Responding to COVID-19

How brands can respond and reframe their strategy through the lens of COVID-19

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What’s inside

01 The new normal

02 Things to remember
01

The new normal
Life as we know it has changed

In a span of four months, much of our world has been turned upside down. Communication is different. Work environments are different. Everyday life is different.

Consumers, communities, and businesses are having to adapt to this new reality, and it’s uncharted territory for us all.

With so much change, how can brands offer the right support?
What’s everyone feeling?

Now more than ever, people across the world are feeling — and behaving — differently than before.

There is a crucial need for reassurance and connection.

Anxious
We’re living in uncertain times, with top concerns around financial and job security, our health, and fear of running out of essentials.

Isolated
We’re feeling alone, away from family, friends, and work. We are realizing how much we thrived on daily engagements with others.

Uncertain
We’re unsure what to expect, what each week will bring, and when this will end. Without knowing what to expect, we’re focusing on the now.
The digital era amid COVID-19

Since the 2000s, the internet has proven to be an underpinning to keep society connected, productive, and informed. We’re now experiencing the sudden acceleration of what’s been a 20-year trend, propelling a sense of urgency among brands to fully embrace digital.

- **80%** of people in the US & UK say they are consuming more content than before.
- **70%** increase in web browsing.
- **61%** increase in social media engagement.

Source: Kantar, Global Web Index.
How brands are responding matters

Some of the most valuable responses to COVID-19 are messages of hope and community. Meanwhile some brands are showcasing innovative solutions and new capabilities that demonstrate their commitment to providing and supporting relief efforts.

43% of consumers find it reassuring to hear from brands they know and trust during these uncertain times.

8% of people think brands should stop advertising and marketing efforts all together.

Source: Kantar, Ad Age
02 Things to remember
Best practices

- Provide solutions for your employees and customers
- Leverage technology to stay connected
- Stay active and engaged on social media
- Share knowledge and expertise in a time of learning
- Be authentic and transparent
- Activate content that demonstrates shared values and brand purpose
- Listen to your community to assess their needs and concerns
- Maintain a hopeful, positive brand voice
It’s about today, tomorrow, and our future

“...The value of digital channels, products, and operations is immediately obvious to companies everywhere right now. This is a wake-up call for organizations that have placed too much focus on daily operational needs at the expense of investing in digital business and long-term resilience.

Businesses that can shift technology capacity and investments to digital platforms will mitigate the impact of the outbreak and keep their companies running smoothly now, and over the long term.”

– Sandy Shen, Senior Director Analyst, Gartner

Source: Forbes
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