

## COVID-19 BRAND SENTIMENT NAVIGATOR

## Predicting Brand Staying Power Through the COVID-19 Crisis and Beyond

This is a critical time for brands to imprint themselves in consumers' minds to ensure staying power through the crisis and beyond it. We surveyed more than 6,000 consumers on what they believe brands are doing right and wrong and what actions they can take during this unprecedented time to elevate brand sentiment and build lasting relationships.

Brand perception is being affected by the crisis

**58%**

of respondents say the situation has greatly/somewhat impacted their view of brands

Brands that have gotten a boost in positive opinion include industries such as:



49% Grocery



37% Food/Beverage



33% Cleaning Products



33% Restaurants



29% Pharmacy



24% Video Streaming

What brands have impressed you?

"Costco. They are trying to utilize social distancing and limiting stockpiling, so we can all have some stuff. And Whole Foods, they are wiping down each basket for you." – Ashley, CA



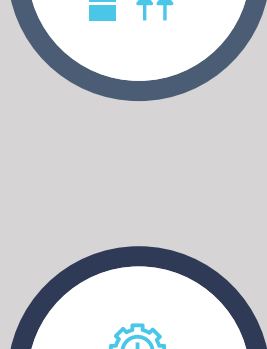
Brands can take proactive steps to leave positive impressions. Taking care of customers and employees is priority number one. Empathy and responsibility are key factors.



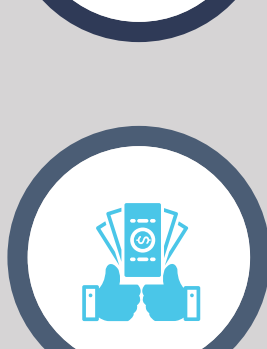
Brand actions that have led to positive sentiments



Keeps their customers (58%) and employees (55%) safe and well



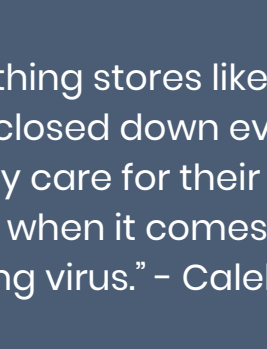
**40%**  
Showing empathy and providing comfort



**38%**  
Recognizing the new normal



**35%**  
Extending benefits to consumers



**32%**  
Clear and reassuring communication

"Many clothing stores like Nike, for example, closed down everywhere which shows they care for their employees and the public when it comes to such a devastating virus." – Caleb, GA



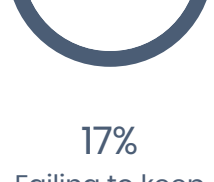
Opportunistic behaviors will not be tolerated by consumers. Brands get it wrong when they fail to help and adjust to the current environment.



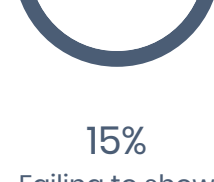
21% Price Gouging



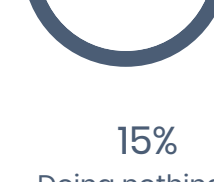
18% Failing to keep employees safe



17% Failing to keep customers safe



15% Failing to show empathy or provide comfort



15% Doing nothing to benefit the community

What brands have disappointed you?

Hobby Lobby not giving employees sick leave. Healthy company, wealthy CEO yet not taking care of employees. Any company abandoning their employees gives me a negative opinion." – Shannon, WY



Technology-powered connection is more important than ever

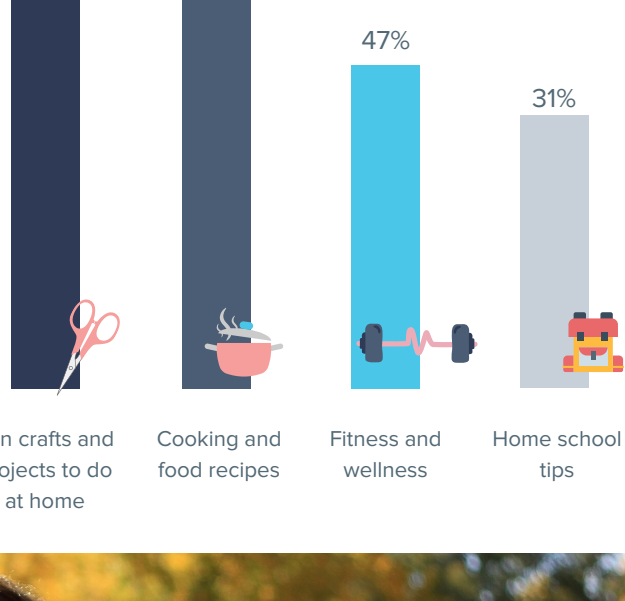
The majority of respondents are using social media (80%) and phone calls (75%) to stay connected to others



**29%**

of respondents are turning to online communities for connection

What do consumers want from their online communities?



Picturing life after the crisis...

After the crisis, consumers are anticipating purchasing and spending more on...

