COVID-19 BRAND SENTIMENT NAVIGATOR

Elevating Brand Sentiment

Looking Ahead:

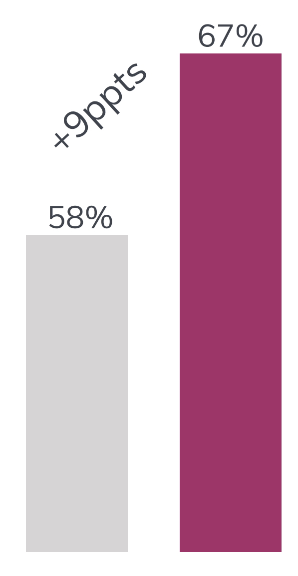
Converting Trial Beyond the COVID-19 Lockdown

APRIL EDITION

In this rapidly changing environment, opinions, attitudes, and behaviors are evolving almost daily. We're keeping a pulse on consumer sentiment throughout the COVID-19 crisis. Check out our first infographic in our March COVID-19 Brand Sentiment Navigator series. This week, we're highlighting changing trends and what brands should know as they market to consumers in this unknown climate.

Brand perception is increasingly impacted by the crisis.

67% say the situation has greatly/somewhat impacted their view of brands, up from 58% in March.



Millennials have been most greatly impacted (33%).

Boomers have been the least (24%).

Consumers remain largely positive about industries helping them at home.

From March to April, Grocery, Pharmacy, Cleaning Products remain in the top five for most positive feelings.

Grocery 38%

Pharmacy 36%

Cleaning 34%

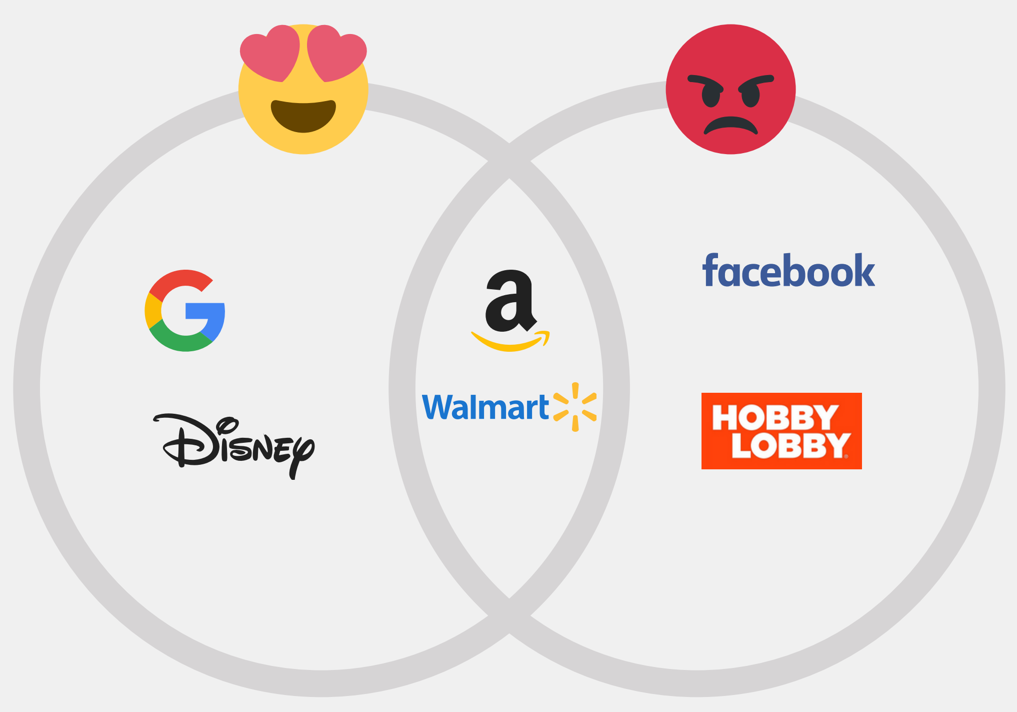
Airlines/Travel, Banks/Finance continue to draw the most negative opinions, alongside Social Media.

Airlines 22%

Social Media 18%

Banks/Finance 14%

Amazon and Walmart made the most and least admired brands list. Google and Disney+ were also highly admired; Hobby Lobby and Facebook were among the least.



Consumers' adjustment to a new normal includes new brands.

More than half of consumers tried new brands in these product categories last month:

Household (33%)

Baby (13%)

Food/Beverage (33%)

Personal Care (28%)

Health & Wellness (22%)

Gen Z are especially trying out new brands, particularly in Personal Care/Beauty Care (47%) and Food/Beverage (41%).

Millennials are especially likely to be trying new Baby (18%) brands.

There is an opportunity for these new brands to make a lasting impression.

48% of consumers said they would definitely continue to use the new brands they've discovered - Gen Z (55%) and Millennials (50%) are the most open to switching

Gen Z will stick with new Personal Care/Beauty Care (75%) brands.

Millennials will stick with new Household Products (67%), Food/Beverage (66%) and Baby (36%) brands.

Gen X will stick with new Food/Beverage (66%), Household Products (65%), and Pet Products (34%) brands.

Boomers will stick with new Health & Wellness (52%) brands.

Fundamental brand values and availability key to maintaining consumer relationships.

The good news is that consumers are clear on what they want to see from brands to maintain relationships...

... and where they want to see it.

Social Media (56%)

Email (55%)

Brand Website (52%)

Millennials are most likely to look for Brand Communication from Online Communities (31%).

Gen X and Boomers most prefer TV Commercials (48%).

While generations are fairly united in their desire to have brands acknowledge the pandemic in communications (Often 31% | Occasionally 45%), there are clear differences in their desired tone.

Useful (31%) and Reassuring (29%) are consistently effective across generations.

Gen Z likes Helpful (57%), Confident (51%) and Fun (33%).

Millennials like Family Oriented (34%).

Gen X and Boomers like Factual (56%) and Informative (55%).

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Methodology
This research was conducted via a 11-question online survey issued to the peer-to-peer influencer community, Smiley360, from April 10-24. 5,400 U.S. respondents completed the survey.

About Vesta
Vesta is a leading marketing technology company that powers online communities to turn real consumers into brand evangelists–using zero-party data to deliver personalized content and experiences at scale. Hundreds of brands have partnered with us to activate millions of consumers to drive customer acquisition, long-term loyalty, and actionable insights. Founded in 2009, we work with leading brands including Unilever, P&G, Pfizer, Johnson & Johnson, and more.

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