

Strategic planning for the "New Normal"

Understanding key shifts in order to put your brand at the forefront of change post lockdown

It has never been more important to understand your audience and how to reach and engage with them.

UNDERSTANDING
Reach

FORECASTING
Purchasing

CORE OBJECTIVE
Retention



Ensure your brand is still utilising the optimum channels in order to capitalise on commercial time



Understand how purchasing is changing, from inspiration, to influence and future purchase intent



Identify routes for your brand to have greatest cut through and resonance as we emerge from lockdown

Research studies providing the latest data

We include insights from both our proprietary studies Kids and the Screen and Little Voices, with all Covid-19 related questions from the latest waves conducted in May.



Kids and the screen



- N=2,000
- UK Kids
- 2-12 years



- Week long digital diary conducted across pre and post Covid



- Type of content
- Platform & device
- Channels & services
- Solus & joint viewing
- Advert recall



Little Voices



- N=550
- UK Kids
- 2-12 years



- Speaking to kids and their parents on a Bi-monthly basis



- Platform reach
- Attitudes & behaviours towards Covid
- Purchase influence
- Favourites/ wish list

Bitesize Packages

You can invest in an individual package covering purchasing or viewing, or a combined report.



Understanding viewing shifts

Tool:



Covers:

Shifts in viewing e.g. top platforms, channels, shows and devices

Timings:

1 Week

Cost:

£1,000 (ex. VAT)



Understanding purchasing shifts

Tool:



Covers:

Key purchasing trends e.g. what purchasing, influence, Christmas

Timings:

1 Week

Cost:

£1,000 (ex. VAT)

Complete package across viewing & purchasing

£1,800
(Ex VAT)