

Canadians want to keep hearing from brands

Over three-quarters of Canadians want brands to continue communicating with them throughout the COVID-19 crisis, but in a meaningful way

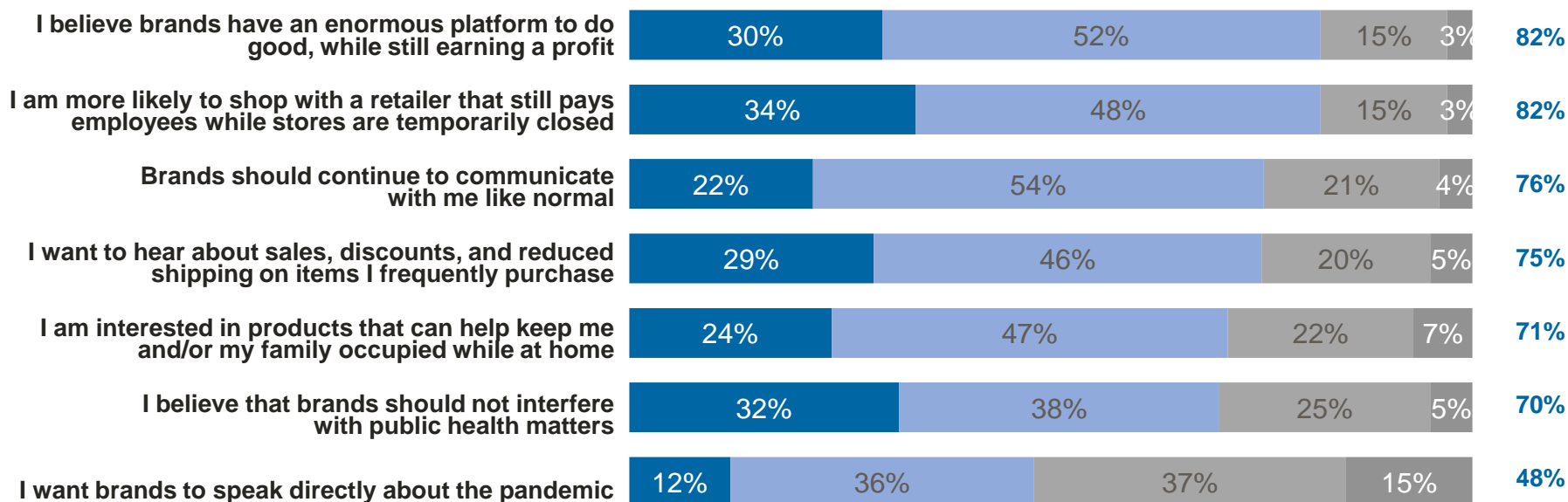
There is no one perfect communication plan that will appease all Canadians. However, it is clear that a greater emphasis should be placed on emotional campaigns in order to build your brand more strongly; in fact, 82% of Canadians believe brands have an enormous platform to do good, while still earning a profit.

Feelings about Brand Responsibility & Communications during COVID-19

Ranked by Top-2 Box Agreement Scores

■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree

Top 2 Box (%Agree)



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