



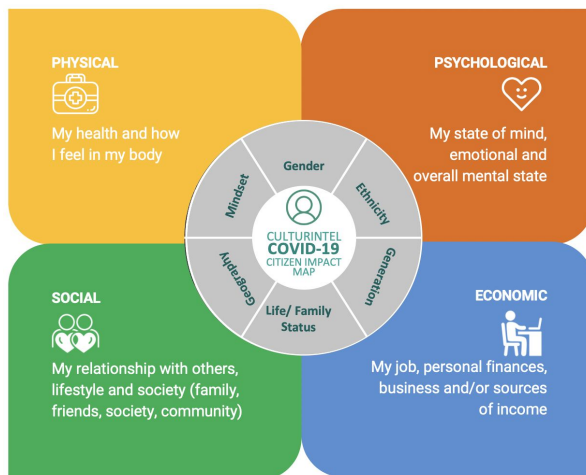
**CONTEXT:**

The COVID-19 virus outbreak has created an unprecedented situation. The spread of the pandemic is impacting citizens, businesses, and organizations today, while social distancing, quarantines, and curfew measures are being enforced. The virus is also catapulting us into a new reality and a new normal. People's outlook on life and their mindset, values, consumption, investment patterns, and business models are being reassessed and reshaped and will be the bedrock of our reality once the pandemic is contained. Currently, attention is being paid to tracking the number of cases, deaths and hospital beds, and stockpiling of long-lasting home and pantry goods behavior. However, **beyond focusing on "what" is happening, there is an opportunity to understand "why" people behave the way they do, their mindset and motivation and how COVID-19 is impacting not just their health but every aspect of their lives.** This understanding is essential to ensure public adherence to measures aimed at mitigating the pandemic, and critical to decision-makers and business leaders to properly meet the unmet needs of their key constituents and stakeholders during and post COVID-19. The future will certainly not be business as usual.

**OBJECTIVE:**

We will empower leaders with real-time and agile insights to dynamically map the **impact of COVID-19 on people's mindsets, attitudes, and everyday lives.** By gathering, mining and analyzing the open-sourced, unbiased and unfiltered peer-to-peer conversations that are spontaneously happening online, we can tap into one of the most authentic sources of consumer insight in today's confined reality.

**OUR APPROACH & METHODOLOGY:**



While traditional types of research like focus groups, polls, and online panels are difficult to implement in this next context, online peer-to-peer conversations across all online platforms—beyond social media—are surging. With CulturIntel, we have tech-enabled a way to gather and analyze these conversations wherever they happen online, in real-time, **to dynamically keep a pulse and map the impact of COVID-19 on people's lives.** This dynamic, scalable and global analysis reveals how COVID-19 affects their mindset, emotional and psychological state, their behaviors, their social life, and their economic situation straight from the voice of the people, in their own words, on their own terms.

The agility of our methodology helps us map this impact on citizens' life beyond just a sentiment analysis. We will go deep into understanding personalized and cultural insight by segments (defined by gender, generations, economic status, health status, employment status) by geographies and across time.

**HOW CULTURINTEL'S DYNAMIC COVID-19 CITIZENS IMPACT<sup>METER</sup> CAN HELP**

- **PEOPLE'S IMPACT CONTEXT: Understand the context and areas impacting people's lives:** Getting a quick sense of how COVID-19 impacts people's lives, what the main pain points are, what resources people

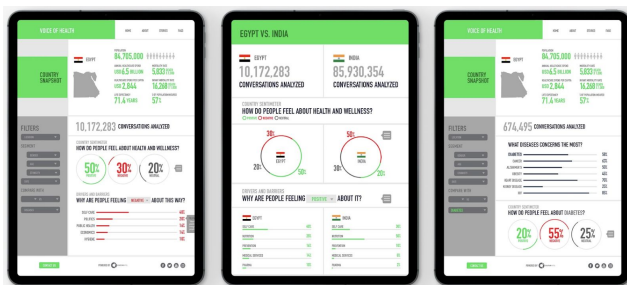


are in need of, what type of content they ask for or share, how citizens react to some of the key measures being put in place, such as social distancing, how people perceive the position of the city and the level of trust, in order to inform interventions and messaging strategy.

- **MINDSET & ATTITUDES: Understand why it is happening:** Understanding the key mindsets that are driving behaviors and psychological state as well as the adherence to some of the public health measures enforced (such as social distancing, remote work, homeschooling) to contain the pandemic, and how to encourage them. Understanding these at a personal level, by segments, genders, and ethnicities, will empower leaders to personalize solutions that reflect the face and minds of their constituents.
- **UNMET NEEDS & FORESIGHTS: Plan for the future:** Understand how the pandemic is impacting people's behaviors; highlighting unmet needs and how this shapes their evolving attitudes, mindsets, consumption patterns, priorities, pain points during and post COVID-19. This will empower leaders with insights that inform new policies, measures, products and services, delivering a foresight to future-proof and innovate as we respond and plan for recovery.

**Empowering you to better understand these insights and how they impact your audiences, customers, workforce and communities you serve.**

### OUR VISION BEYOND A REPORT



With the support of sponsors and corporations, we can launch the COVID-19 PEOPLE's IMPACTMETER HUB as a destination offering dynamic insights for leaders and people to keep a pulse on the mindset and attitudes of people as we face this crisis.

Going deep into segments like gender, ethnicity, and generations will deliver personalized intervention maps for leaders in government and business to better understand and serve the needs of their constituents.

**The available sample size is dynamic and ever-growing. Below is a list of the total volume of digital discussions (data set mined) about COVID-19 over the past two weeks as of March 17th, 2020.**

Seattle: 956,586  
 Los Angeles: 4,867,596  
 Dublin: 985,394  
 Paris: 3,384,393  
 Sydney: 4,283,394

New Delhi: 7,394,394  
 Wuhan: 9,283,384  
 Rome: 4,283,283  
 Daegu: 1,965,394

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