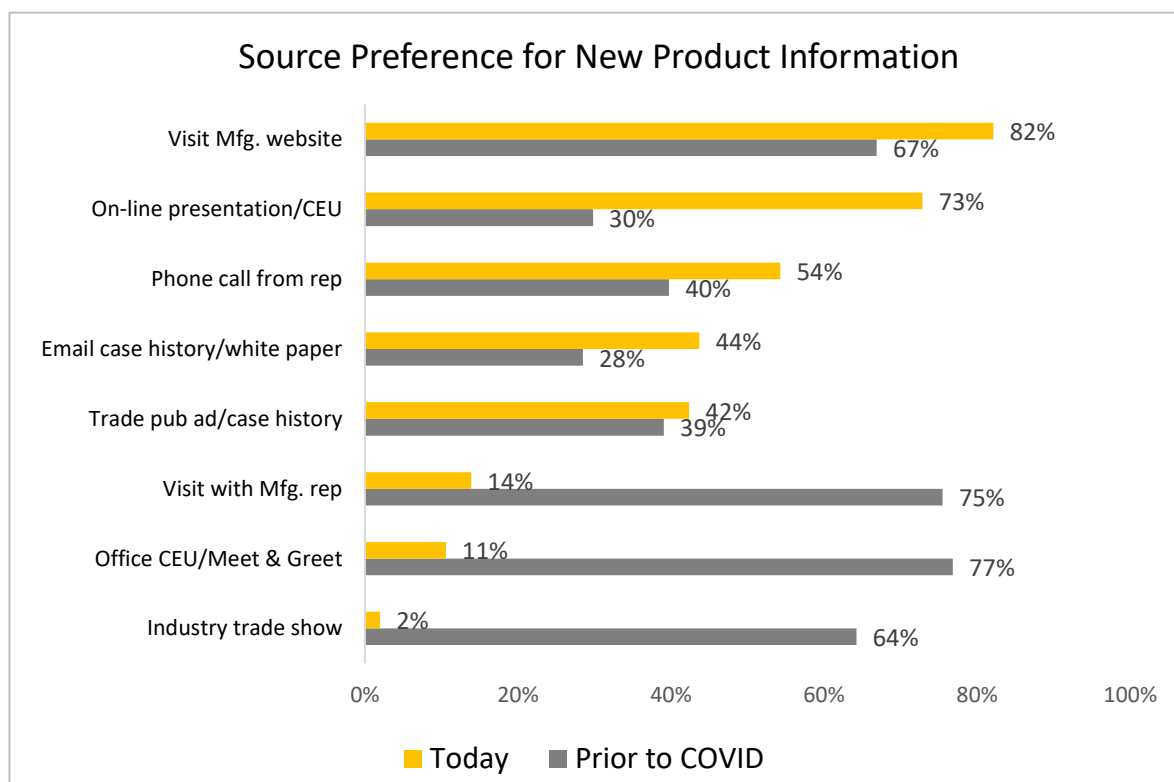


Due to the COVID-19 pandemic, building professionals are using more online resources, phone calls and email to get product information.

Before the COVID-19 pandemic, what was your preferred method for manufacturers to introduce new products or building materials and what is it today?



Sample Verbatim Comments

- *It has changed more out of necessity. At one point we were working from home and the calls needed to be digital because we weren't in the same place. We have relied on a manufacturer's website for the most up to date information prior-and post-COVID.*
- *Meet & Greets/Lunch & Learns are ideal but aren't feasible with work-from-home requirements. However, we didn't have many of these prior to COVID-19 due to time and scheduling. Webinars are more accessible especially now during quarantine requirements.*
- *We have limited meeting with representatives only if we have a project that requires something major from a key rep. Before COVID we met with 3 reps a week and now we have only met with 3 since March.*

TAKE AWAY: There has been a shift in the methods building professionals use to get new product information. Prior to COVID, professionals relied on rep visits, CEU lunch and learns and trade shows and today they rely on manufacturers' websites and virtual/web based platforms.



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Purpose:

To learn how building professionals' preferences for how they find and get new product information has changed due to the COVID-19 pandemic.

Methodology:

AIM surveyed architects, interior designers, engineers and facility managers. The survey was conducted on-line in August, 2020. Overall response was 156 completed surveys.

Conclusion:

During the pandemic and even still today many building professionals are working remotely and forced to rely on web based sources to get product information. This research indicates there has been a dramatic shift from "in person" meetings to online resources. For example, prior to COVID over 70% of building professionals preferred to get product information by visiting with a manufacturer's rep, CEU Lunch & Learn, or Meet & Greet presentation in their office. Today, less than 15% prefer these types of in person meetings. While more than half of building professionals used manufacturers' websites prior to COVID, today 82% rely on manufacturers' websites to get the product information they need. In addition today 73% of professionals prefer to attend online webinars or manufacturers presentations. The increasing trend of professionals who work from home, practice social distancing, and have concerns with staying safe has reduced the number of professionals willing and able to meet in person with manufacturers. Therefore, manufacturers need to make sure they have as many online resources and communication options available to building professionals when they are looking for product information. In addition, product manufacturers should make sure the information is current and easy to access/find.

Note: Data is based on research conducted by Accountability Information Management, Inc. (AIM). Total response=156. AIM is a business-to-business marketing communications company, ©August, 2020. For additional information including a more in-depth analysis, contact AIM or visit our website. Phone 847-358-8558, Email inquiries@a-i-m.com. Website: www.a-i-m.com. Thank you.