



What Consumers Want

The current global crisis impacts everybody, financially or at least psychologically. We change the way we consume, become more careful with spending money, postpone bigger investments. If it happens to you and me, it happens to the companies and consumers that are supposed to buy your product or service. How have they changed? And how do you need to react to those changes - in order to survive the crisis and get into pole position for the time after?

Here are three ways how we can help you:

1. Do a dipstick survey

Get a few of your target consumers into our focus room and discuss behaviour changes with them. We moderate and give you a verbal debrief after the group. You can recruit the respondents, watch the group through the one-way-mirror and draw your own conclusions. This dipstick cannot replace proper market research, but it's a quick and easy way to learn about what has changed.

Cost: SGD 1000 -- (room + moderation)

(Optional AV recording: SGD 250)

For bookings, email Vivian.wong@jorgdietzel.com



2. Buy the crisis report

Our research partners have done an interesting research project in Singapore, looking at general changes in consumer behaviour. You can buy this report and draw conclusions for your brand.

For buying the report, email arsalan.ali@jorgdietzel.com

3. See the report and go deeper

We can also present the findings highlights, how they impact on your brand and then suggest a more targeted consumer research project that looks at implications for your brand more closely.

For an appointment, email Bruce.chin@jorgdietzel.com

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