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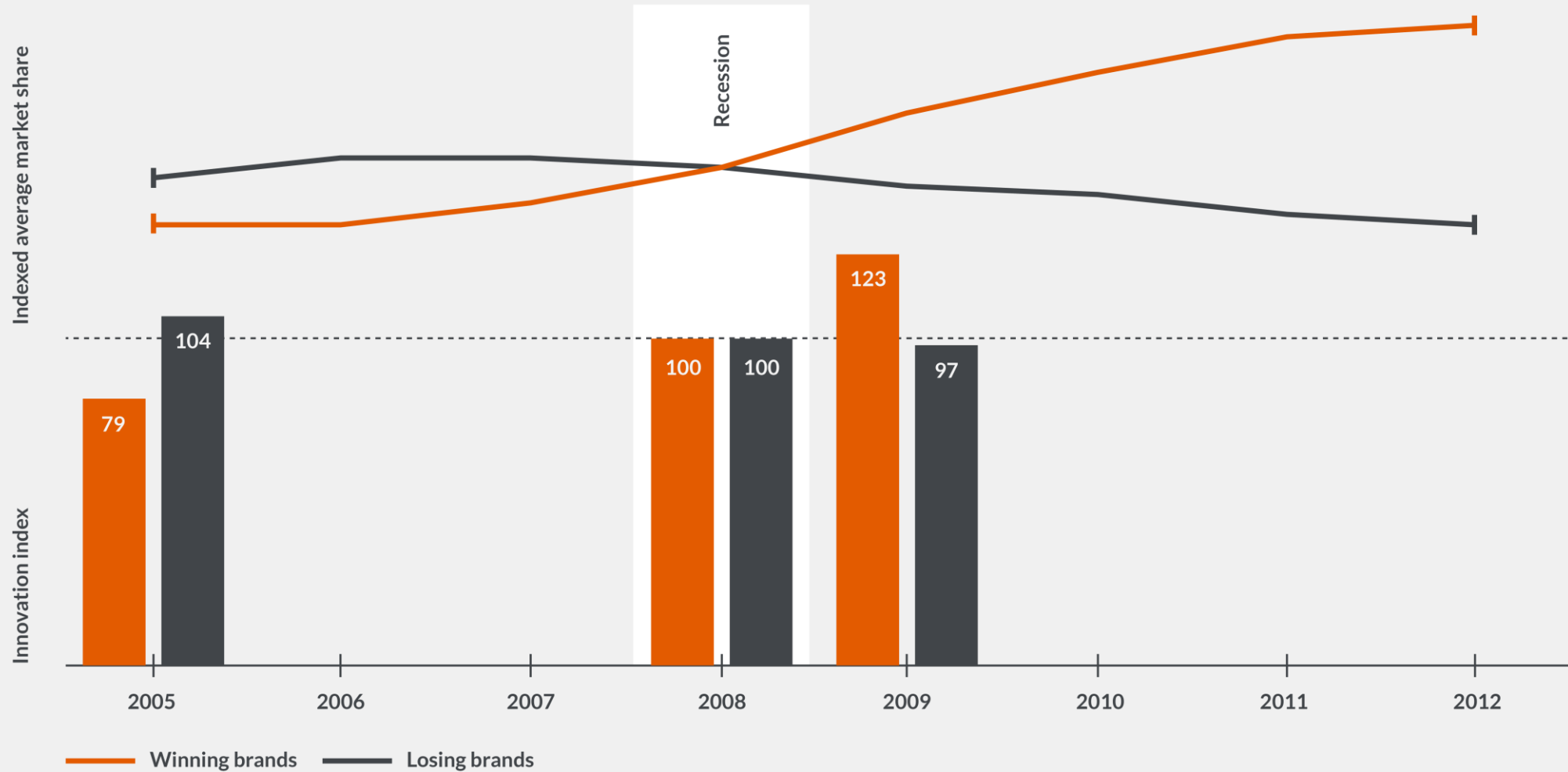
# Recurring themes



Major **signals**: **Disruption** ► **Acceleration** ► **Data Overload**

Digitization  
Innovation  
Omnichannel  
Partnerships  
Trusted Strong brands

# Innovation leads to long term success



Is just holding steady  
an option?

# 26%

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of consumers purchased a different brand than planned because their usual brand was out of stock

# 1 in 3

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of those people say they discovered new brands they like better & will continue to buy them post crisis

# Look ahead

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