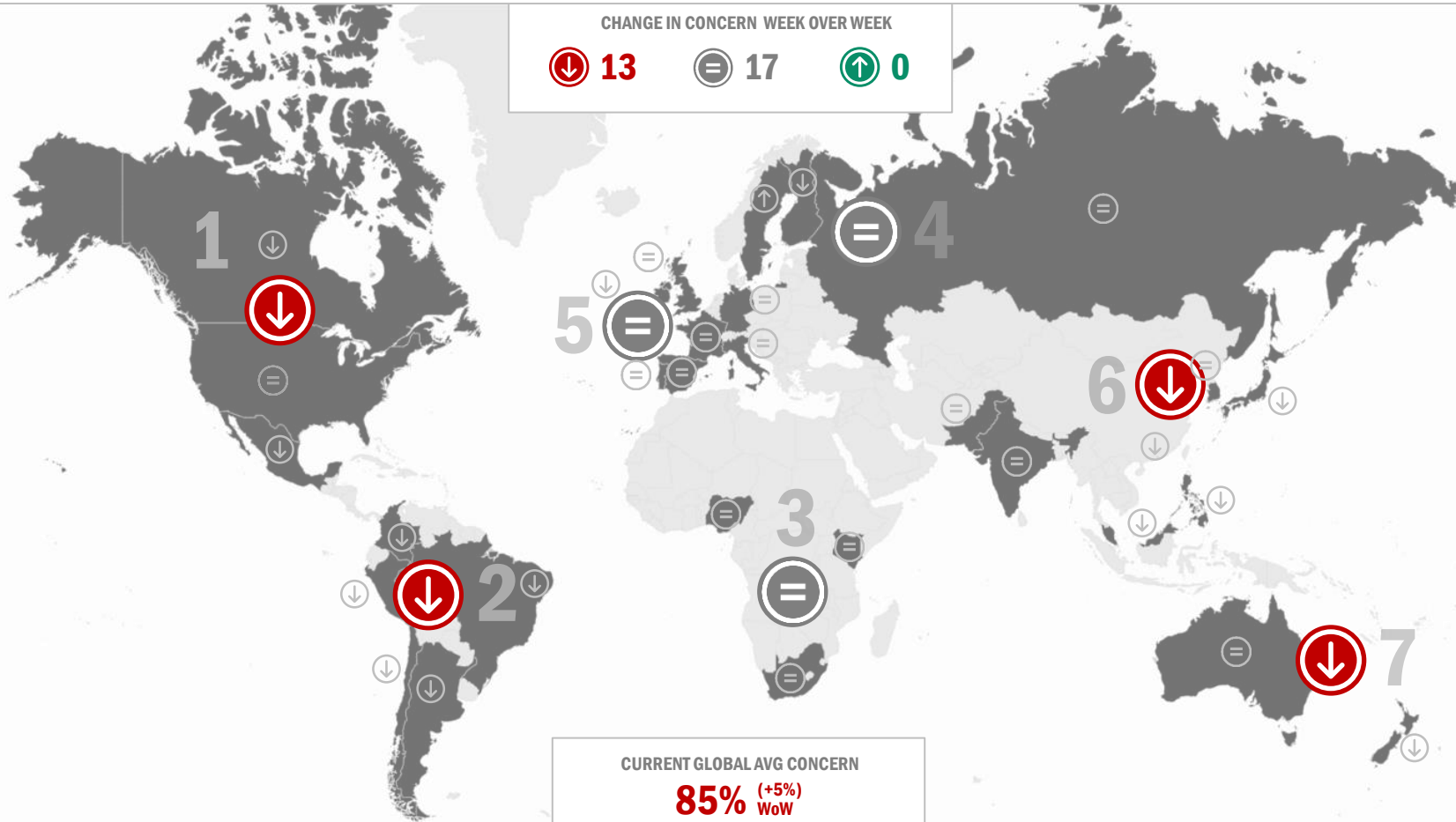
Nigeria 93% (+2%) =  
South Africa 91% (+4%) =  
Kenya 93% (0%) =

## Nordic + Russia ZONE 4

Sweden 63% (+2%) =  
Finland 67% (-3%) =  
Russia 57% (+2%) =

CHANGE IN CONCERN WEEK OVER WEEK

↓ 13    = 17    ↑ 0



CURRENT GLOBAL AVG CONCERN

85% (+5%  
WoW)

## Europe + UK ZONE 5

UK 92% (+14%) ↓  
Ireland 90% (-1%) =  
Italy 88% (+1%) =  
Germany 86% (0%) =  
France 87% (-3%) =  
Spain 89% (+2%) =  
Portugal 90% (+1%) =

## Asia ZONE 6

Japan 93% (+9%) ↓  
South Korea 80% (-2%) =  
India 86% (+10%) ↓  
Malaysia 87% (+2%) =  
Philippines 89%  
Hong Kong 86% (+3%) =  
Pakistan 81% (+7%) ↓  
Singapore 83% (0%) =

## Oceania ZONE 7

Australia 82% (+12%) ↓  
New Zealand 82% (+8%) ↓

IMI24™ : N=18,000+ March 21-26, 2020. We asked: How concerned are you about your personal health with Coronavirus?



INDICATES OPTIMISM, STABILITY, OR PESSIMISM COMPARED TO PREVIOUS WAVES.



# HEALTH: Severe Personal Concern

% of people who feel 'The most ever, extremely or very concerned' about their personal health

MARCH 30<sup>th</sup> Reality



Severe levels of concern around the world at an avg of 58% (+10% since March 20, 2020) feeling the most ever, extremely or very concerned.

## North America ZONE 1

**USA** 56% (+18%)↓  
**Canada** 57% (+7%)↓  
**Mexico** 42% (+5%)↓

## South America ZONE 2

**Argentina** 64% (+25%)↓  
**Chile** 63% (+25%)↓  
**Colombia** 73% (+29%)↓  
**Peru** 59% (+8%)↓  
**Brazil** 59% (+7%)↓

## Africa ZONE 3

**Nigeria** 89% (+13%)↓  
**South Africa** 68% (+11%)↓  
**Kenya** 76% (+8%)↓

## Nordic + Russia ZONE 4

**Sweden** 23% (+6%)↓  
**Finland** 18% (+2%)=   
**Russia** 29% (-2%)=

## Europe + UK ZONE 5

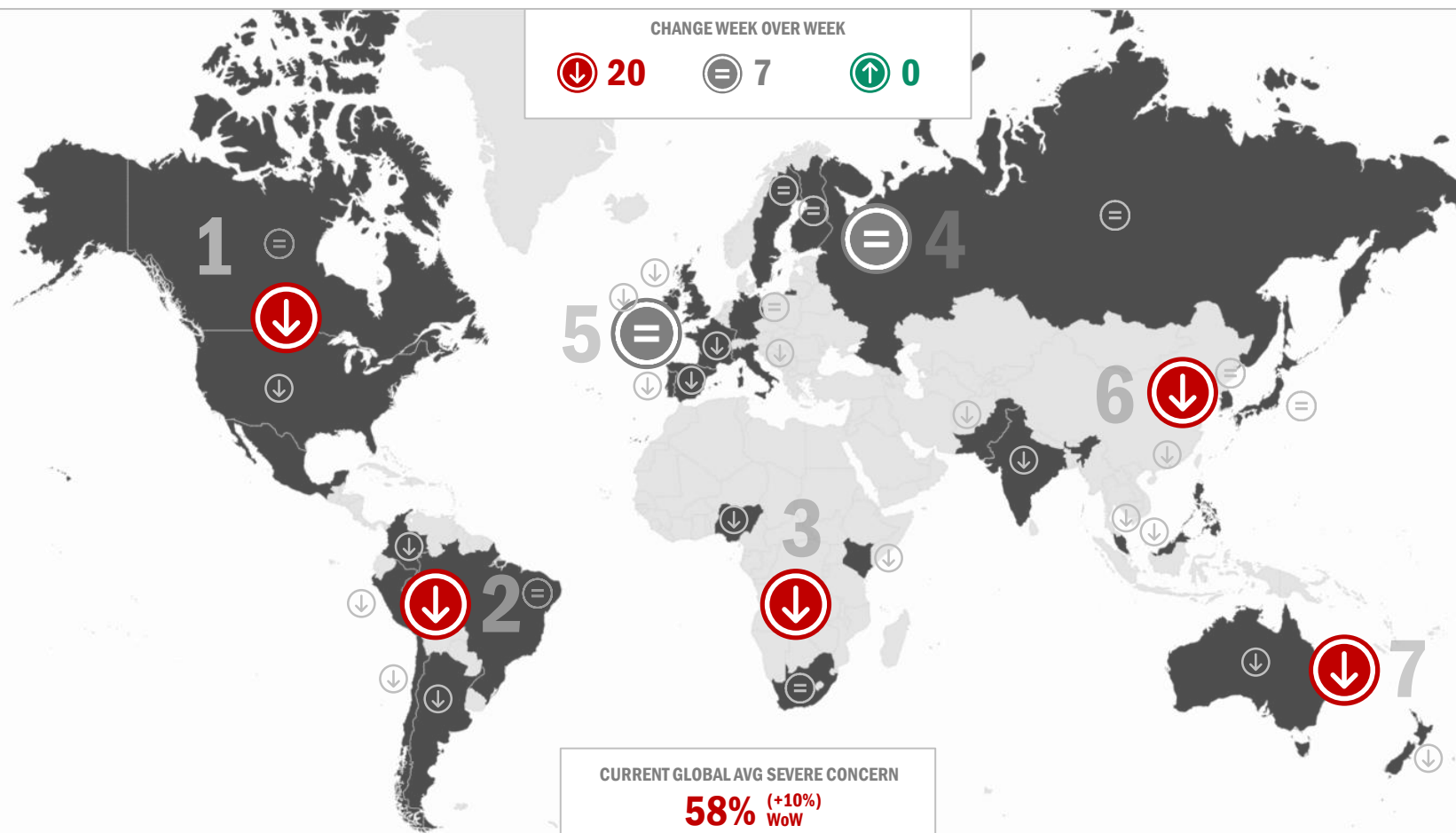
**UK** 59% (+15%)↓  
**Ireland** 59% (+1%)=   
**Italy** 50% (+2%)=   
**Germany** 52% (+15%)↓  
**France** 59% (-1%)=   
**Spain** 67% (+10%)↓  
**Portugal** 67% (+4%)=

## Asia ZONE 6

**Japan** 44% (+2%)=   
**South Korea** 61% (-2%)=   
**India** 73% (+10%)↓  
**Malaysia** 72% (+5%)↓  
**Philippines** 78%  
**Hong Kong** 67% (+12%)↓  
**Pakistan** 73% (+13%)↓  
**Singapore** 83% (+10%)↓

## Oceania ZONE 7

**Australia** 46% (+14%)↓  
**New Zealand** 41% (+10%)↓



IMI24™ : N=18,000+ March 21-26, 2020. We asked: How concerned are you about your personal health with Coronavirus?



INDICATES OPTIMISM, STABILITY, OR PESSIMISM COMPARED TO PREVIOUS WAVES.





# FINANCIAL: Global Personal Concern

Percent of people concerned about their financial situation

MARCH 30<sup>th</sup> Reality



In our first week measuring, we saw a high level of concern across personal finance with an avg of 7 in 10 concerned globally.

## North America ZONE 1

USA	79%
Canada	76%
Mexico	79%

## South America ZONE 2

Argentina	76%
Chile	67%
Colombia	86%
Peru	73%
Brazil	90%

## Africa ZONE 3

Nigeria	79%
South Africa	75%
Kenya	93%

## Nordic + Russia ZONE 4

Sweden	53%
Finland	58%
Russia	54%



GLOBAL  
AVERAGE  
CONCERN



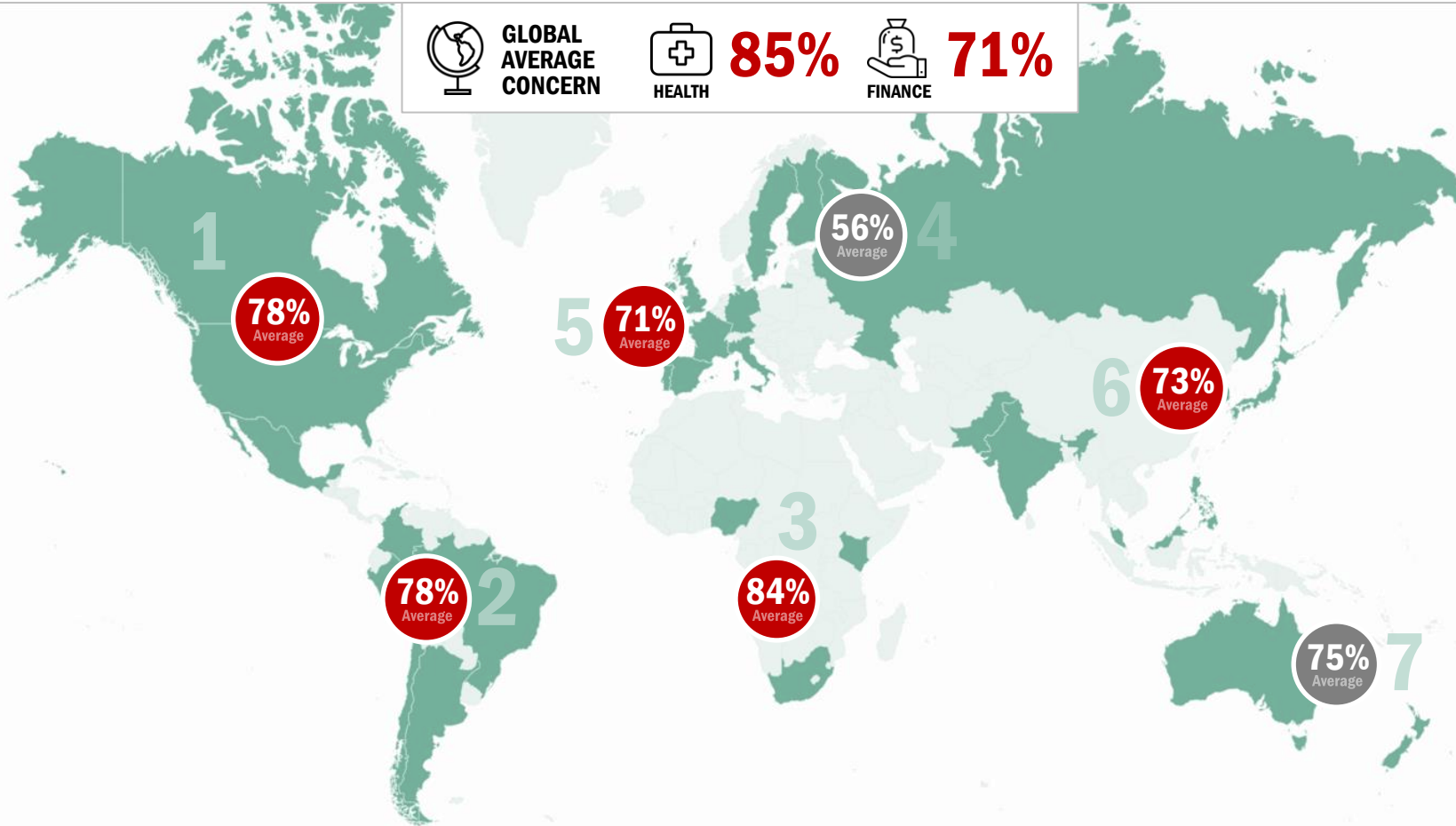
HEALTH

85%



FINANCE

71%



## Europe + UK ZONE 5

UK	73%
Ireland	69%
Italy	66%
Germany	71%
France	67%
Spain	77%
Portugal	NA

## Asia ZONE 6

Japan	75%
South Korea	64%
India	74%
Malaysia	NA
Philippines	78%
Hong Kong	75%
Pakistan	72%
Singapore	54%

## Oceania ZONE 7

Australia	76%
New Zealand	74%

IMI24™ : N=18,000+ March 21-26, 2020. We asked: How concerned are you at this time about your Financial Situation?








INDICATES OPTIMISM, STABILITY, OR PESSIMISM COMPARED TO PREVIOUS WAVES.

# Global Perspective: Italy Relative to USA, Canada, UK, and Australia

## Consumer reality

Comparing the response of Italians to other nations showcases that the country that has been fighting COVID-19 longer, shows no heightened level of concern.

- Italy has a much shorter expectation of 'end date' than newer entrants.
- Consumers ability to accurately forecast their future behavior will be very suspect given current levels of concern and unknown.
- Biggest issues faced over next 3 months showcase significant physical and psychological risk to people globally.

March 30 <sup>th</sup> 2020 Reality	USA 	CANADA 	UK 	ITALY 	AUSTRALIA 
Expected End Date	Sept 2020	Sept 2020	Nov 2020	July 2020	Sept 2020
Personal Health Concern	85%	83%	92%	88%	82%
Financial Concern	79%	76%	74%	66%	76%
Intention to attend a LIVE event when COVID is over <small>(Increase-Decrease)</small>	-1%	-3%	+8%	+24%	+11%
Search for an Update within an Hour of Waking	50%	47%	NA	47%	NA
Biggest Issue Faced in the Next 3 Months	Fear, Confinement, Isolation, Money to Live, Social Connections, Emotional and Health.				



## SECTION 2

# Actions taken for Prevention

# Preventative Measures People are Taking : March 21<sup>st</sup> to 26<sup>th</sup>, 2020

The action of 'Frequent Hand washing' is almost universal - with over 7 in 10 doing so globally.



**Cause for concern**, only half of the people are 'stopping visiting friends and family' – increasing risk of further spread of the virus.



**Major concern identified** is the lack of diligence the 'MALE' segment is taking in Australia and Canada to prevent the further spread of the virus:

- Females are 30% more likely to frequently wash their hands to prevent COVID-19; and
- Only 1 in 3 Men stopping to visit friends and family to protect themselves and their family. This translates to over 6 in 10 putting others at risk given their resistance to practice social distancing.

There are no significant differences among the 'younger' or 'older' based on actions taken.










Half of the people we spoke to are following the news to keep up on the situation.





## Preventative Action: Many are taking multiple actions to try and protect themselves and their families from Coronavirus, most commonly washing their hands.

Which of the following are you actively doing to prevent / protect you and your family from Coronavirus? 27-Mar-20	USA 2,000	CANADA 500	AUSTRALIA 300
 Wash hands frequently	75%	72%	72%
 Stop visiting family/friends	49%	52%	50%
 Listen to the news daily	51%	52%	52%
 Stop going to work/school	36%	46%	44%
 Stop going outside	15%	34%	33%
 Wearing a mask	8%	12%	18%
 None of the above	13%	15%	21%



# Preventative Action: Across-the-board females report to be taking more stringent action when it comes to hand washing and social distancing.

Which of the following are you actively doing to prevent / protect you and your family from Coronavirus? 27-Mar-20

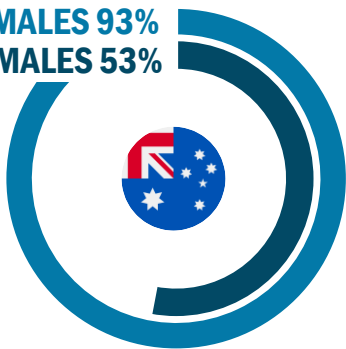
WASH HANDS  
FREQUENTLY

+19%

FEMALE VS. MALE  
AVG. DIFFERENCE

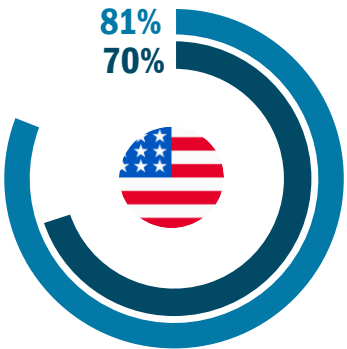


FEMALES 93%  
MALES 53%



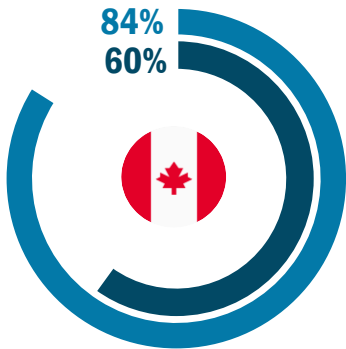
N=1,000

81%  
70%



N=2,500

84%  
60%



N=1,000

STOP VISITING  
FAMILY/ FRIENDS

+15%

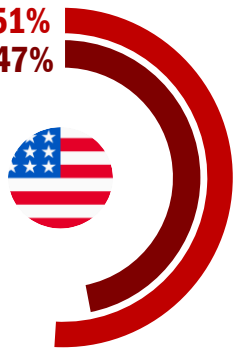
FEMALE VS. MALE  
AVG. DIFFERENCE



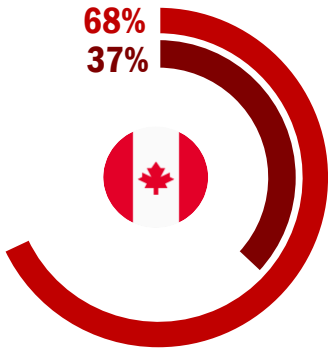
FEMALES 66%  
MALES 35%



51%  
47%



68%  
37%





**SECTION 3**

**Unaided: Issue Faced  
in the Next 3 months**

# Biggest Issues: Globally people share that COVID-19 is affecting many aspects of their everyday lives. Among the biggest issues, 5 key themes rise to the surface:

**Global**  
**March 27, 2020**  
 IMI 24™ N=1,521  
 Unaided - What is the biggest issue that you face over the next three months with the Coronavirus. (USA, Canada, UK, Aus, Italy)

QUARANTINE	ECONOMY	SOCIAL LIMITATIONS	EMOTIONAL TOLL	HEALTH CONCERN
Confinement	Lack of money/income	Visit family	Anxiety	Food scarcity
Imprisonment	Lost my job	Visit elderly parents	Alone/Lonely	Scared
Stay at home	Buying food	find food	Fear	Dying/family/kids
Isolation	Livelihood	Attend/worship	Financial stress	Getting sick
Boredom	Finances	Provide for my newborn	Mental health	Coronavirus
Staying calm	Jobs	Provide for my elderly parents		Hospital beds
	Lost income	Go to school		Staying alive
	Collapse of the economy	Go to work		Surgery cancelled
	Surviving health and finance at the same time	Work from home effectively		Staying healthy
				Enough health care workers
				Family with health issues





**SECTION 4**

# **Actions People would like Brands to Take**





# Action in a time of uncertainty: Australian consumers want to see companies partner with one another to help

Which of the following actions would you like to see brands, product & service companies in your country do during the current Coronavirus situation?

## TOP 5 RESULTS

AUSTRALIA n=900 March 25, 2020

**Get together with other companies to help** **38%**

**Inform people on how to avoid COVID-19** **34%**

**Donate a portion of sales to local hospitals** **27%**

**Post an update on the current situation** **26%**

**Make donations to local hospitals** **23%**

## Additional Feedback

Encourage people to donate to charities	15%
Launch new products and services	14%
Launch new online services for you	13%
I'd prefer they do nothing	13%
Entertain you with interesting content	10%
Send you info on their cleaning procedures	10%
Communicate about their products/services	9%
Have a message from the Company President	7%
Launch a contest to win money	6%
Talk about their sponsorship/partnerships	5%
Advertise how they are helping Olympians	5%
Communicate their Olympic Involvement	5%
Lay off employees to ensure they survive	4%



# Action in a time of uncertainty: American consumers want to see companies partner with one another to help

Which of the following actions would you like to see brands, product & service companies in your country do during the current Coronavirus situation?

## TOP 5 RESULTS

USA n=900 March 25, 2020

**Get together with other companies to help** 38%

**Inform people on how to avoid COVID-19** 33%

**Make donations to local hospitals** 29%

**Post an update on the current situation** 29%

**Donate a portion of sales to local hospitals** 25%

## Additional Feedback

I'd prefer they do nothing	18%
Encourage people to donate to charities	17%
Launch new online services for you	15%
Communicate about their products/services	14%
Lay off employees to ensure they survive	12%
Entertain you with interesting content	12%
Send you info on their cleaning procedures	11%
Have a message from the Company President	9%
Launch new products and services	9%
Talk about their sponsorship/partnerships	7%
Communicate their Olympic Involvement	4%
Launch a contest to win money	4%
Advertise how they are helping Olympians	4%





# Action in a time of uncertainty: Canadian consumers want to see companies inform, work together, and help with donations

Which of the following actions would you like to see brands, product & service companies in your country do during the current Coronavirus situation?

## TOP 5 RESULTS

CANADA n=900 March 25, 2020

Inform people on how to avoid COVID-19	35%
Donate a portion of sales to local hospitals	31%
Get together with other companies to help	28%
Make donations to local hospitals	28%
Post an update on the current situation	21%

## Additional Feedback

Launch new online services for you	20%
Encourage people to donate to charities	19%
I'd prefer they do nothing	16%
Communicate about their products/services	12%
Lay off employees to ensure they survive	11%
Entertain you with interesting content	10%
Send you info on their cleaning procedures	10%
Launch a contest to win money	10%
Have a message from the Company President	9%
Launch new products and services	9%
Talk about their sponsorship/partnerships	8%
Advertise how they are helping Olympians	8%
Communicate their Olympic Involvement	4%

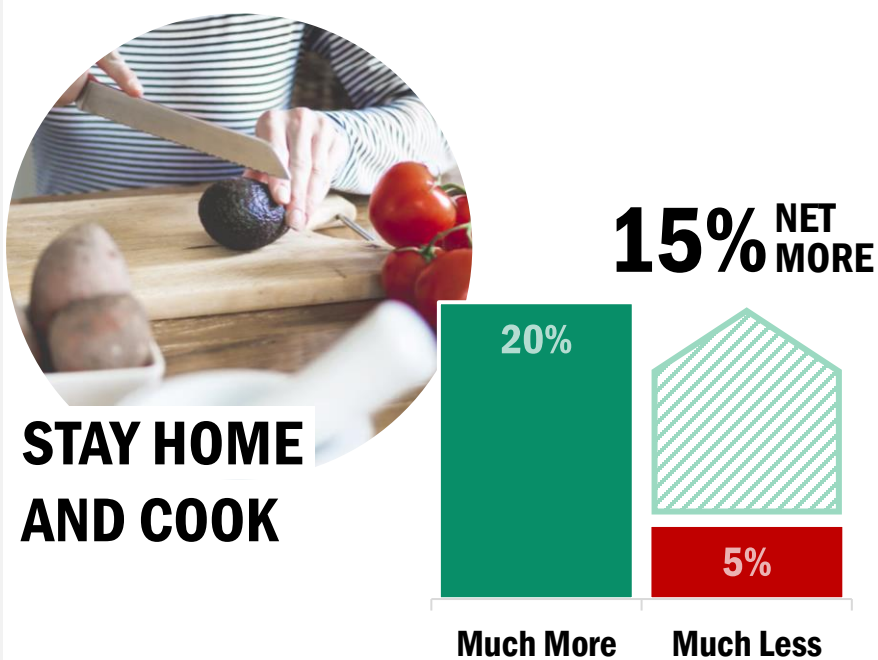




**SECTION 5**

# **Actions toward Home Cooking, Delivery and Take out**

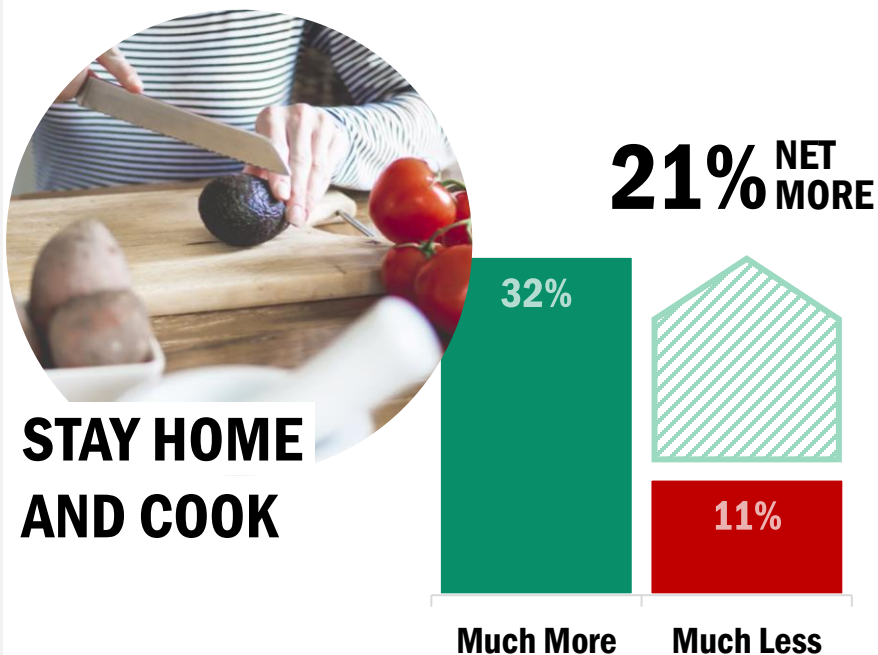
# Impact on Restaurants: 1 in 5 Australians expect to stay home and cook **MUCH** more often over the next month, with health concerns causing them to isolate.



RESTAURANTS In the next month which of the following do you think you will do...	Use Much more N=500		Use Much Less N=500		Net More
Use Drive through at restaurants	9%	+	14%	=	-5%
Use take out at restaurants	7%	+	14%	=	-7%
Order delivery directly from restaurants	6%	+	16%	=	-10%
Use a delivery service	8%	+	15%	=	-7%

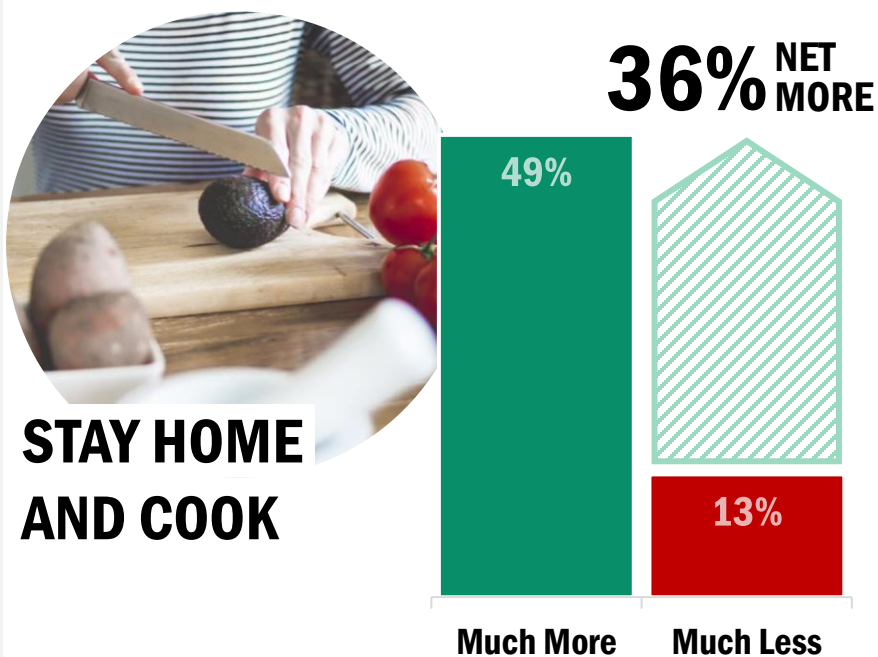


# Impact on Restaurants: 1 in 3 Americans expect to stay home and cook **MUCH** more often over the next month, with health concerns causing them to isolate.



RESTAURANTS In the next month which of the following do you think you will do...	Use Much more N=500		Use Much Less N=500		Net More
Use Drive through at restaurants	15%	+	20%	=	-5%
Use take out at restaurants	8%	+	18%	=	-10%
Order delivery directly from restaurants	4%	+	18%	=	-14%
Use a delivery service	4%	+	22%	=	-18%

# Impact on Restaurants: 1 in 2 Canadians expect to stay home and cook **MUCH** more often over the next month, with health concerns causing them to isolate.



RESTAURANTS In the next month which of the following do you think you will do...	Use Much more N=500		Use Much Less N=500		Net More
Use Drive through at restaurants	11%	+	15%	=	-4%
Use take out at restaurants	9%	+	17%	=	-8%
Order delivery directly from restaurants	5%	+	18%	=	-13%
Use a delivery service	9%	+	20%	=	-11%



The background of the entire slide is a blue-tinted photograph of a large crowd of people at a festival or concert. Many hands are raised in the air, and a large amount of US dollar bills are falling from above, creating a sense of celebration and high energy. The bills are scattered throughout the frame, from the top to the bottom where the crowd is visible.

# SPECIAL REPORT

The IMI logo consists of the letters 'IMI' in a large, white, serif font. The letters are positioned on the left side of a white, arrow-shaped banner that points to the right. The banner is set against a dark blue background that is part of the overall slide design.

**IMI**

## **A Look Forward on Sports, Concerts, Festivals & Live Events**

Released: March 30, 2020



# Understanding the impact of COVID-19 on sports, concerts, festivals and events

The live event and experience industries have taken a significant blow across all consumer passion points. The past month has seen a couple of cancellations evolve into an overall ban of group gatherings, but how is COVID-19 impacting interest levels in sports, concerts, festivals and events?

IMI is talking with people globally on a regular basis to identify and trend this information for people 13 to 80 years of age. The latest research was completed Friday March 27<sup>th</sup>, 2020.

Our objective is to better understand what the future holds for the live event and experience industries and how to best prepare for it, by identifying expected levels of consumer interest in engaging with sports, concerts, festivals and events when COVID-19 is no longer a concern.

## The Key Metrics



**ATTEND EVENTS** Determine expected level of interest in attending live events when COVID-19 is no longer a concern.



**WATCH SPORTS ON TV** Determine the expected level of interest in watching or streaming sports when they return to action.



**STREAM SPORTS ONLINE** Determine the expected level of interest in streaming sports online when they return to action.



**BUY MERCHANDISE** Determine the expected level of interest in purchasing sports merchandise when they return to action.



**VOLUNTEER / DONATE** Determine the expected level of interest in volunteering time or donating money to charities.

# But first... The void of face-to-face social connection is being felt across the country. The activities people are missing most at this time will be great new for Restaurants, Coffee shops, Shopping, Bars/Clubs, Sports, Concerts and Events.

Which of the following activities do you miss doing at this time? March 28, 2020

## Going to meet up with friends and family

Going out for dinner to a restaurant

Feeling safe going outside

Getting together with friends

Not being fearful of getting people sick

Meeting friends at a coffee shop

Going out on the weekend

Playing sports

Going shopping

**35%**

**31%**

**28%**

**27%**

**26%**

**26%**

**23%**

**22%**

**21%**

Going for walk with friends

Watching sports with friends and family

Going to bars and clubs

Going to the movies

Seeing friends at sporting events

Going to concerts, events, festivals

Going to the bar to watch a game

Watching family play sports

**20%**

**19%**

**16%**

**15%**

**14%**

**14%**

**14%**

**8%**

# Generationally and across genders we see even greater latent demand – especially around Sports, Bars/Clubs, Shopping, Coffee shops, Restaurants and getting out.

Which of the following activities to do you miss doing at this time? March 28, 2020 N=800

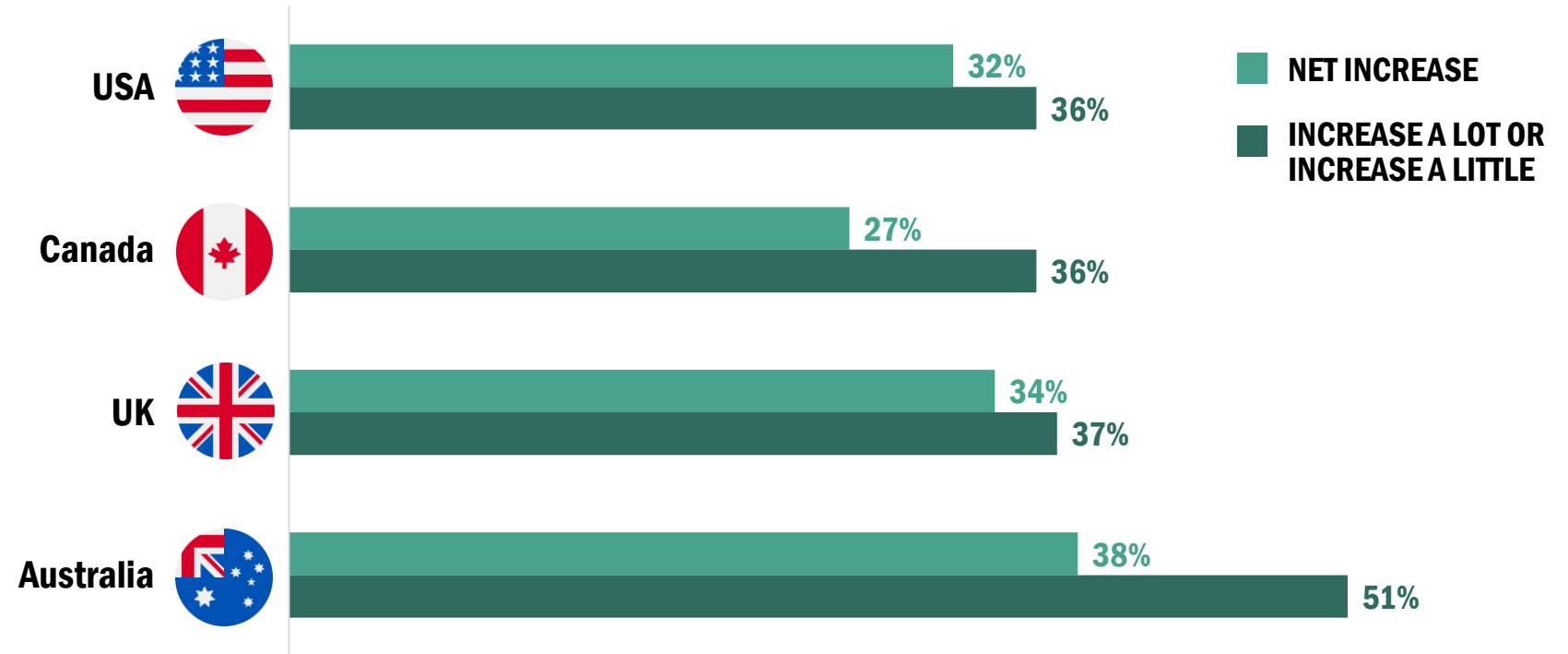
	Gen-Z & Millennial		Gen X + Boomers
	Males	Females	
Watching sports with friends and family	38%	14%	13%
Going to meet up with friends and family	32%	46%	31%
Feeling safe going outside	31%	26%	28%
Playing sports	31%	26%	16%
Getting together with friends	27%	29%	26%
Going out on the weekend	27%	29%	20%
Not being fearful of getting people sick	26%	19%	28%
Going to bars and clubs	26%	25%	9%
Going for walk with friends	23%	20%	19%

	Gen-Z & Millennial		Gen X + Boomers
	Males	Females	
Meeting friends at a coffee shop	22%	34%	24%
Seeing friends at sporting events	19%	19%	9%
Going to concerts, events, festivals	17%	19%	12%
Going out for dinner to a restaurant	16%	38%	32%
Going to the movies	14%	17%	15%
Going to the bar to watch a game	14%	21%	9%
Going shopping	7%	25%	23%
Watching family play sports	4%	2%	15%

# VOLUNTEERING and DONATING

## Charities have a unique opportunity to capitalize on the growing interest that people have globally in playing an active role in contributing positively to their communities

How do you think your interest to donate or volunteer for a charity will change when the coronavirus is no longer a risk? March 28, 2020 n=1,008

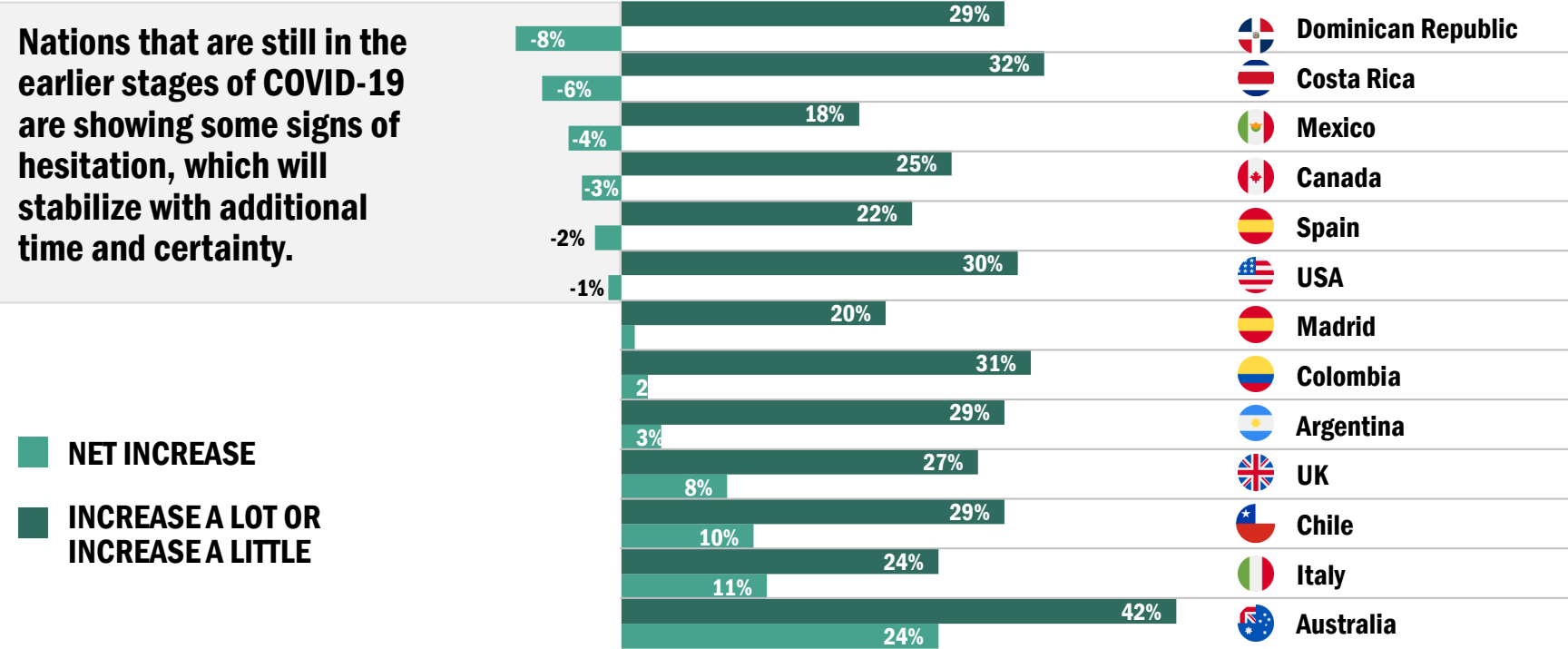


# ATTENDING



## Most people around the world are going to be more interested in attending large events than they were before COVID-19.

How do you think your interest in attending sporting events, concerts, festivals and celebrations in person will change when the Coronavirus is no longer a risk? March 18, 2020 | N=3,600



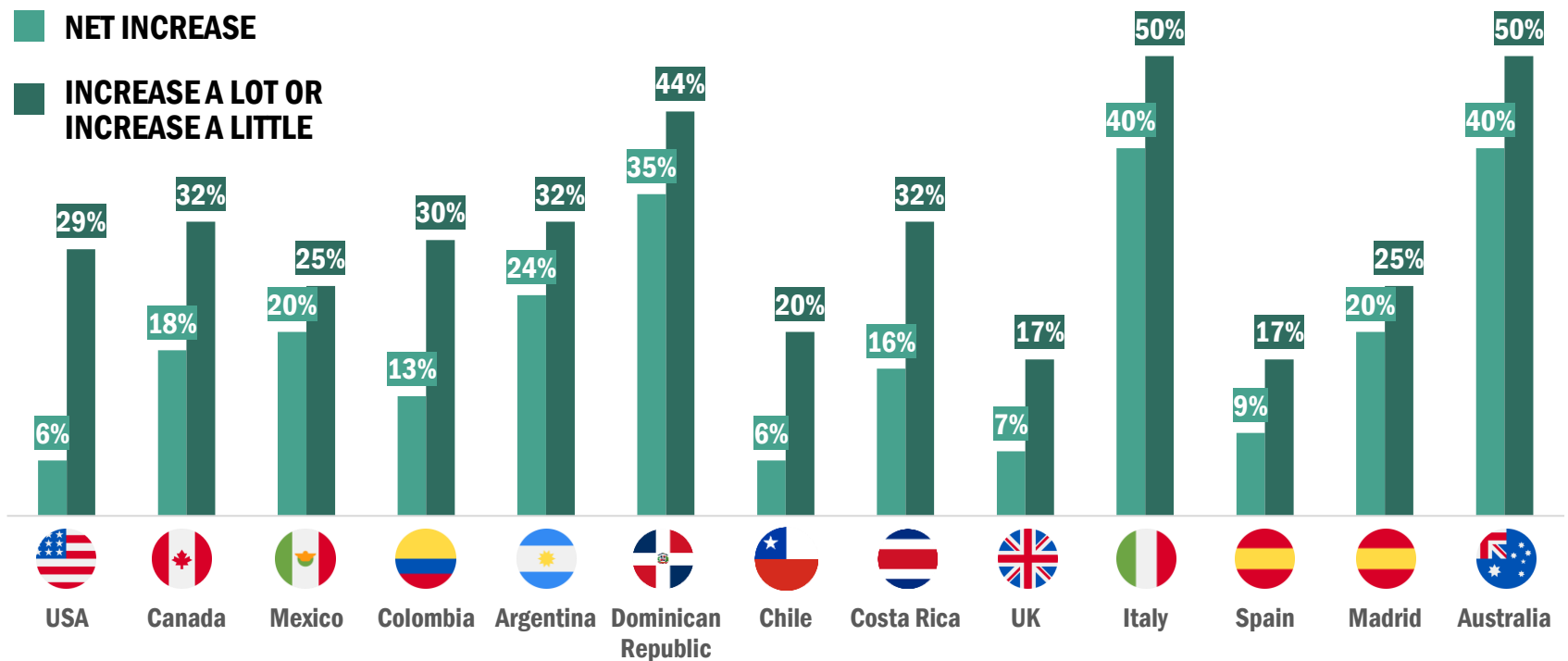


# WATCHING TV



Unanimously, there is pent up demand to watch live sport on TV, which will lead to stronger broadcast ratings and opportunities for broadcasters and their advertisers.

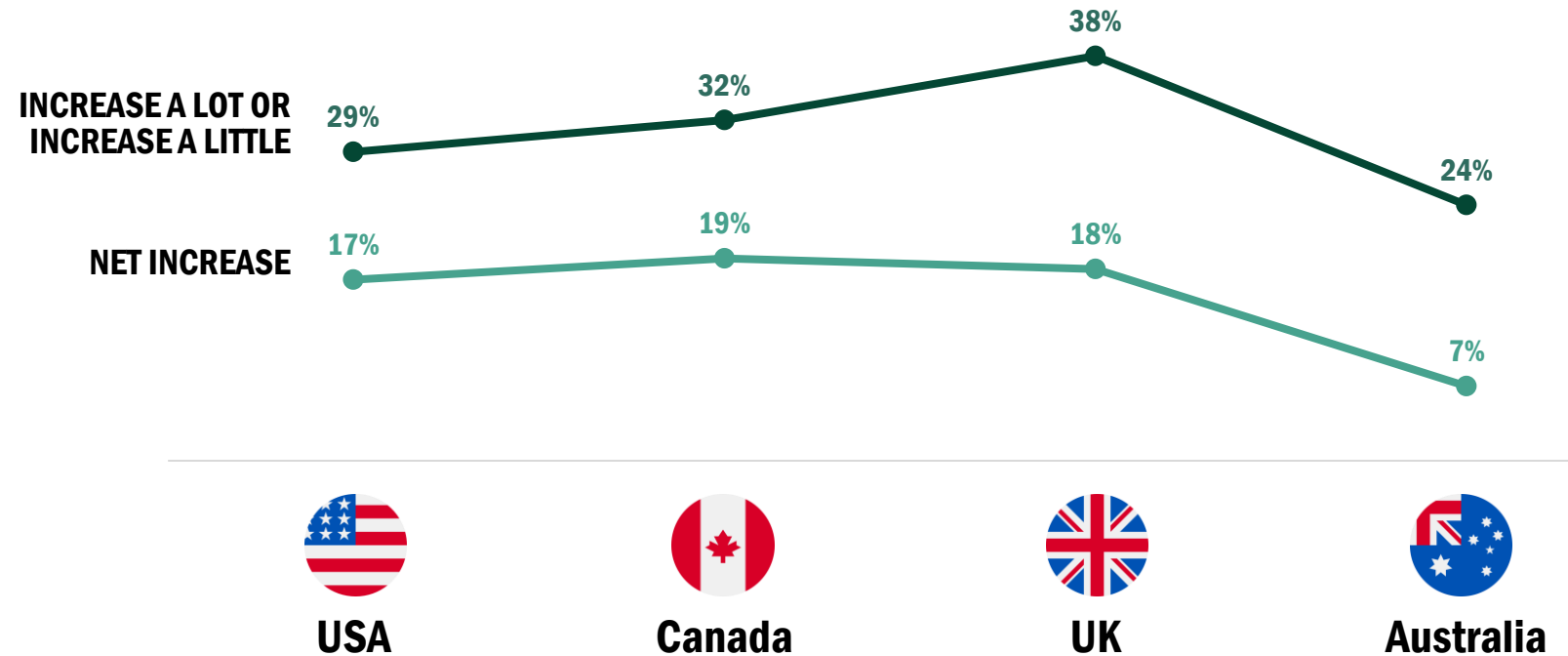
How do you think your interest in watching sporting events on TV, once they return, will change once coronavirus is no longer a risk? March 28, 2020 n=2,600



# STREAMING

**Digital platforms and advertisers need to anticipate and plan for the significant surge in online sports streaming and the opportunities that will come from it.**

How do you think your interest in streaming sports online watching your favorite team, player, league will change when the coronavirus is no longer a risk? March 28, 2020 n=1,067



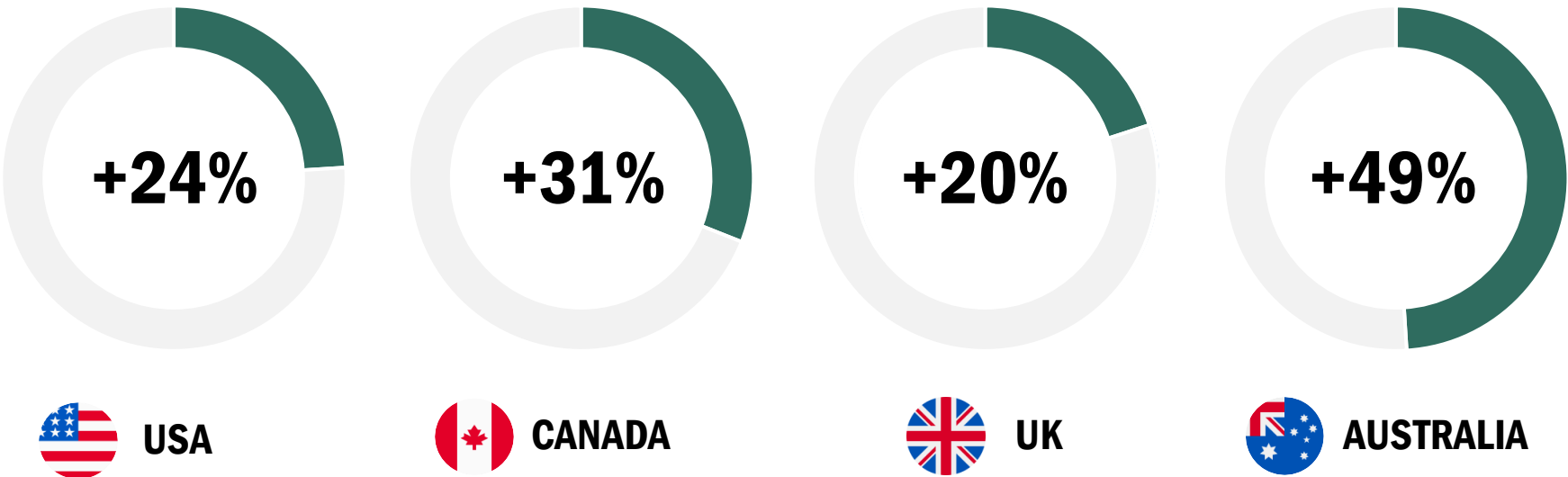
# BUYING MERCH



## Merchandise will be in high demand, presenting a unique opportunity for players, teams, leagues and unique collaborations

How will your interest in purchasing player, team, and league merchandise for sports teams you follow change when sports returns to action?

INCREASE A LOT + INCREASE A LITTLE



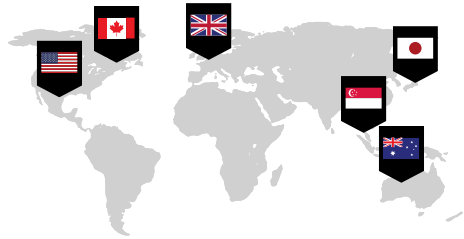
**There is still a great deal of uncertainty around the world; however, sports, concerts, festivals and charitable events can and will return stronger than ever with proactive planning by organizers, properties and brands.**

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INSIGHT  
DRIVING  
PROFIT

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**150+**  
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**20,000+ Case Studies**



## THOUGHT LEADERSHIP THROUGH CUSTOM SOLUTIONS

**NEXTWAVE**

### Fuel and inspiration.

- What to do NOW & next
- Fact based guidance for your next step forward; key demos, QSR, hot trends, health and wellness, innovation ,events etc.
- Annual IMI investment in R&D

**SPONSORPULSE**

### 24/7/365 insight.

- Insight at your fingertips
- Deeper dive into Sponsorship with SponsorPulse™ and coming soon, understand everything about the people you care most about with GenPulse.
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### Deep dive with custom solutions.

- Tailored approach to unique questions.
- Specific questions to drive your ROI
- Brand Strategy, Product, Messaging, Segmentation
- Event Activation
- Sponsorship
- Price Optimization etc.

## NEXT UPDATE : COVID-19

The next  
comprehensive  
COVID-19 update will  
be delivered the week  
of April 6<sup>th</sup>, 2020

**For more information please contact our regional leads:**

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