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Community Circles

**9th session | Showcasing Research &
Insights in Times of Crisis**

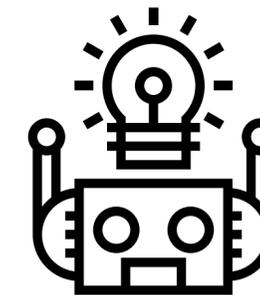
Follow up – Tips and Findings



Key Takeaways

“COVID-19 has absolutely shown the modern world the level of interruption to humanity.”

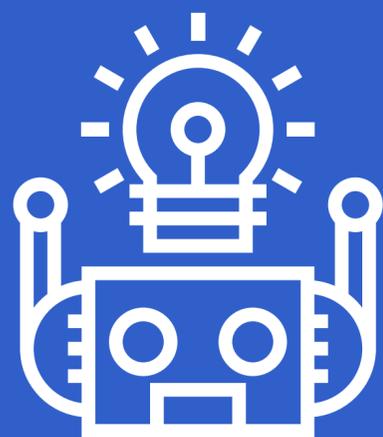
This session was dedicated to highlighting the community’s innovative research into the impact of COVID-19 on people’s daily lives, consumer behaviour, and what our new normal may look like after the pandemic.



Discover.ai uses AI and Machine Learning to unlock Qualitative Insights



KASI Insights unlocks the impact of COVID-19 in Africa



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- Understanding and engaging with human stories has been central to discovering the impact of the pandemic
- Under this 'new normal', how will brands engage with consumers in the future?
- Discover.ai has been using innovative methods and sampling specific data sources to accelerate human expertise
- One of the key questions addressed by this research: how does experiencing loss and hardship during this time change people's lives in the long term? By unlocking the answers to these difficult questions, we can better understand the impact of COVID-19 in the long term
- How is AI going to better inform market research going forwards?
 - Either automating a process or doing large scale pattern analysis can help us unlock more meaningful insights

We invite you to download the full presentation to unlock Discover.ai's insights.



KASI Insights unlocks the impact of COVID-19 in Africa

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- Using historical insights and current data to make future predictions has been a key factor in this research
- There is a significant drop in consumer confidence across 7 African countries, with a global drop of 24-27% month over month
- Exploring the “Fear Index”: how concerned are people in Africa?
 - Africa started reporting cases in March, with the research uncovering a high fear index emerging in Anglophone Africa, but a negative fear index in Francophone countries
 - This pattern reversed since March
- There is currently a bigger reliance on traditional media over social media in Africa
- Reliance and trust has increased in local brands – in Africa this is an opportunity to get local brands to understand that despite the challenges there is an opportunity to engage and connect with consumers
- In Africa there is also a bigger focus on climate change and the quality of air since introducing partial lockdowns – this raises an important question: how can leaders and Associations act differently from funding and robust initiatives for climate change once we emerge from this pandemic?

We invite you to access KASI Insight’s research on the impact of COVID-19 in Africa [here](#).