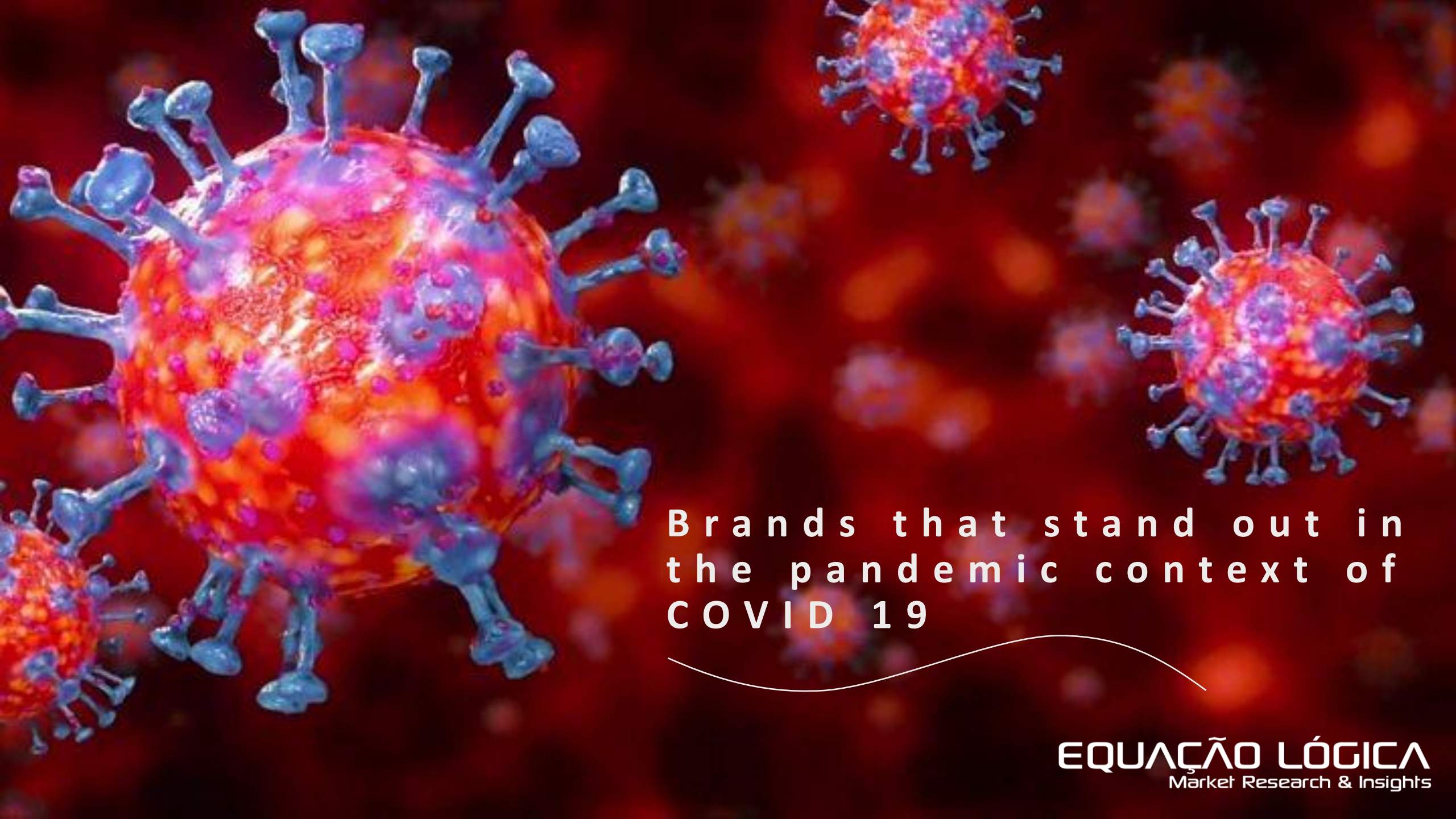


Brands that stand out in the pandemic context of COVID 19

EQUAÇÃO LÓGICA
Market Research & Insights

We want to contribute with consumer data in order to support brands business development with relevant paths and actions that are most adequate to the current global pandemic stage.

Equação Lógica based on a quantitative research analysed the results about the impact and acknowledgement generated by the contributions of brands during the COVID 19 pandemics.

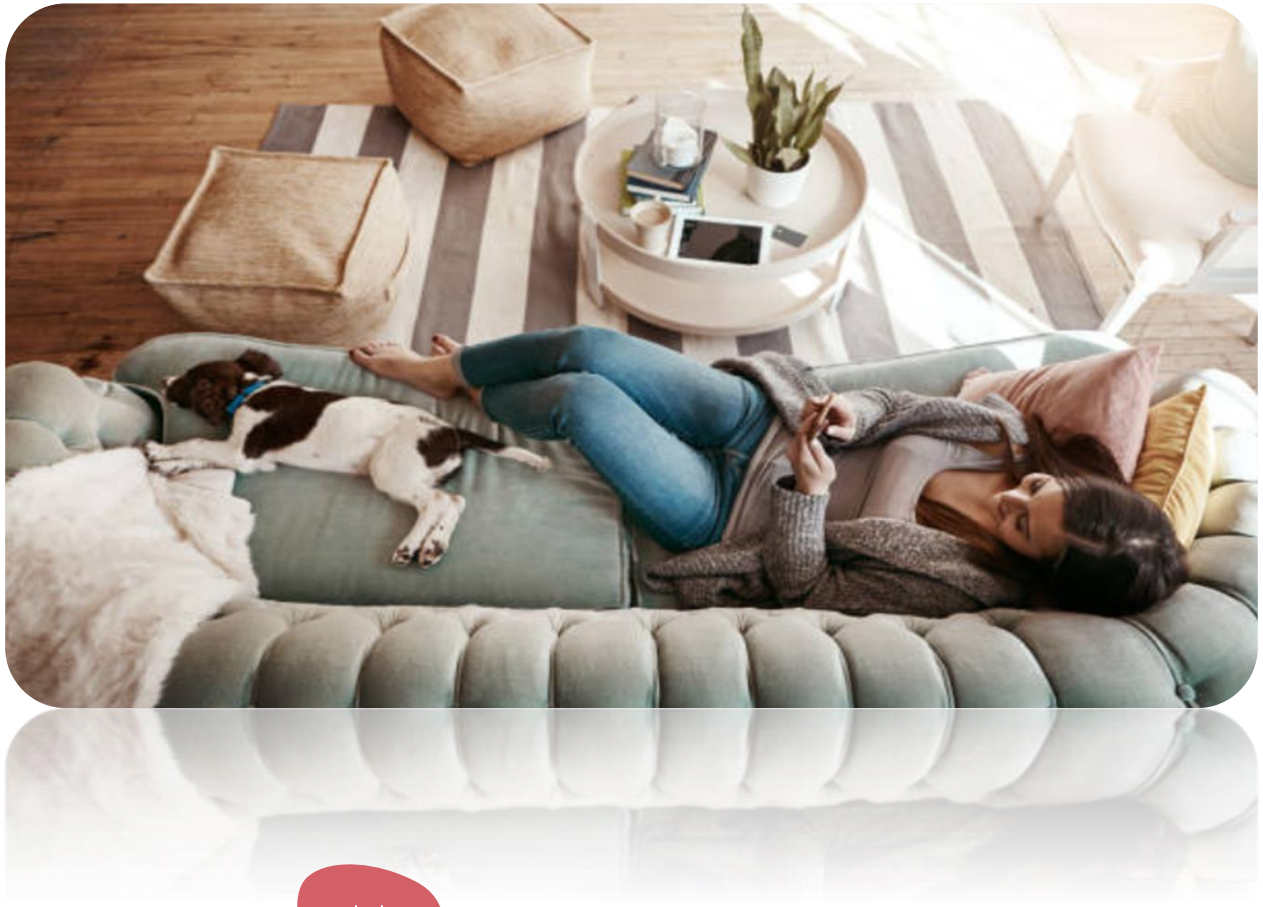
Objective:
Contribute with a ranking of the measures that most touched the consumers as well as identify which ones can/should brands develop in the different economic sectors in order to correspond to consumer expectations.

What impact did brands have?
What can/should be done?
What is expected from each sector?

EQUAÇÃO LÓGICA
Market Research & Insights

In these moments where #StayAtHome is the “Buzz word”, we wanted to know how do consumers feel about brand’s contributions in this pandemic context

Specifications



Sample

303 interviews

	QUOTA
Male	48%
Female	52%
18-24 y.o.	12%
25-34 y.o.	22%
35-44 y.o	24%
45-54 y.o.	22%
55-64 y.o.	20%
Great Lisboa	60%
Great Porto	40%

Method

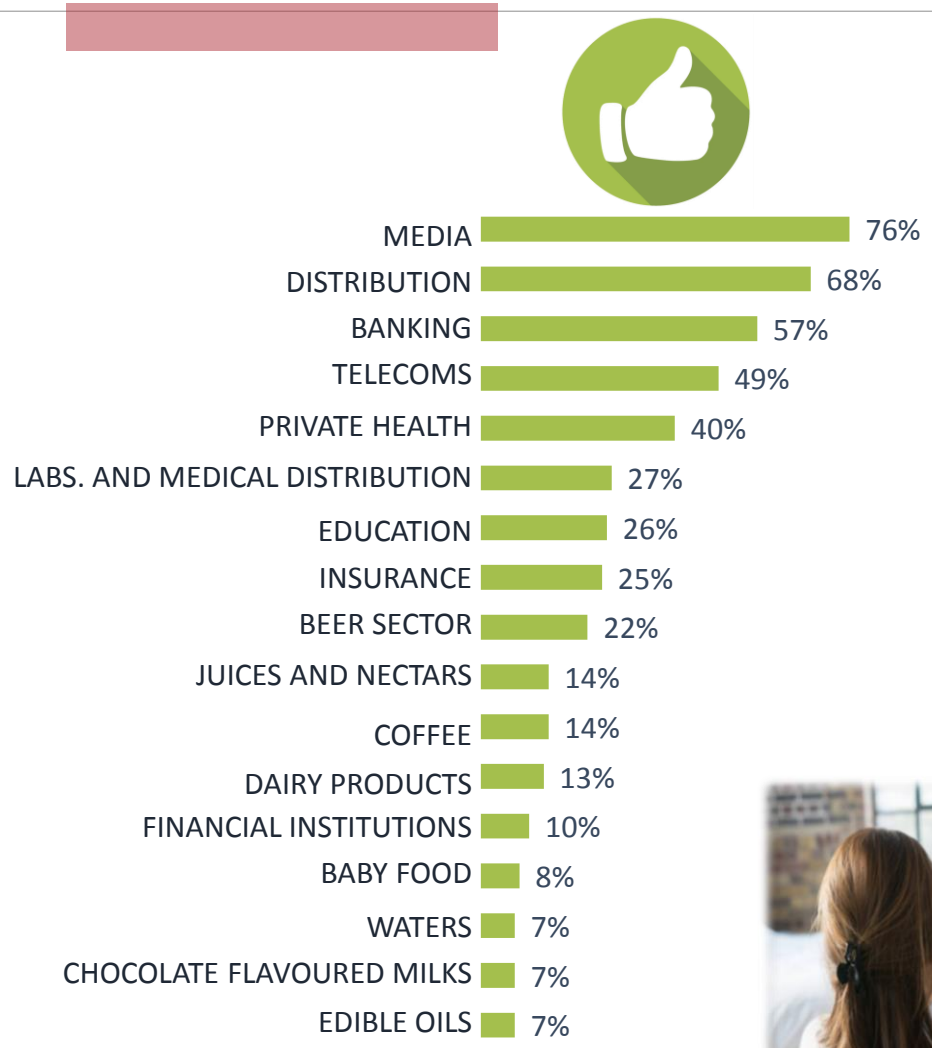
CAWI (*Computer Assisted Web Interviews*)

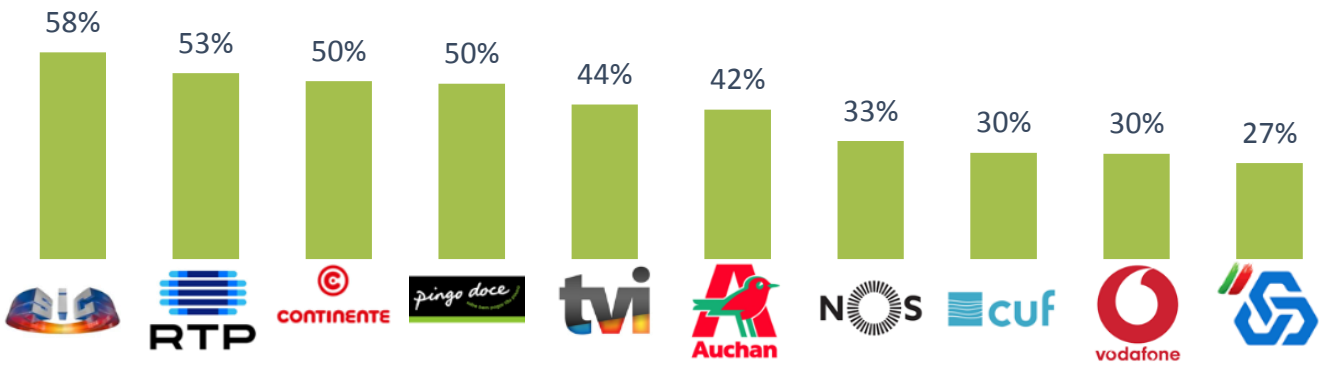
Field dates

26th and 27th March 2020

EQL

SECTORS WITH **POSITIVE CONTRIBUTIONS** IN THE PRESENT COVID-19 CONTEXT





MEDIA BRANDS LEAD THE TOP 5 WITH A MORE POSITIVE CONTRIBUTION IN THIS ISOLATION STAGE, SIC AND RTP ARE THE MOST MENTIONED BRANDS. CONTINENTE AND PINGO DOCE WERE REFERRED IN 3RD & 4TH BY 50% OF THE SAMPLE IN BOTH CASES.

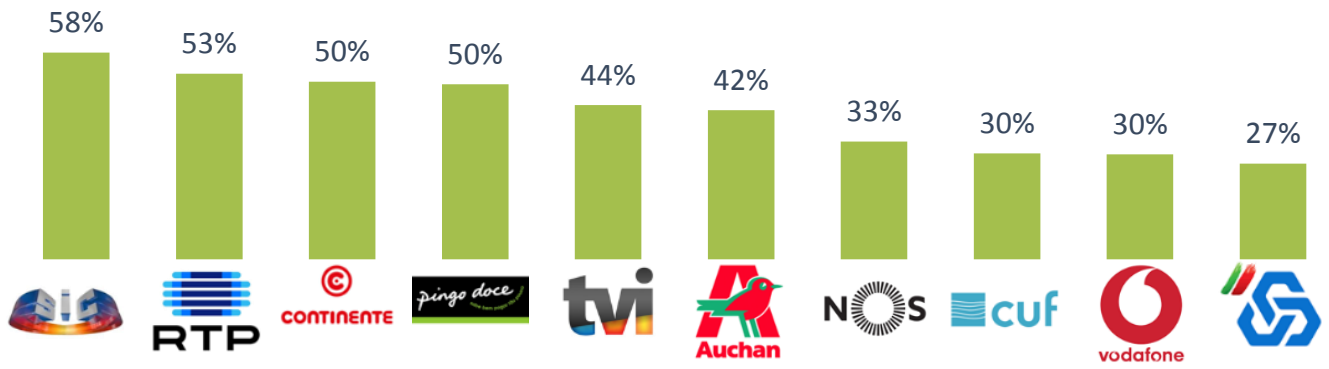
IN THE TELECOMS SECTOR, NOS AND VODAFONE REACH A POSITIVE IMPACT AROUND 30% .
IN THE PRIVATE HEALTH SECTOR CUF STANDS OUT BEING REFERRED BY 1/3 OF THE SAMPLE.

Base: Total (303)

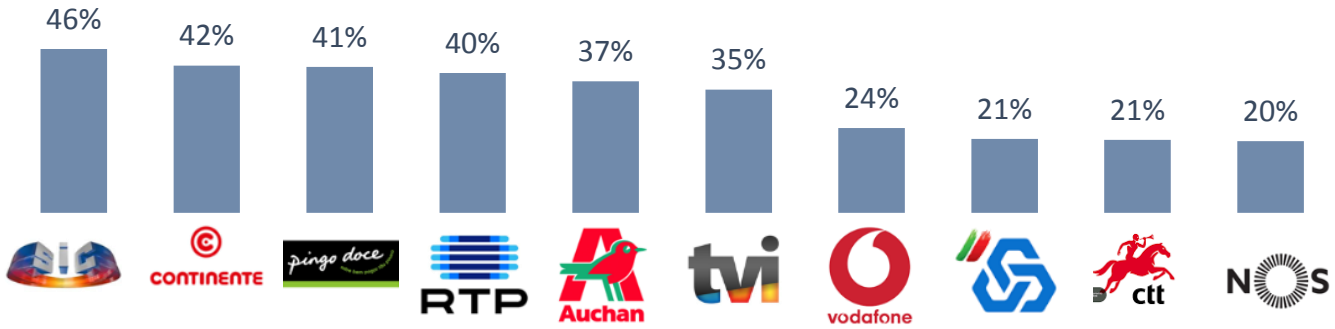
EQL

POSITIVE BRAND CONTRIBUTION AND ACKNOWLEDGEMENT

POSITIVE IMPACT



ACKNOWLEDGMENT



AT A CONSUMER BRAND CONNECTION LEVEL

THERE ARE BRANDS TO WHICH THEY FEEL APPRECIATION AND ACKNOWLEDGMENT.

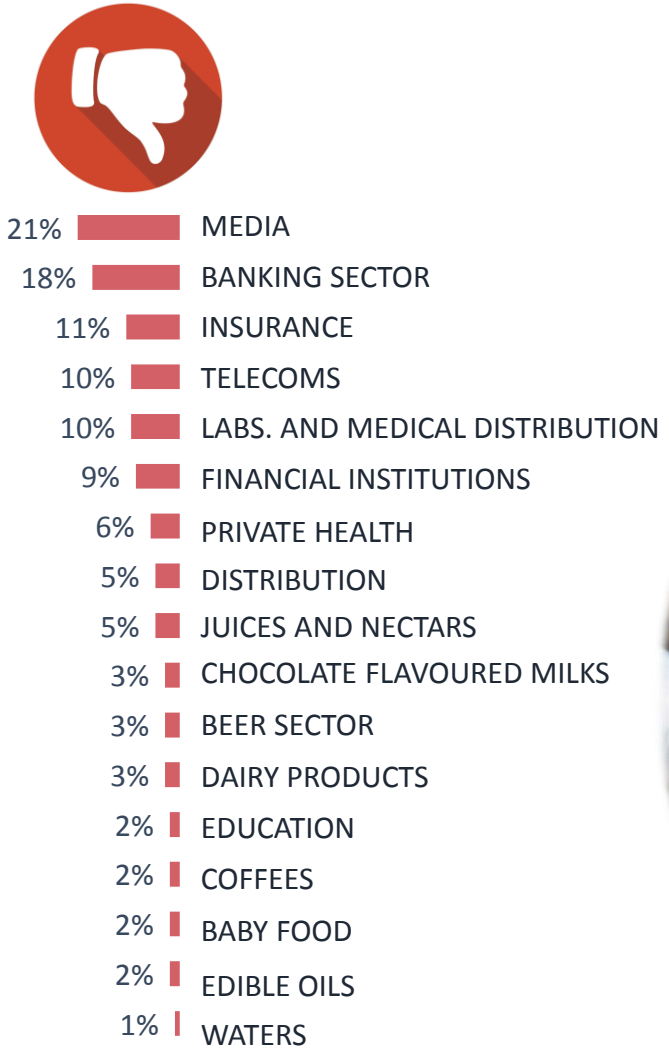
CONSUMERS RECOGNISE BRAND VALUE TO OUR SOCIETY IN THE CURRENT CONTEXT.

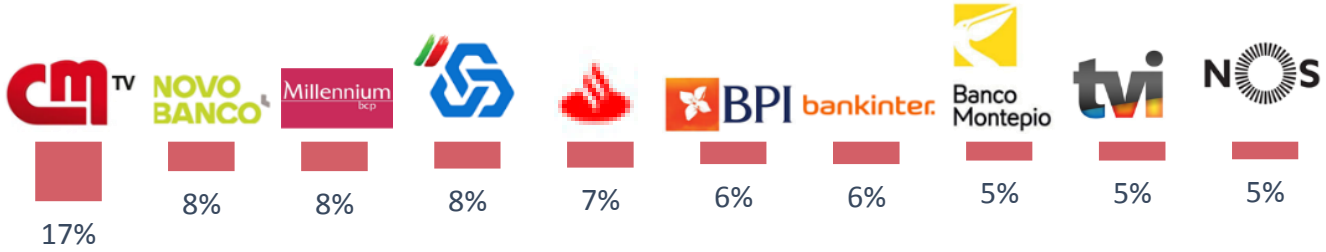
CONTINENTE AND PINGO DOCE GO ABOVE AT TOP3, AND NOS COMES AT 10TH PLACE.

Base: Total (303)

EQL

SECTORS WITH A **NEGATIVE CONTRIBUTION** IN THE PRESENTE COVID-19 CONTEXT



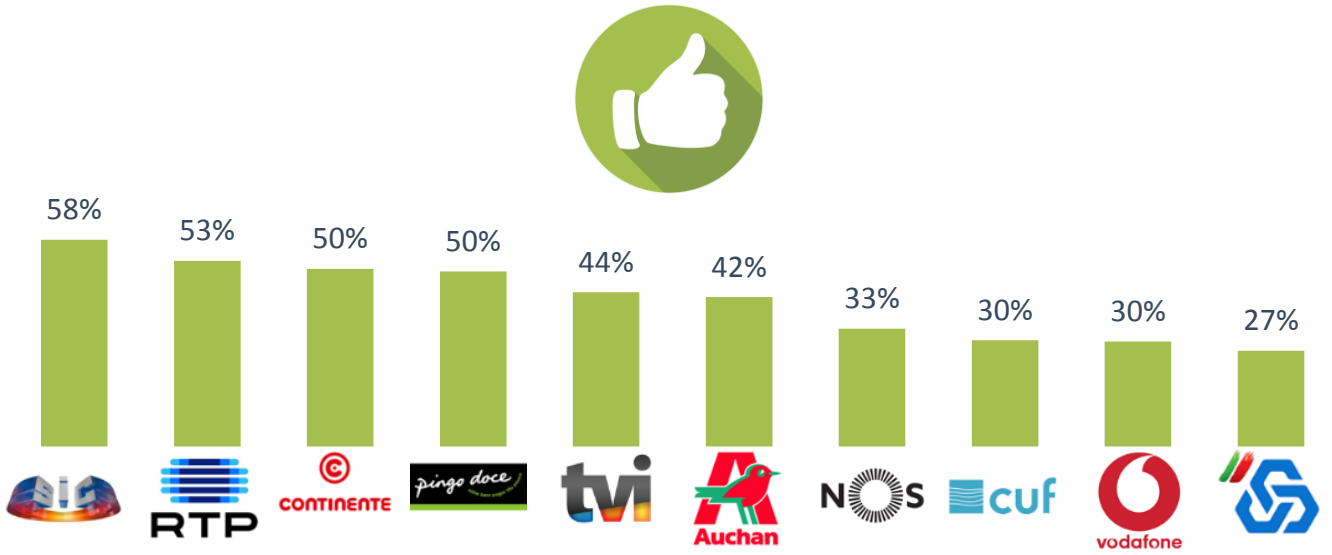


CMTV APPEARS WITH A PERCEIVED NEGATIVE IMPACT AMONG 17% OF THE CONSUMERS, FOLLOWED BY THE BANKING SECTOR WITH REFERENCES DISTRIBUTED BY THE DIFFERENTE BRANDS EVEN IF NOT EXCEDING 10%.

Base: Total (303)

EQL

TOP 10 DE BRANDS WITH A POSITIVE AND NEGATIVE CONTRIBUTION IN THE CONTEXT OF GLOBAL PANDEMICS



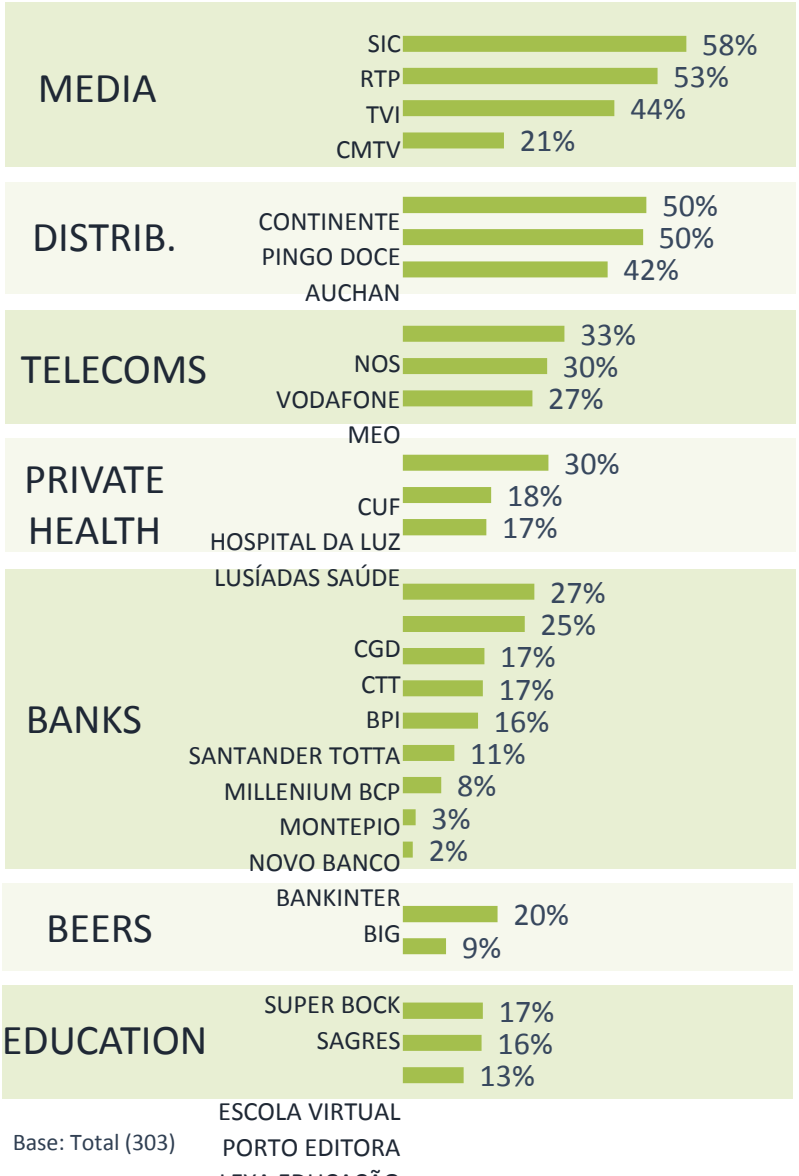
WAS THE BRAND THAT STOOD OUT FOR ITS POSITIVE CONTRIBUTION, IN OPPOSITION TO

IN A LIST OF **83 BRANDS**, THE PORTUGUESE CONSUMERS INDICATE ON AVERAGE 9 BRANDS FOR THEIR POSITIVE CONTRIBUTION AND 2 FOR THEIR NEGATIVE CONTRIBUTION.

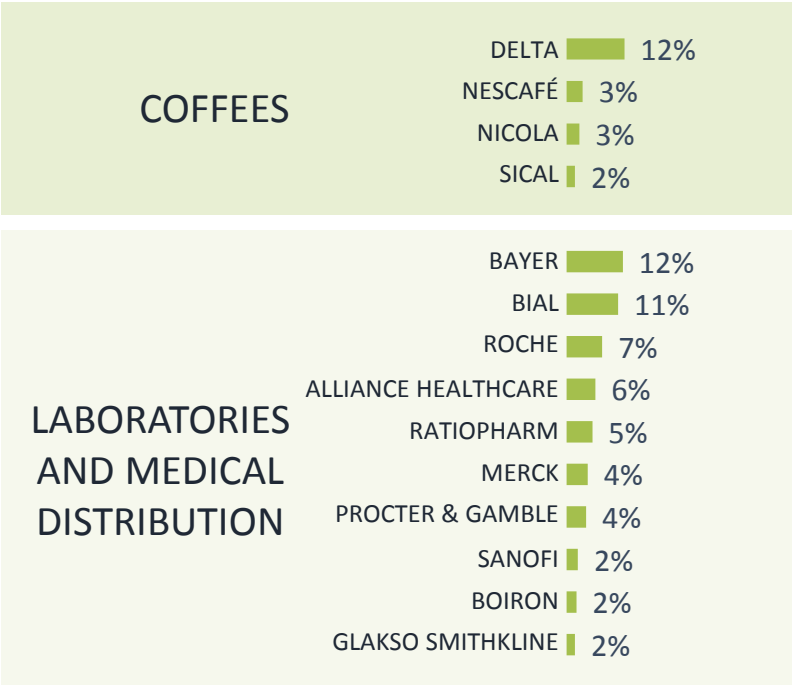
Base: Total (303)

EQL

BRANDS WITH A POSITIVE CONTRIBUTION IN THE CONTEXT OF THE COVID-19 GLOBAL PANDEMICS



Base: Total (303)



IN THE HEALTH SECTOR, **CUF** IS REFERRED BY 30% OF THE CONSUMERS AND IN THE BEER SECTOR THE RECENT ADAPTATIONS AND CONTRIBUTES OF **SUPER BOCK** GENERATED VERY FAVOURABLE REFERENCES (20% VS ITS COMPETITOR SAGRES)

EQL

BRANDS WITH A POSITIVE CONTRIBUTION IN THE CONTEXT OF THE COVID-19 GLOBAL PANDEMICS

INSURANCE AND FINANCIAL INSTITUTIONS REGISTERED PERCENTAGES BELOW 10% OF POSITIVE IMPACT.

INSURANCE

FIDELIDADE	9%
MULTICARE	8%
MÉDIS	8%
TRANQUILIDADE	7%
ALLIANZ	6%
ADVANCE CARE	6%
LIBERTY SEGUROS	5%
AGEAS	5%
MAPFRE	3%

FINANCIAL INSTITUTIONS

UNIBANCO	4%
COFIDIS	3%
CETELEM	3%
CREDIBOM	2%

LIKELY THE FMCG BRANDS **OF NON ALCOHOLIC DRINKS, INCLUDING WATERS, DAIRY PRODUCTS, CHOCOLATE FLAVOURED MILKS, BABY FOOD OR EDIBLE OILS** HAD RESIDUAL POSITIVE IMPACTS BELOW 8%.

JUICES AND SOFT DRINKS

COMPAL	8%
COCA-COLA	7%
SUMOL	4%
PEPSI	4%
7UP	3%
UM BONGO	2%
SANTAL	2%
SONATURAL	2%

DAIRY PRODUCTS

MIMOSA	6%
NESTLÉ	6%
DANONE	4%
DANONINHO	3%
YOGGI	3%
LONGA VIDA	3%
PARMALAT	3%
YOCO	2%
DAN'UP	2%

WATERS

LUSO	6%
SERRA DA ESTRELA	4%

CHOCOLATE FLAVOURED MILK

UCAL	4%
AGROS	4%
NESQUIK	3%

BABY FOOD

NESTUM	4%
CERELAC	4%
NUTRIBÉN	3%
BLEDINA	3%

EDIBLE OILS

FULA	4%
OLIVEIRA DA SERRA	3%
AZEITE GALLO	3%

Base: Total (303)

EQL

BRANDS WITH A NEGATIVE CONTRIBUTION IN THE CONTEXT OF THE COVID-19 GLOBAL PANDEMICS

MEDIA

CMTV	17%
TVI	5%
RTP	3%
SIC	3%

BANKS

NOVO BANCO	8%
MILLENIUM BCP	8%
CGD	8%
SANTANDER TOTTA	7%
BPI	6%
BANKINTER	6%
MONTEPIO	5%
BIG	4%
CTT	3%

TELECOMS

NOS	5%
VODAFONE	5%
MEO	4%

FINANCIAL INSTITUTIONS

CETELEM	4%
UNIBANCO	4%
COFIDIS	3%
CREDIBOM	3%

PRIVATE HEALTH

LUSÍADAS SAÚDE	4%
HOSPITAL DA LUZ	3%
CUF	3%

DISTRIBUTION

SONAE/CONTINENTE	4%
PINGO DOCE	2%
AUCHAN	2%

INSURANCE

LIBERTY SEGUROS	3%
AGEAS	3%
MÉDIS	3%
FIDELIDADE	3%
ADVANCE CARE	2%
TRANQUILIDADE	2%
MULTICARE	2%
ALLIANZ	2%
MAPFRE	2%

LABORATORIES AND MEDICAL DISTRIBUTION

ALLIANCE HEALTHCARE	3%
BAYER	3%
SANOFI	2%
RATIOPHARM	2%
BIAL	2%
ROCHE	2%

BEERS

SUPER BOCK	3%

JUICES AND SOFT DRINKS

COCA-COLA	2%
SUMOL	2%
PEPSI	2%
7UP	2%

DAIRY PRODUCTS

YOGGI	2%
DANONINHO	2%
LONGA VIDA	2%

COFFEES

NESCAFÉ	2%

CHOCOLATE FLAVOURED MILKS

NESQUIK	2%

Base: Total (303)

EQL

RELEVANT CONTRIBUTIONS

CONSUMER EXPECTS TO SEE SOLIDARITY ACTIONS AND HOPE THAT BETTER DAYS WILL COME

NEW STRATEGIES ARE IMPOSED AND NEW COMMUNICATION PARADIGMS ARISE.

BUT WHAT CONTRIBUTION MIGHT BRANDS DELIVER TO THE COMMUNITY IN THE CURRENT COVID-19 CONTEXT?

EQL

RELEVANT CONTRIBUTIONS

80%

Nearly 80% consider appropriate the contributions or actions of:
SUPPORT FOR THE MOST NEEDED (79%) – ELDERLY PEOPLE, HOMELESS, FAMILIES IN NEED OR INSTITUTIONS CONNECTED TO THIS POPULATION TARGET

AND CONTRIBUTIONS FOR SNS WITH ESSENCIAL MATERIALS AND EQUIPMENTS (77%)

SNS SERVIÇO NACIONAL DE SAÚDE 1979-2019

TOP 3 OF THE MOST RELEVANT CONTRIBUTIONS

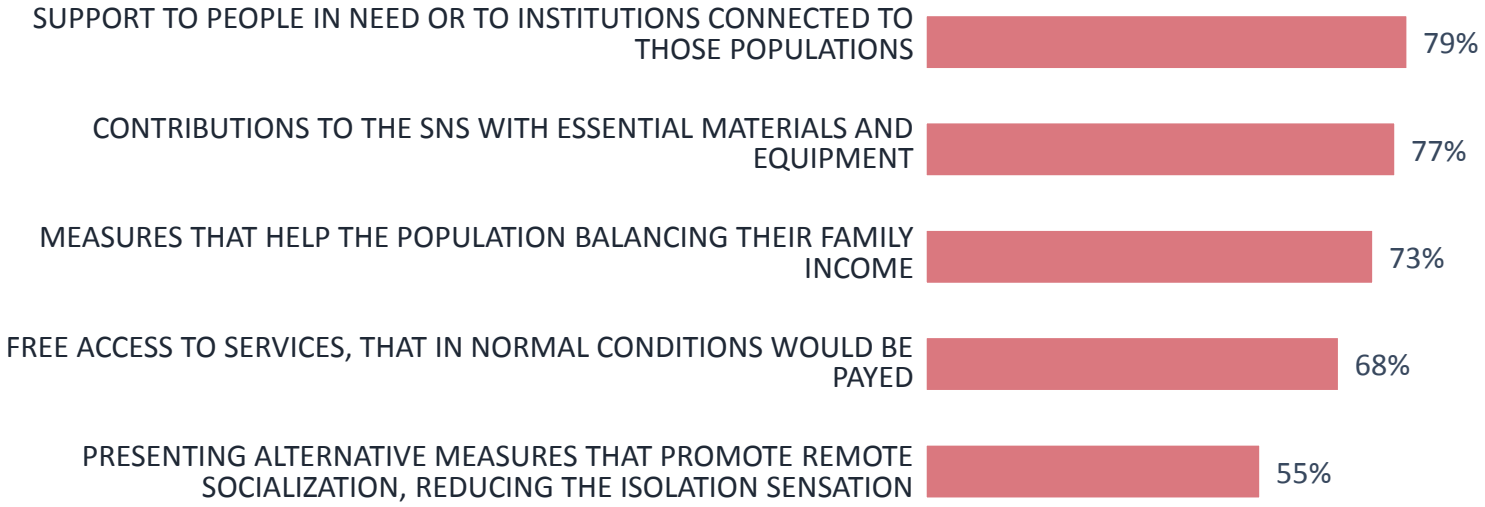
70%

MENTION MEASURES RELATED WITH THE HOUSEHOLD INCOME BALANCE – THROUGH MEASURES THAT ALLOW THE REDUCTION/ELIMINATION OF TAXES AND EXPENSES IN THIS STAGE OR VIA FREE ACCESS TO SERVICES WHICH UNDER NORMAL CIRCUMSTANCES WOULD BE PAID

EQL

RELEVANT CONTRIBUTIONS

TOP 5 OF THE CONTRIBUTIONS CONSIDERED MORE RELEVANT

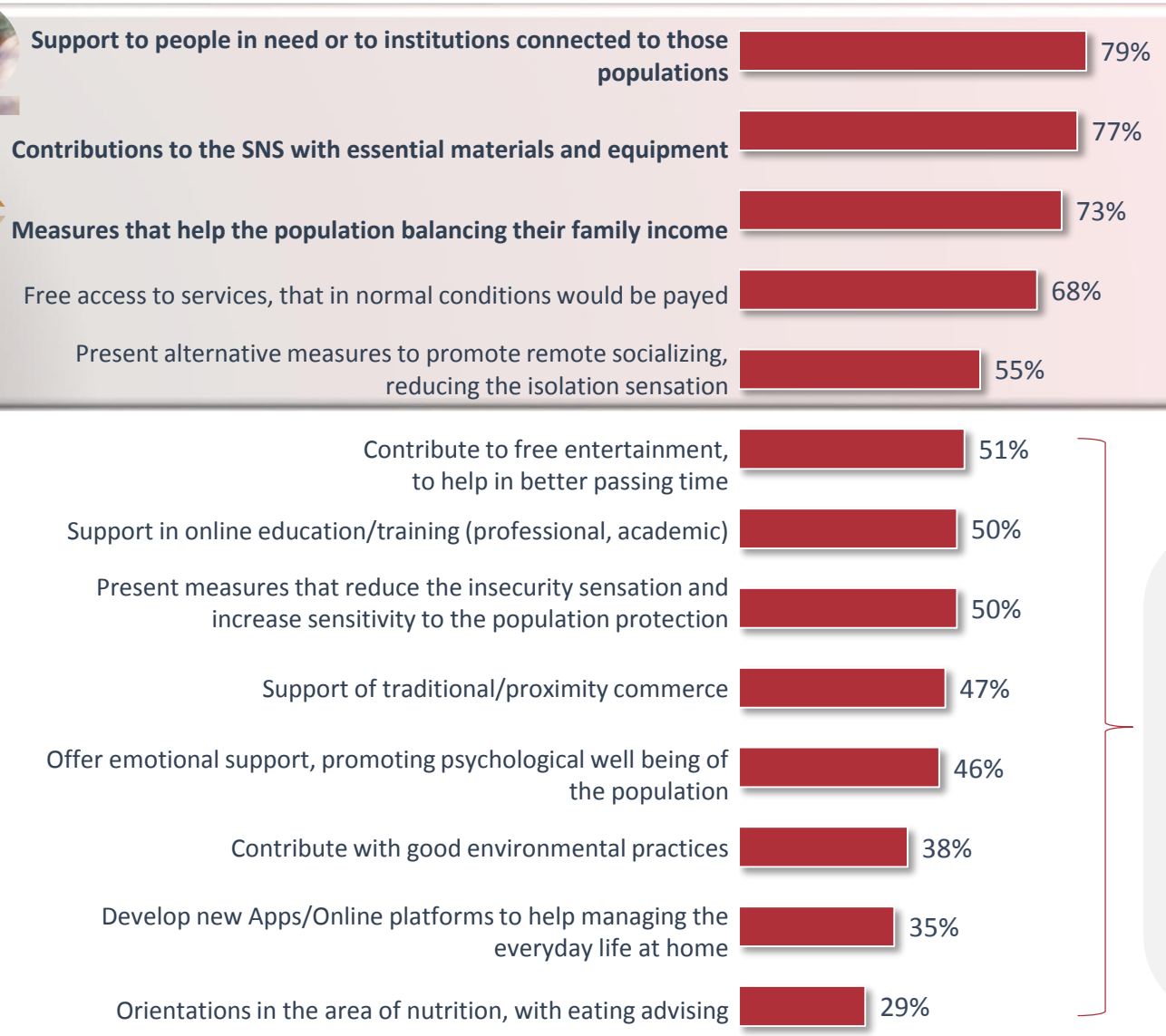


THE READING OF THE TOP5 ALLOWS TO GO BEYOND THE MORE ESSENTIAL MEASURES, UNCOVERING THE RELEVANCE OF **CONTRIBUTIONS AT THE FREE ENTERTAINMENT LEVEL** – TO HELP PASSING THE TIME **AND REDUCING THE ISOLATION SENSATION** – ALTERNATIVE MEASURES TO PROMOTE SOCIALIZING

EQL

CONTRIBUTOS MAIS RELEVANTES QUE AS MARCAS, NO ÂMBITO DA SUA ATIVIDADE, PODERÃO PRESTAR À COMUNIDADE NESTE ATUAL CONTEXTO

CONTRIBUTIONS



MEASURES THAT FAVOUR **EXPENSE REDUCTIONS AND MINORITIES SUPPORT** ARE THE ONES THAT ARE MORE RELEVANT CONTRIBUTIONS THAT BRANDS CAN OFFER THE COMMUNITY IN THE PRESENT CONTEXT

FOLLOWED BY SOLUTIONS IN THE AREA OF THE ENTERTAINMENT, THE AREA OF EDUCATION/TRAINING AND MEASURES THAT REDUCE THE INSECURITY SENSATION AND THAT MAKE THE POPULATION MORE SENSITIVE TO PROTECTION.

AT THIS STAGE, A CONTRIBUTION WITH ENVIRONMENTAL GOOD PRACTICES, WAS REFERRED BY 38% OF THE RESPONDENTS.

Base: Total (303)

EQL

SECTORS - WHAT COULD COMPANIES CONTRIBUTE WITH TO HELP OUR SOCIETY IN THE CURRENT STAGE?

	Energy Sector	Pharma Laboratories	Private Health	Telecoms	Education	Food Distribution	Beers	Juices and soft drinks	Children food products	Financial Sector	Food Production
Measures that help the population to balance their family income (reduction/elimination of costs, promotions)	52%	33%	34%	52%	28%	36%	16%	22%	27%	**67%**	36%
Free access to services, that are charged in normal circumstances	52%	30%	47%	**71%**	38%	28%	11%	13%	18%	43%	21%
Support to people in need (aged, homeless, families with difficulties) or institutions connected with these populations	43%	50%	56%	44%	32%	**64%**	24%	37%	38%	49%	56%
Support of traditional/proximity commerce	27%	15%	10%	23%	15%	**58%**	31%	35%	40%	35%	52%
Contributions to the SNS with essential material and equipment	52%	**71%**	70%	49%	36%	41%	40%	39%	36%	62%	42%
Orientations in the area of nutrition, with eating advising	10%	21%	39%	12%	31%	51%	16%	38%	48%	8%	**59%**
Present alternative measures to promote remote socializing, reducing the isolation sensation	19%	15%	24%	**74%**	40%	19%	11%	10%	14%	19%	15%
Contribute to free entertainment, to help in passing time better	15%	8%	8%	**77%**	38%	8%	8%	10%	11%	16%	10%
Supply emotional support, promoting psychological well-being of the population	15%	31%	**56%**	37%	40%	13%	10%	10%	13%	22%	14%
Develop new Apps/Online platforms to help managing the everyday life at home	24%	17%	22%	**59%**	39%	24%	11%	10%	16%	34%	23%
Support in online education/training (professional, academic)	14%	15%	12%	39%	**78%**	6%	7%	7%	10%	24%	5%
Present measures that reduce the insecurity sensation and increase sensitivity to the population protection	27%	**45%**	**47%**	**44%**	39%	25%	15%	15%	17%	34%	23%
Contribute with good practices at the environment level	62%	49%	45%	46%	46%	51%	48%	50%	49%	42%	54%

Base: Total (303)

EQL

SECTORS - WHAT COULD COMPANIES CONTRIBUTE WITH TO HELP OUR SOCIETY IN THE CURRENT STAGE?

	Energy Sector	Pharma Laboratories	Private Health	Telecoms
Measures that help the population to balance their family income (reduction/elimination of costs, promotions)	52%	33%	34%	52%
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Support of traditional/proximity commerce	27%	15%	10%	23%
Contributions to the SNS with essential material and equipment	52%	**71%**	70%	49%
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Present measures that reduce the insecurity sensation and increase sensitivity to the population protection	27%	**45%**	**47%**	**44%**
Contribute with good practices at the environment level	62%	49%	45%	46%

THERE ARE HIGH EXPECTATIONS ON TELECOM COMPANIES IN DIFFERENT ACTING FIELDS, FROM MAKING SERVICES AVAILABLE FREE OF CHARGE, TO APPS/ONLINE PLATFORMS CREATION TO HELP IN THE EVERYDAY MANAGEMENT, AS WELL AS REDUCTION OF THE ISOLATION SENSATION WITH MEASURES THAT PROMOTE REMOTE SOCIALIZATION.

THE PHARMA LABORATORIES AND PRIVATE HEALTH ORGANIZATIONS SHOULD IMPLEMENT CONTRIBUTES TO THE SNS WITH ESSENTIAL MATERIALS AND EQUIPMENT. THESE SECTORS TOGETHER WITH TELECOMS ARE THE ONES ABOUT WHICH THERE ARE HIGHER EXPECTATIONS ABOUT **ACTIONS TO ALLOW THE REDUCTION OF THE INSECURITY SENSATION AND INCREASE POPULATION SENSITIVITY ABOUT PROTECTION.**

Base: Total (303)

EQL

SECTORS - WHAT COULD COMPANIES CONTRIBUTE WITH TO HELP OUR SOCIETY IN THE CURRENT STAGE?

	Energy Sector	Pharma Laboratories	Private Health	Telecoms	Education	Financial sector
Measures that help the population to balance their family income (reduction/elimination of costs, promotions)	52%	33%	34%	52%	28%	**67%**
Free access to services, that are charged in normal circumstances	52%	30%	47%	**71%**	38%	43%
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Support of traditional/proximity commerce	27%	15%	10%	23%	15%	35%
Contributions to the SNS with essential material and equipment	52%	**71%**	70%	49%	36%	62%
Orientations in the area of nutrition, with eating advising	10%	21%	39%	12%	31%	8%
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Supply emotional support, promoting psychological well-being of the population	15%	31%	**56%**	37%	40%	22%
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Present measures that reduce the insecurity sensation and increase sensitivity to the population protection	27%	**45%**	**47%**	**44%**	39%	34%
Contribute with good practices at the environment level	62%	49%	45%	46%	46%	42%

THE CONSUMER EXPECTS FROM THE **ENERGY AND FINANCIAL SECTORS SUPPORT TO THE FINANCIAL BALANCE, AS WELL AS CONTRIBUTION TO THE SNS WITH ESSENTIAL MATERIALS.** THE EXPECTATIONS ABOUT ENVIRONMENTAL GOOD PRACTICES ARE MORE ASSOCIATED TO THE ENERGY SECTOR.

THE FINANCIAL SECTOR STANDS OUT FOR MORE PREVAILING EXPECTATIONS ABOUT MEASURES THAT HELP THE FAMILY INCOME BALANCE AS WELL AS CONTRIBUTES TO THE SNS.

FROM THE EDUCATION SECTOR, CONSUMER MAINLY EXPECTS MEASURES TO SUPPORT EDUCATION/TRAINING, WITH FREE ACCESS TO SERVICES THAT ARE USUALLY PAID.

Base: Total (303)

EQL

SECTORS - WHAT COULD COMPANIES CONTRIBUTE WITH TO HELP OUR SOCIETY IN THE CURRENT STAGE?

	Food Distribution	Beers	Juices and soft drinks	Children food products	Food production
Measures that help the population to balance their family income (reduction/elimination of costs, promotions)	36%	16%	22%	27%	36%
Free access to services, that are charged in normal circumstances	28%	11%	13%	18%	21%
Support to people in need (aged, homeless, families with difficulties) or institutions connected with these populations	**64%**	24%	37%	38%	56%
Support of traditional/proximity commerce	**58%**	31%	35%	40%	52%
Contributions to the SNS with essential material and equipment	41%	40%	39%	36%	42%
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Present alternative measures to promote remote socializing, reducing the isolation sensation	19%	11%	10%	14%	15%
Contribute to free entertainment, to help in passing time better	8%	8%	10%	11%	10%
Supply emotional support, promoting psychological well-being of the population	13%	10%	10%	13%	14%
Develop new Apps/Online platforms to help managing the everyday life at home	24%	11%	10%	16%	23%
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Present measures that reduce the insecurity sensation and increase sensitivity to the population protection	25%	15%	15%	17%	23%
Contribute with good practices at the environment level	51%	48%	50%	49%	54%

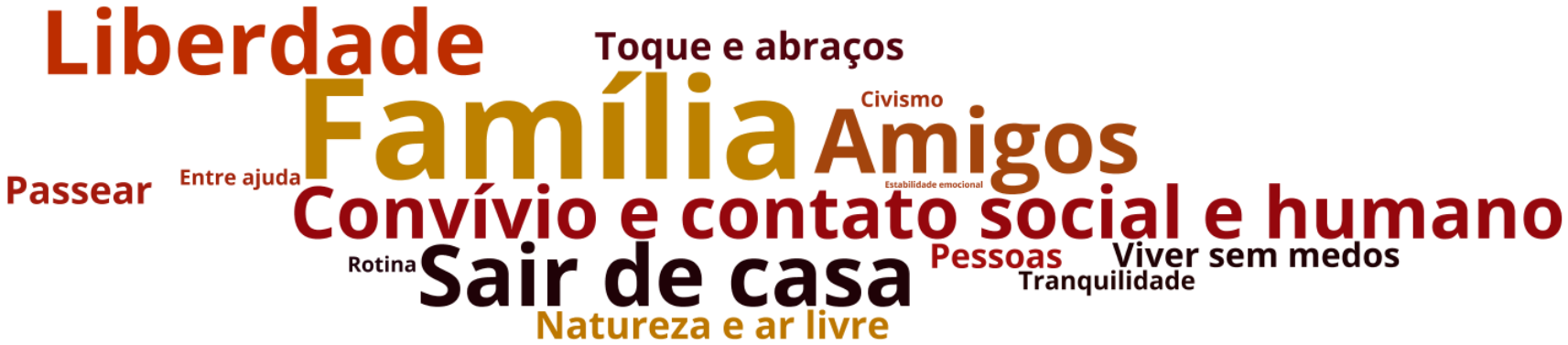
SECTORS LIKE FOOD PRODUCTION AND DISTRIBUTION CARRY MOSTLY EXPECTATIONS ABOUT SUPPORTING PEOPLE IN NEED AND SUPPORTING TRADITIONAL/PROXIMITY COMMERCE DE AS WELL AS ORIENTATIONS IN THE NUTRITION AREA, WITH FOOD ADVISING, PARTICULARLY RELEVANT IN THE CASE OF FOOD BRANDS FOR THE CHILDREN TARGET.

THE ENVIRONMENTAL GOOD PRACTICES, EVEN IF THEY AREN'T CONSIDERED PRIORITY CONTRIBUTIONS, THEY ARE QUITE SIGNIFICANT AND SIMILAR ACROSS ALL THE SECTORS.

Base: Total (303)

EQL

O QUE É QUE OS CONSUMIDORES SENTEM MAIS FALTA NESTE MOMENTO ADVERSO?



AT THIS STAGE CONSUMERS MISS THE FREEDOM TO GO OUT OF HOME, FAMILY, FRIENDS, TOUCHING AND HUGS.

THE BRANDS THAT ARE ABLE TO WORK ON MINIMIZING THESE FEELINGS OF INSECURITY, FEAR, AND THAT POTENTIATE TRANQUILITY, WILL LIKELY BENEFIT FROM THIS CONNECTION.

Base: Total (303)

EQL

WHERE DO CONSUMERS MISS MORE SUPPORT IN THIS ADVERSE MOMENT, AND WHERE CAN COMPANIES BE MORE HELPFUL

CONSUMERS FEEL THAT THE MAIN ASPECTS THAT WOULD MAKE THEIR LIFE EASIER AND HAPPIER, AND WHERE COMPANIES CAN HELP ARE:

- EXPENSES REDUCTION
- HIGHER SUPPORT TO FAMILIES AND BUSINESSES
- SECURITY
- ENTERTAINMENT
- EASIER ONLINE PURCHASES

Base: Total (303)

EQL

KEY FINDINGS

EQUAÇÃO LÓGICA
Market Research & Insights

MEDIA BRANDS LEAD THE TOP 5 WITH A MORE POSITIVE CONTRIBUTION IN THIS ISOLATION STAGE, SIC AND RTP ARE THE MOST MENTIONED BRANDS. CONTINENTE AND PINGO DOCE WERE REFERRED IN 3RD & 4TH BY 50% OF THE SAMPLE IN BOTH CASES.

IN THE TELECOM SECTOR, NOS AND VODAFONE REACH A POSITIVE IMPACT AROUND 30% .

IN THE HEALTH SECTOR, CUF IS REFERRED BY 30% OF THE CONSUMERS AND IN **THE BEER SECTOR** THE RECENT ADAPTATIONS AND CONTRIBUTES OF SUPER BOCK GROUP GENERATED VERY FAVOURABLE REFERENCES.

INSURANCE AND FINANCIAL INSTITUTIONS REGISTERED PERCENTAGES BELOW 10% OF POSITIVE IMPACT.

LIKEWISE FMCG BRANDS OF **NON ALCOHOLIC DRINKS, INCLUDING WATERS, DAIRY, CHOCOLATE FLAVOURED MILKS, BABY FOOD OR EDIBLE OILS** HAD RESIDUAL POSITIVE IMPACTS BELOW 8%. COMPAL APPEARS WITH 8% OF REFERENCES OR BELOW.

Consumers expect solidarity actions and hopes that there will be better days
Brands should avoid SILENCE. There must be new strategies for new paradigms.
But what the CONTRIBUTIONS that brands might offer the community in this current context?

TOP3 of considered relevant contributions

SUPPORT TO GROUPS IN NEED – either with aged people, homeless, families with difficulties or institutions connected to these populations

CONTRIBUTIONS TO SNS WITH ESSENTIAL MATERIALS AND EQUIPMENT

BALANCE OF THE FAMILY INCOME – through measures that allow reducing/eliminating fees and expenses at this stage or via free access to services that in normal circumstances would be payed

TOP5 – The reading of the Top5 allows to go beyond the more essential measures

CONTRIBUTIONS AT THE LEVEL OF FREE ACCESS TO SERVICES E REDUCTION OF THE ISOLATION SENSATION– alternative measures to promote socialization

To this top 5 follows "solutions in the area of education/training" and "measures that reduce the insecurity sensation and that make the population more sensitive to protection". At this stage the contribution of good environment practices, was only referred by 38% of the respondents.

EQUAÇÃO LÓGICA
Market Research & Insights

BY SECTOR DE ACTIVITY, WHAT ARE THE ADEQUATE CONTRIBUTIONS, CONTRIBUTIONS THAT BRANDS SHOULD MAKE TO HELP OUR SOCIETY?

THE CONSUMER EXPECTS FROM THE **ENERGY AND FINANCIAL SECTORS SUPPORT TO THE FINANCIAL BALANCE, AS WELL AS CONTRIBUTION TO THE SNS WITH ESSENTIAL MATERIALS**. THE EXPECTATIONS ABOUT ENVIRONMENTAL GOOD PRACTICES ARE MORE ASSOCIATED TO THE ENERGY SECTOR.

THE FINANCIAL SECTOR STANDS OUT FOR MORE PREVAILING EXPECTATIONS ABOUT MEASURES THAT HELP THE FAMILY INCOME BALANCE AS WELL AS CONTRIBUTES TO THE SNS.
FROM THE EDUCATION SECTOR, CONSUMER MAINLY EXPECTS MEASURES TO SUPPORT EDUCATION/TRAINING, WITH FREE ACCESS TO SERVICES THAT ARE USUALLY PAID.

THE PHARMA LABORATORIES AND PRIVATE HEALTH ORGANIZATIONS SHOULD IMPLEMENT CONTRIBUTES TO THE SNS WITH ESSENTIAL MATERIALS AND EQUIPMENT. THESE SECTORS TOGETHER WITH TELECOMS ARE THE ONES ABOUT WHICH THERE ARE HIGHER EXPECTATIONS ABOUT **ACTIONS TO ALLOW THE REDUCTION OF THE INSECURITY SENSATION AND INCREASE POPULATION SENSITIVITY ABOUT PROTECTION.**

BY SECTOR DE ACTIVITY, WHAT ARE THE ADEQUATE CONTRIBUTIONS, CONTRIBUTIONS THAT BRANDS SHOULD MAKE TO HELP OUR SOCIETY?

THERE ARE HIGH EXPECTATIONS ON TELECOM COMPANIES IN DIFFERENT ACTING FIELDS, FROM MAKING SERVICES AVAILABLE FREE OF CHARGE, TO APPS/ONLINE PLATFORMS CREATION TO HELP IN THE EVERYDAY MANAGEMENT, AS WELL AS REDUCTION OF THE ISOLATION SENSATION WITH MEASURES THAT PROMOTE REMOTE SOCIALIZATION.

SECTORS LIKE FOOD PRODUCTION AND DISTRIBUTION CARRY MOSTLY EXPECTATIONS ABOUT SUPPORTING PEOPLE IN NEED AND SUPPORTING TRADITIONAL/PROXIMITY COMMERCE DE AS WELL AS ORIENTATIONS IN THE NUTRITION AREA, WITH FOOD ADVISING, PARTICULARLY RELEVANT IN THE CASE OF FOOD BRANDS FOR THE CHILDREN TARGET.

WHO ARE WE ?

EQUAÇÃO LÓGICA
Market Research & Insights

EQUAÇÃO LÓGICA
Market Research & Insights

WHO ARE WE ?

Equação Lógica® is constituted by a teams of technical professionals experienced in market research of both national and international scope allowing to respond to different client's needs.

Experienced technicians that are totally focused on the their clients, allowing the offer of an efficient combination between research results and consultancy, with the ultimate objective of growing the clients brands and business.

Equação Lógica® also responds to international markets - with experience in markets like Angola, Cabo Verde, China and Russia.

WHAT WE DO?

Equação Lógica offers in full service most of the research projects typologies.

More than 130.000 interviews made in product testing, constitute our databases in the different FMCG categories, more than 600 adverting post-tests (multimedia campaigns, benchmark by media) and 270 pre-tests conducted allow the usage of strong Benchmarks when analysing results.

Qualitative research projects

With constantly richer approaches, our qualitative projects have been evolving with more focused analyses and new techniques to better understand the consumer.

Each research project is analysed carefully, with the definition of an efficient research strategy that allows to collect actionable insights for our clients, via various techniques like Focus Groups or In depth and Ethnographic interviews.

We have a deep knowledge about the Design Thinking methodology, and so we integrate this approach from the beginning, in the stage of empathy/understanding the consumer and in the clear (re)definition of the client research problem, in the sessions facilitation of Ideation, until the prototyping test, namely in digital.

Lisboa facilities

FG Room

Client visioning room

Experimental kitchen

ONLINE QUALITATIVE

Equação Lógica activated further the digital approach, the online platforms and communities that became an absolute need.

The online qualitative research is today an unavoidable reality.

The projects conducted both via individual interviews and Focus Groups have been very successful.

QUALITATIVE DIGITAL Platform

With inteviews and Focus Groups cionducted during the COVID19 period

EQL

DATA COLLECTION TYPOLOGIES

WE OFFER DIFFERENT KINDS OF RESEARCH PROJECTS (QUANTITATIVE & QUALITATIVE) AND DIFFERENT DATA COLLECTION TECHNIQUES (PERSONAL INTERVIEWS, TELEPHONE INTERVIEWS, ON-LINE OR E-MAIL INTERVIEWS) VIA THE FOLLOWING DATA COLLECTION METHODOLOGIES:

- CAPI
- CATI
- PAPI
- CASI
- CAWI
- POSTAL
- POOLS
- HOME TEST
- HALL TEST
- DOOR TO DOOR
- MYSTERY SHOPPING
- IN SCHOOLS (CHILDREN TARGET)
- OBSERVATION REGISTER (E.G. TRAFFIC)

For a better quality control we ensure that each interviewer conducts a maximum of 10% of each fieldwork.

EQL

TYPE OF RESEARCH PROJECTS

WE OFFER DIFFERENT KINDS OF RESEARCH PROJECTS (QUANTITATIVE & QUALITATIVE) AND DIFFERENT DATA COLLECTION TECHNIQUES (PERSONAL INTERVIEWS, TELEPHONE INTERVIEWS, ON-LINE OR E-MAIL INTERVIEWS, IN HALL OR IN HOME) :

- COMMUNICATION
- INNOVATION
- BRAND HEALTH
- POSITIONING

- SHELF STUDIES
- PRICE ELASTICITY
- VOLUME FORECASTING

- CONCEPT & PRODUCT TESTS
- PACKAGING TESTS – C.O.B

- CONSUMER JOURNEY
- SHOPPER/ IN-STORE
- SATISFACTION/NPS

- PENETRATION/ SEGMENTATION/ U&A
- TENDENCIES RESEARCH

PRESENCIAL RESEARCH (QUALI/ QUANTI)

ONLINE RESEARCH (QUALI/QUANTI)

ADULT TARGET

CHILDREN TARGET

EQL

SOLUTIONS

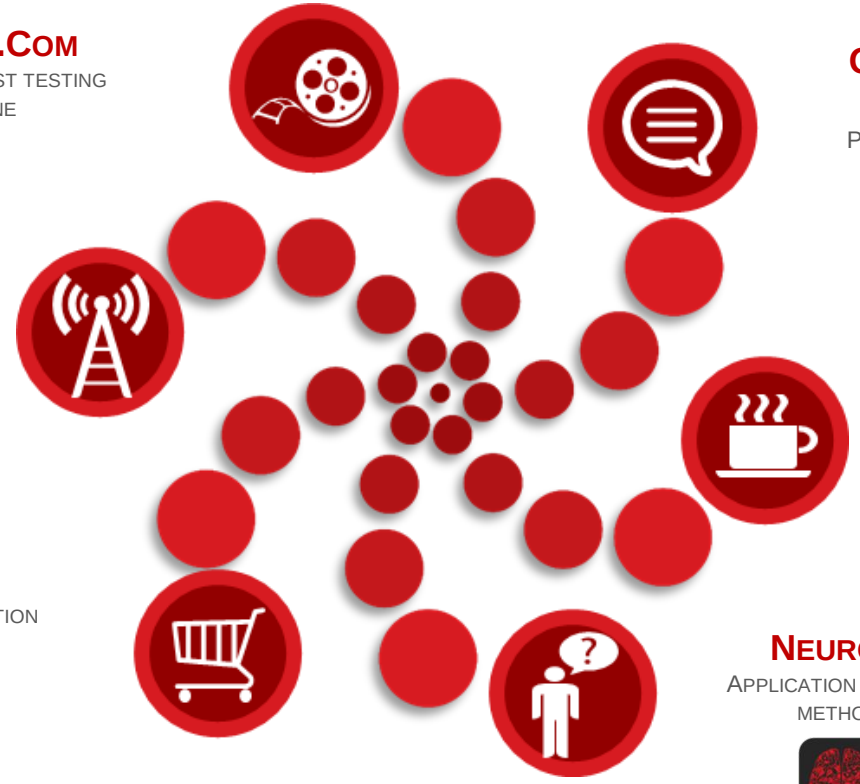
ABORDAGENS UNICAS, ASSENTES NUMA VASTA EXPERIENCIA – QUESTIONÁRIOS PRE-ESTRUTURADOS ADAPTÁVEIS ÀS DIFERENTES NECESSIDADES OU ÁREAS DE NEGÓCIO

PRE.COM E PÓS.COM

COMMUNICATION PRE & POST TESTING
PRESENTIAL/ ONLINE

QUALITATIVE & ONLINE COMMUNITIES

PLATFORM FOR QUALITATIVE RESEARCH



REPUTATION RESEARCH

IN PARTNERSHIP WITH MERCO

merco
monitor empresarial de reputación corporativa

SHELF/PACK/CONCEPT TESTING

PRODUCT TESTING

FORECASTING

SALES VOLUMES ESTIMATION

SOCIETY OF SENSORY PROFESSIONALS

SHOPPER

BUYER BEHAVIOUR EVALUATION

NEUROSCIENCE

APPLICATION OF NEUROSCIENCE METHODOLOGIESD

ICN AGENCY
BRANDS WITH LOVE

EQL

PRE. COM ®

POS. COM ®

NEW TOOLS OF

COMMUNICATION EVALUATION

EQUAÇÃO LÓGICA

QUALITATIVE AND QUANTITATIVE APPROACHES IN THE COMMUNICATION DEVELOPMENT AND EVALUATION

Communication testing tools for the pre and post campaign launching stages, adequate to the various moments of the copy development: Creative idea, Storyboard, Animatic and terminated film.

PRE. COM ®

- The previous evaluation and diagnostics to improve the likelihood of creative success in advertising campaigns

Fine tuning of advertising campaigns in a quantitative post stage

- Evaluation and diagnostics of the various key aspects of a communication campaign performance
- Actionable recommendations with the purpose of improving the impact and the response to the ad.

POS. COM ®

EQL

Contacts

We know that in a world of constant change, to have information is not enough, timely information is fundamental.

Equação Lógica® has an experienced team, ready to respond to the more varied challenges.

Equação Lógica continues actively committed to contribute with high quality information to minimize the decision risks about your brand.

Contact us to know more or visit us in www.equacaologica.com

SUSANA FONTES
CLIENT SERVICE DIRECTOR
Tel. +351 93 322 50 74
E-mail: susana.fontes@equacaologica.com