

Consumer Study: Pandemic Behavior What's CHanged for G0od, Where Do We Go From Here?

IHL Multi-Client Research Study/Webinar Sponsorship Opportunity

As the vaccines roll out and shopping moves back to normal, the big question everyone in retail and hospitality has is what changes in pandemic shopping behavior stick and what will go back to the old ways of doing things? Retailers offered click and collect and local delivery as a means of survival but at great margin cost and a loss of impulse sales. New inventory issues were discovered and grocers and mass merchants only survived because the in-store traffic gains overcame losses from these new digital journeys. Consumers have now gotten used to purchasing all kinds of products online. How many will continue the service once they are charged a fee? These are just some of the items that will be researched in this study.

This research study will consist of shoppers in multiple geographies around the world. We will be able to highlight what behaviors have staying power and which do not. Will people still be ordering food for delivery only, or what is their timing for getting back to restaurants and events with friends? Will they still order groceries for click and collect or delivery if there is a fee? How big a fee? Will they go back to shopping in malls and trying on clothes? All of these questions will help retailers determine investment priorities.

This research is designed to help with your lead generation and solution design and messaging. All sponsorship levels included shared leads from the downloads for a period up to one year.

TITLE SPONSORSHIPS - \$18,000

- Title Sponsorship on Study, Branded Version for Distribution
- Distribution Rights of Study to Customers, Partners, Analysts, Investors for Research and Webinar Recording.
- Title Sponsorship of IHL Webinar on Results
- Raw data from the research so you can build more

GOLD SPONSORSHIPS - \$12,000

- Sponsorship of Study and Inclusion in marketing materials
- Enterprise License of Study for Use Internally (*no distribution rights*)
- Sponsorship of IHL Webinar on Results (*no distribution rights*)
- 2,000 Leads from IHL Sophia

SILVER SPONSORSHIP - \$5,000

- Sponsorship of Study and Inclusion in Press Release
- Enterprise License of Study for Use Internally (*no distribution rights*)

DEADLINE FOR INCLUSION: 3-24-2021



Research complete by: 3-15-2021

Study by: 4-8-2021

Webinar: 4-8-2021

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