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Performance  
Simplification  
Health & Hygiene  
Sustainability  
Borderless retailing

# Tech-enabled solutions

# Trusted

Incumbents are being challenged;  
It is important to be a “brand with a purpose”

0%

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Brand volatility  
Weeks 1-9

15%

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Brand volatility  
Weeks 13-16 vs  
Weeks 1-9

18%

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Brand volatility  
Weeks 19-33 vs  
Weeks 1-9

# 80%

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how brands act during a crisis  
impacts whether people buy from  
them in the future

# 75%

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noticed examples of companies  
being a force for good

# 78%

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noticed examples of companies  
trying to take advantage



# 62%

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choose one brand over another  
specifically because it supports a  
cause they believe in

Disruption is accelerating  
Rethink how you equip your teams

Want actionable recommendations?  
Come and talk to us:

[gfk.com/gfknewron](https://gfk.com/gfknewron)

