

# HOW CAN BRANDS RESPOND TO THE CORONAVIRUS CRISIS

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**GAME CHANGERS**



**The  
Economist**

Britain after Brexit

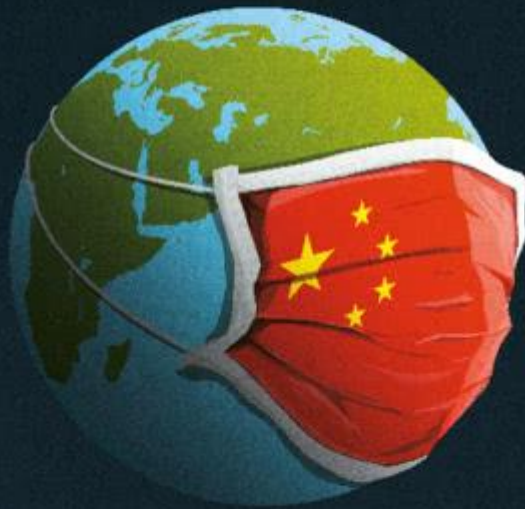
Trump's one-sided peace plan

Private markets—a dangerous obsession

The problem with puberty blockers

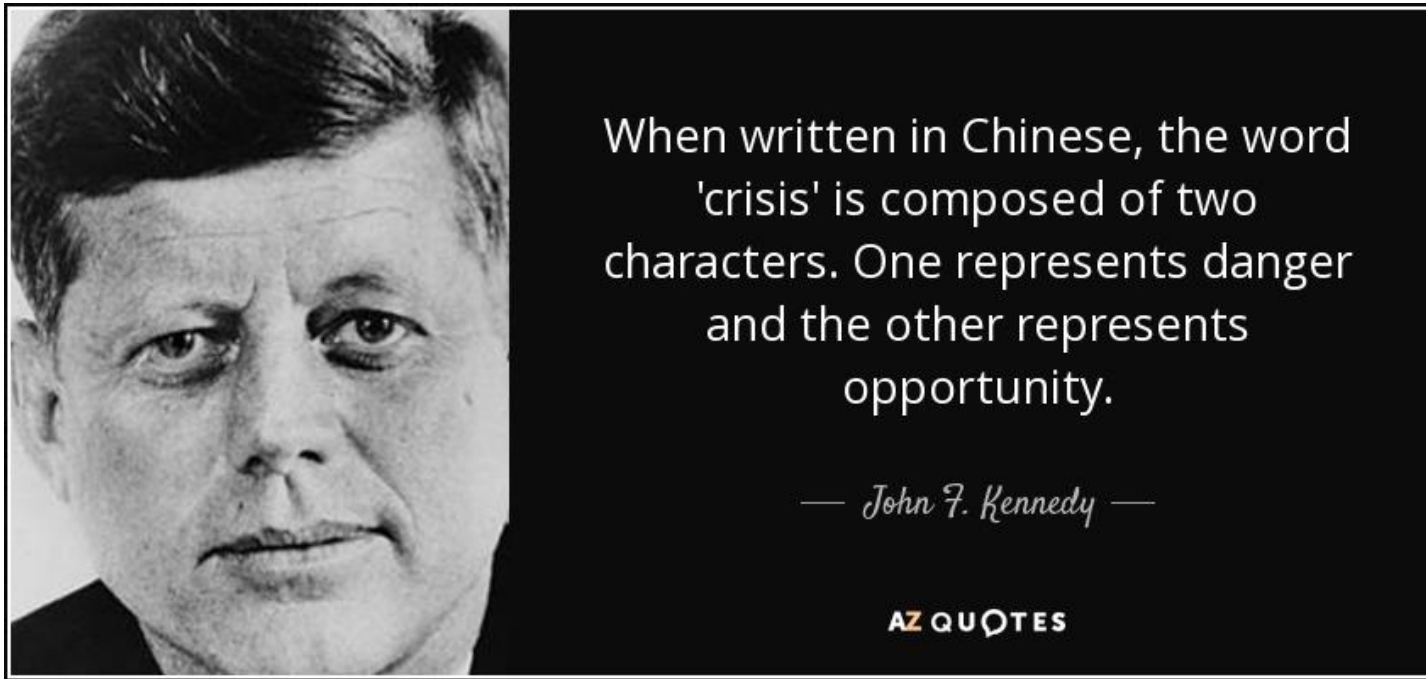
FEBRUARY 17-19, 2020

**How bad will it get?**



- As COVID 19 is spreading across the globe, we know it will impact consumer behavior in the months to come.
- Brands are hesitating to respond because they do not want to be seen as opportunistic.
- How can brands add value in this new reality?

A CHANGE IN CONTEXT ALSO MEANS THAT PEOPLE'S NEEDS AND BEHAVIOR WILL BE IMPACTED. HOW CAN BRANDS CONNECT WITH CONSUMERS DURING THESE UNCERTAIN TIMES?



危机

DANGER

OPPORTUNITY

# **HOW ARE CONSUMERS CHANGING THEIR BEHAVIOUR?**



# EVEN IF GOVERNMENTS ARE HESITATING TO GO FOR A FULL LOCKDOWN, SOCIETY IS INCREASINGLY CHOOSING FOR SOCIAL DISTANCING

**QUARANTINE**

**SELF-  
ISOLATION**

**LOCKDOWN**

**PUBLIC  
SPACES  
CLOSED**



# AS A RESULT PEOPLE WILL BE SPENDING A LOT MORE TIME ON THEIR OWN OR WITH THEIR CLOSE FAMILY

This leads to both welcomed & unwelcomed consequences

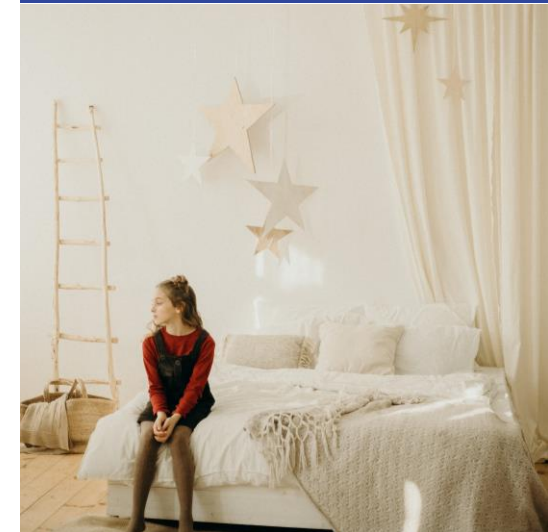
More time with the family



More time for yourself



But also stress, anxiety and a sense of isolation



WE EXPECT THIS TO HAVE A DIRECT IMPACT ON CONSUMER BEHAVIOR, WITH MANY CATEGORIES SUFFERING

Physical Retail

Alcoholic Beverages

Leisure outlets

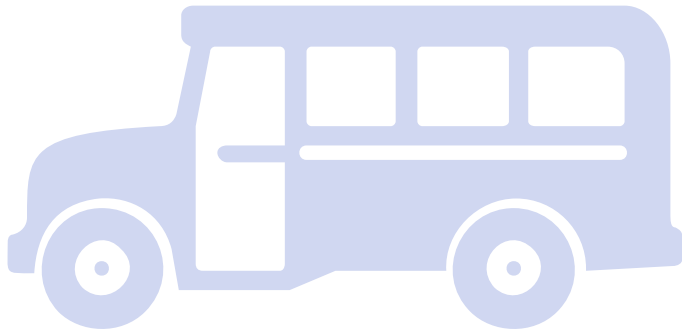
Travel & tourism

Big ticket items (cars, luxury goods)

Consumer Technology

# CHINESE CONSUMERS PURCHASED MORE MEDICAL CARE, F&B, ONLINE SERVICES DURING CNY; WHILE LESS APPARELS AND BEAUTY PRODUCTS

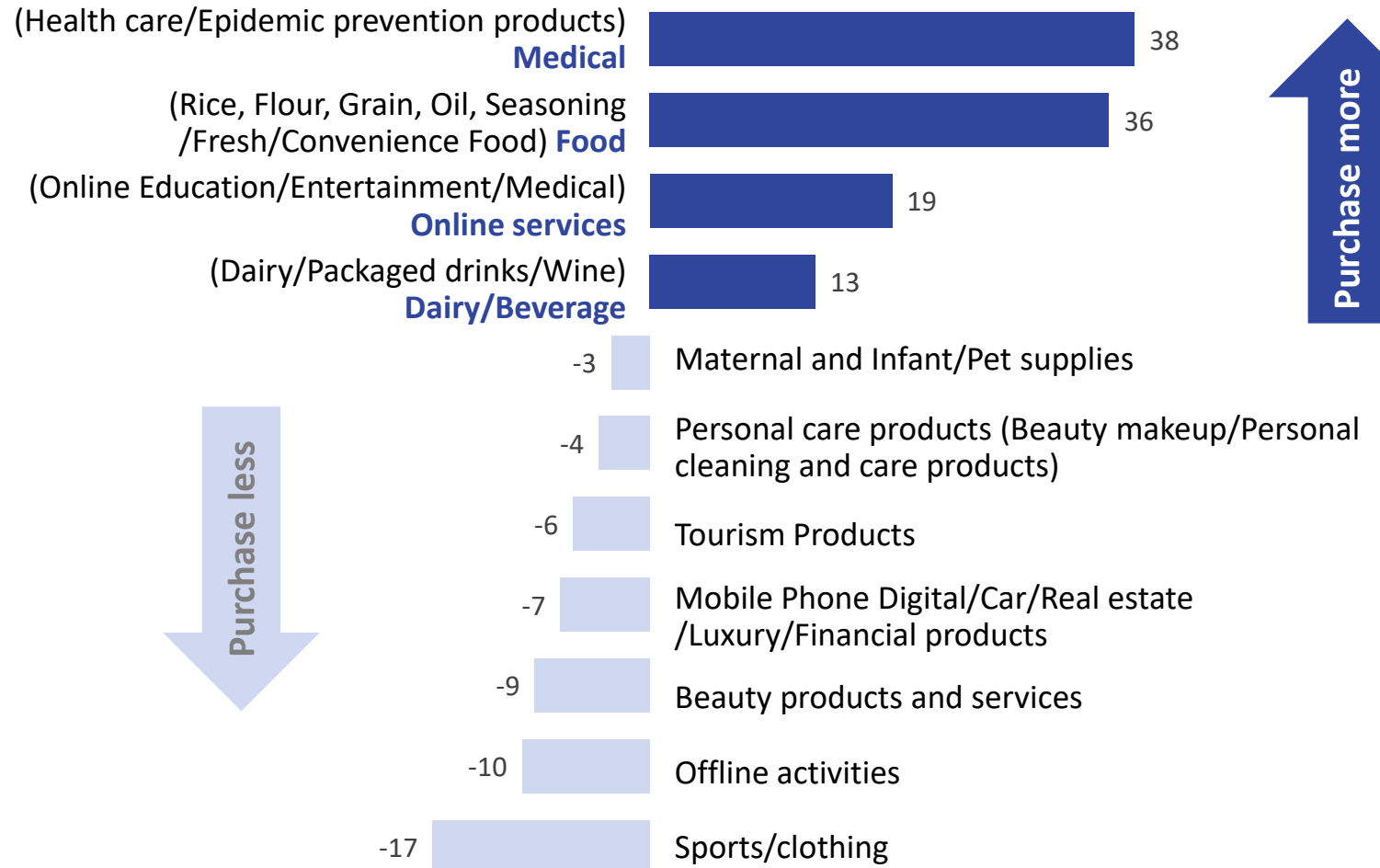
Staying at home has become most people's normal lifestyle...



**76%**

of consumers are going out less

## Category purchase change% (purchase more% - purchase less%)





# PHYSICAL EXERCISE AT HOME



## Indoor exercise boom amid efforts to curb novel coronavirus outbreak

JINAN — Fan Dongquan, a fitness coach with Jinan Hot Blood Fitness Studio in East China's Shandong province, conducted a free 90-minute fitness course online late last month.

The outbreak of the novel coronavirus has kept millions of Chinese like Fan from partaking in outdoor activities since late January, so indoor exercise has become an important way to keep healthy.

The Chinese sports community, from individuals like Fan to the sports authorities at all levels, have been actively promoting indoor exercise to fight against the epidemic.

China's General Administration of Sport has called upon sports

departments at all levels to promote simple and scientific exercises at home and further fitness knowledge, and advocate a healthy lifestyle via various media during the epidemic.

"I believe that regular physical exercise can protect against illness, especially in a time such as this," says Fan.

The fitness coach adds that the number of participants viewing his courses have increased to more than 300.

In fact, sports departments around the country have already released a series of indoor exercise programs with accompanying texts, pictures and videos.

For example, the Beijing Municipal

Sports Bureau released a complete set of at-home workouts, including stretching and strength training, on Jan 29.

Rizhao Municipal Sports Bureau of Shandong province has also released instructions for tai chi and yoga. Meanwhile, they invited

“  
I believe that regular physical exercise can protect against illness, especially in a time such as this.”

**Fan Dongquan**, a fitness coach in Jinan, Shandong province, who conducts a free fitness course online

local social sports instructors to demonstrate the methods on video, so that citizens can follow the experts to learn how to work out at home.

Sports bureaus in Qingdao and Yantai of Shandong province also released the health-promoting

ancient Chinese exercise, *baduanjin*, with detailed instructions on their WeChat platforms.

*Baduanjin*, literally meaning “eight-section brocade”, is one of the most common forms of Chinese *qigong* exercise.

Beijing Sport University recently issued a video of *baduanjin* via their WeChat account and had more than 100,000 comments.

The Chinese Health Qigong Association released a combination of Chinese exercises on WeChat. *Qigong*, a Chinese system of prescribed physical exercises or movements performed in a meditative state, is free of restrictions such as venue and equipment.

The State Council, China's cabi-

net, issued a new Healthy China guideline in July 2019, which promised support for fitness programs with Chinese characteristics, including tai chi and *qigong*, which channels the body's inner energy to achieve physical and mental harmony.

Cui Yongsheng, a staff member at the Health Qigong Management Center of the General Administration of Sport, notes that practicing *qigong* will play a positive role in the fight against the epidemic.

“In the future, we will make more efforts to promote *qigong*, so that more people can benefit from it,” says Cui.



XINHUA

# PEOPLE ARE SPENDING MORE TIME CLEANING THEIR HOME

People's homes have never looked cleaner, as people use the extra time at home to make sure everything looks tidy & neat





## THE EXTRA TIME AT HOME IS USED FOR COOKING & BAKING



# STAY AT HOME CLUB NIGHTS TIK TOK DEEJAY SETS





# INCREASED INTEREST IN MAKING SUSTAINABLE CHOICES



In China we see an evolution in people's attitude towards sustainability. They expect to look for more organic products, show an increased concern about pollution, and want to protect nature

# HOW SHOULD BRANDS RESPOND?

*“Brands are **nervous about appearing to profit** from this crisis. The conversation is being had in many client and agency organizations, but they have to **be absolutely sure** they are helping people not just making money from it, or being seen to make money from it.”*

Owen Lee, chief creative officer of FCB  
Inferno (The Drum)

# WHAT CAN BRANDS DO?

Give comfort



Go virtual



Acts of kindness



Help people  
pass time



Get through the  
crisis in style



Relieve Stress



## AVOID BEING SEEN AS OPPORTUNISTIC



Dutch consumer electronics webshop Coolblue has stopped all marketing and has increased prices as they are expecting supply problems



## GIVE COMFORT

*Every paused journey will eventually restart. Louis Vuitton hopes you and your beloved ones stay safe and healthy*

按下暂停键的旅行，  
终将再次启程。

路易威登祝愿您与您所爱之人  
平安健康

LOUIS VUITTON



A ST. PATRICK'S DAY MESSAGE  
FROM GUINNESS

*We'll march again!*



# ACTS OF KINDNESS



Lush is inviting everybody to come into the store and wash their hands. The increased footfall is of course a nice side-effect.

Many airlines, including Virgin Atlantic, British Airways and KLM-Air France, are waving costs to rebook flights in the next few months.



Amazon makes sure nobody is profiteering from Corona virus after suppliers have raised prices for masks and sanitizers by up to 2000%

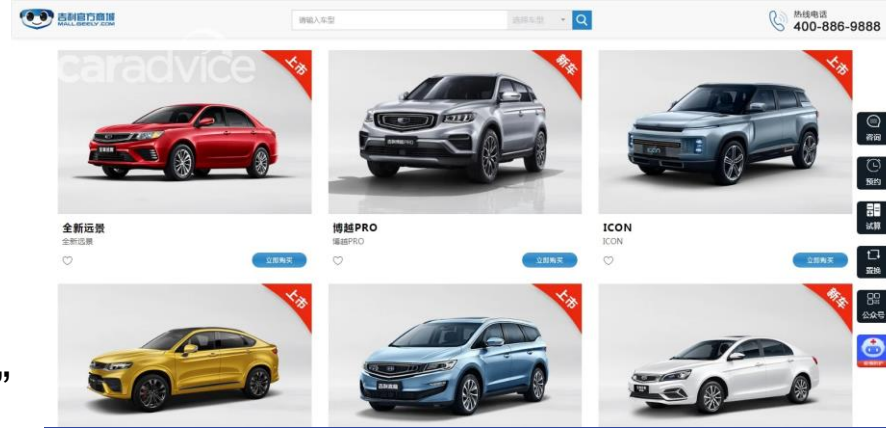
## GET THROUGH THE CRISIS IN STYLE



# THINK VIRTUAL FIRST



Google has cancelled the physical part of Cloud Next '20, it's largest annual conference with C. 30k attendees. It will now be hosted as an online event.



More automakers are selling cars online in China as worried consumers stay away from showrooms to stop the spread of the coronavirus.



Many museums and art galleries are creating intercave exhibitions, so people can enjoy art without having to leave their homes.



# INSPIRE PEOPLE ON HOW TO SPEND THEIR TIME

TV channel stimulates people to avoid the virus by staying at home and binge watch their content

**SAFETY FIRST ;)**  
BLIJF GEZELLIG  
THUIS EN BINGE  
**BLIND**  
**GETROUWD** ZO  
HOEF JE NIET  
NAAR **THE GOOD**  
**DOCTOR**

TRANSLATION **Safety First ;)**.  
Stay at home and binge **Married**  
**at First Site** so you don't have to  
go see **The Good Doctor**



Alibaba is organizing "no-meeting concerts," where singers and bands can livestream their practice sessions



Chipotle is offering virtual hangouts with celebrities through Zoom

## RELIEVE STRESS, FOR INSTANCE THROUGH HUMOR

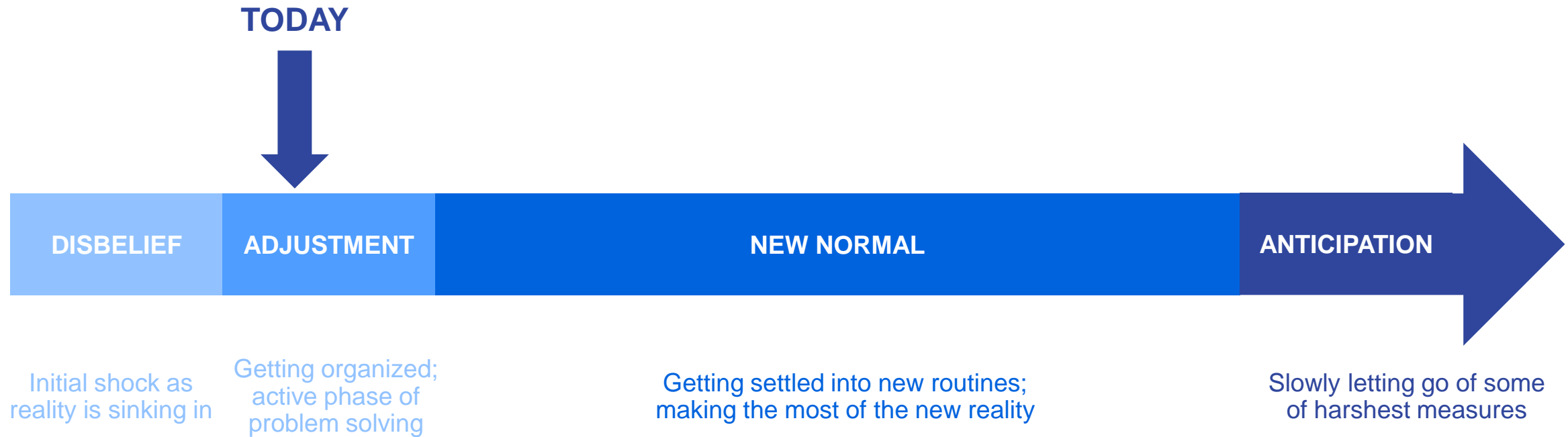


Fortunately we are in the most beautiful country in the world. 55 Unesco sites (like China!)



It's ok when consumers do this, but of course brands need to be careful not to offend

# THE JOURNEY AHEAD



# TIMES OF CRISIS PRESENT MANY CHALLENGES TO BUSINESS, BUT THEY CAN ALSO ACT AS AN ACCELERATOR OR AGENT FOR CHANGE

## Consumers driven by new needs

In times of crisis, consumers are not just responding to want, they have a new set of pressing needs that can manifestly change their behaviors



## Consolidation

The duration of the crisis enables consumers to experience and habituate these new services. And once the crisis subsides, the best of these new offers can maintain their appeal and relevance

## Accelerated business development

Businesses who respond quickly to these needs, can open up new areas of business and quickly develop a user base or create new modes of connection and service delivery



***“The wheels of industry need to keep turning so workers are paid and families are fed. Those wheels are best greased by effective marketing.”***



**Mark Ritson**

Columnist Marketing Week



# Q&A



## KEY TAKEAWAYS

The Corona virus is impacting both short and long term behavior

Brands should empathize & provide solutions to help cope with this situation

Ipsos can help you navigate through these challenging times

**BE  
SURE.  
ACT  
SMARTER.**

**GAME CHANGERS**

