Marketing In The “Next New”

JUNE 4, 2020
Intro

Who Am I & What is this all about?
INTRO

WHO AM I?

1. Sales grown, Ad Agency raised, Independent Consultant
2. Big fan/champion of underdogs (i.e. nonprofits)
3. Digital focused, but media agnostic
4. Lover of all things strategy and problem solving
5. A passionate, “talker”
6. Social media marketer (business) who doesn’t use social media (personal)
7. New Jersey native, Boston resident
8. Sports, superheroes and sarcasm
9. Lifelong learner and self-starter
10. Excited to be here

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INTRO
WHAT THIS IS ALL ABOUT?

1. This isn’t to provide the decisions, rather the tools for you to make your own best decision
2. No one right now has all the answers, but there are consensus best practices and guidance
3. A combo of teaching to the middle (general guide) and 1 on 1 sessions (specific detail)
4. Permission to trust your gut and rely on common sense (and what’s gotten you this far)
5. An assortment of tips, tricks, tactics and examples (clients and non-clients)
6. Something to revisit periodically for a “tune up”
7. A goal to find 3 valuable things to retain, apply and increase your chances for success
8. Using the past and present to prepare for the (unknown) future
9. Littered with buzzwords but backed by substance
10. Hopefully the first of many more conversations to come
State of the “State”

Current Covid-19 Situation
STATE OF THE “STATE”

TIMELINE

February 1st, 2020
1st case in Boston

March 15th – 21st, 2020
Gov. orders restrictions

May 6th, 2020
Face covering required

May 18th, 2020
Full plan made public: Phase 1 begins

June 6th – 8th, 2020
Earliest potential Phase 2 start
1. **Phase 1 and Phase 2**
   - Reopening Mass.
   - General business guidelines
   - Templates/required docs (i.e. compliance posters)
   - Sector-specific protocols and best practices

2. **The Beyond**

3. **State vs industry vs individual business vs personal**
   - Tactic: Google Alerts
   - Ex.: Current polls show contradicting opinions

4. **Technical vs Emotional and Actual vs Perception**

   *Reach3: 76% of people picked up a new habit, behavior or routine – 89% of which said they plan on keeping some aspects of even as things return to “normal”*
What we’ve learned

Marketing during Covid-19
WHAT WE’VE LEARNED

COMMUNICATION IS KEY

1. Acknowledge the situation

2. Make people aware of your current plans, process and procedures but NOTE that it will change

3. Don’t overdue it – Important updates and Staying connected do not equal Spam
   - Client Case: Health Insurance

4. Don’t just give people the “what” – Why and How are crucial

5. Make the info easy to find/access don’t make people hunt for it or even guess
   - Ex. 1: Special FAQ page of your website
   - Ex. 2: Holiday hours for a gym
   - Tactic: Pin an important post to the top of your social media page or add a pop up/banner to your website

AAA: Study showed 43% of consumers found it reassuring to hear from brands, 56% said they liked to know how brands are helping their community, while only 15% said they’d rather not hear from companies at all

ETB: 89% of people surveyed want brands to keep the public fully informed regarding how they’re protecting and supporting their employees and customers
WHAT WE’VE LEARNED

MESS WITH YOUR MESSAGING

1. Reassurance is the perfect antidote to uncertainty (and doesn’t have to mean you have all the answers)

2. Be Smart, Not Shocking. Topical, Not Over-The-Top. Stand Up, Not Stand Out.

3. Don’t trade short-term attention for long-term loyalty

ETB:
1. 33% of people have punished brands for not responding well while 83% want brands to show they care

2. 38% said hearing from brands about the virus causes more anxiety while 42% of people want brands to avoid escapist messaging
WHAT WE’VE LEARNED

TRUE VALUE

1. You’re #1 concern should be health/safety. #2 must be in delivering maximum value.

2. The definition of “value” has shifted and continues shift

3. Solve, don’t sell
   • Ex.: State Farm vs Jeep

MF: 93% of US consumers said they’re willing to support brands that go above and beyond to meet their needs
WHAT WE’VE LEARNED

“NEEDS VS WANTS”

1. Needs overpowered wants, but remain cyclical

2. Everyone’s needs and wants are their own
   - Ex. 1: Hand Sanitizer
   - Ex. 2: Home gym equipment

3. Although not everyone can do pull it off, Needs and Wants can be “hacked”
   - Ex. 1: Pizza shop in Chicago
   - Ex. 2: Local comic shop in San Diego

4. Finger on the pulse, ear to the wall and eye on the prize
   - Tactic: Google search trends, twitter trends or ask a friend
   - Ex.: “Near me” and “Nearby” vs “open for business” and “do they deliver”

“You can’t always get what you want but if you try sometimes you just might find you get what you need”
- The Rolling Stones

TRENDING UP

- 600%
- 300%
- 170%

TRENDING DOWN

- -60%
- -50%
- -40%
WHAT WE’VE LEARNED

“CONTENT WAS & STILL IS KING”

1. You can’t control Covid. You can’t control people. You can control what you put out there.

2. If you’ve been hesitant to put your voice out there, jump on the bandwagon NOW.

3. User Generated Content is your best friend/the silver bullet/the #1 content “hack”
   • Ex.: Any “video call” based commercial (i.e. State Farm)

1. Social proof proved to be extremely important
   • Ex.: Haircut testimonial and visual

2. A shift from more general “news” and alerts to “functional” and “applied” information
   • Ex. Haircut procedure and experience

3. Some distractions are good. “Discovery” is in. You don’t have to be ALL Covid ALL the time.

Nielsen: 92% of consumers trust UGC and other social proof more than any other form of content

GWI: 80% of consumer reported major increases in content consumption since the outbreak
WHAT WE’VE LEARNED
DIGITAL CAN STILL BE PERSONAL

1. The more you humanize technology driven communication the more effective it is
   • Ex. Video greeting

2. 2-way communication and responsiveness are essential
   • Ex. Dating life

3. Lets do it Live
   • Ex. 1: Zoom Yoga class “dog”
   • Ex. 2: Instagram private Live video chats
   • Ex. 3: Rewatches and live reads
   • Ex. 4: Saturday night live

ETB: 83% of people want brands to connect people and help them stay emotionally close, while 84% want them to use Social media to facilitate a sense of community
WHAT WE’VE LEARNED

ONLINE TRANSACTIONS

1. Add it if you can and if you have it already then make adjustments

2. Member fees, donations, rent, etc are all still e-commerce
   • Ex.: Covering gym membership dues

3. Make it easy and look for “win wins”
   • Tactic 1: Offer a guest checkout option or accelerated account creation (linked through google or FB).
   • Tactic 2: Free shipping

4. Err on the side of caution – under promise and over deliver

   • Client Case: Custom car & motorcycle parts

SMT/FC: ONLINE TRANSACTIONS ROSE 108% WHILE 25% OF DONORS HAD INCREASES IN THEIR DONATIONS (54% MAINTAINING)
WHAT WE’VE LEARNED

DATA IS GOLD

1. Data is no longer a “nice to have”, it’s a “need to have”

2. 1st Party data: You have tons of it and may not even realize
   - Key Questions: What's the average age or gender of my visitors? What pages are they going to the most? What content are they spending the most time with? What device do they visit from?
   - Tactic 1: Google Analytics for your website
   - Tactic 2: Social Analytics built into all the Platforms.
   - Tactic 3: Survey your audience

3. Pivoting, adapting, evolving are all great but require fuel in the form of information

Use Case: Reopening info - pageviews, page interaction and post engagement
WHAT WE’VE LEARNED

BE PROACTIVE NOT REACTIVE

1. Staying active doesn’t mean big campaigns or over the top gestures
   • Tactic: “mic check”, “roll call”, “hope you’re all enjoying the weather too!”

2. Organizations that tried to “wait it out” lost
   • Ex.: Dating life #2

3. Being proactive doesn’t always mean “much” more work
   • Tactic: Comment on/like other brand’s posts or share other people’s stories (with permission)

“You miss 100% of the shots you don’t take - Wayne Gretzky”
- Michael Scott
The “Next New”

Roadmap to recovery
THE “NEXT NEW”

PIVOTING

1. 6 days, 6 weeks, or 6 months?

2. The shift from Surviving to Thriving

3. Pivoting beats pulling the plug
   - Ex. Lightbulbs
   - Ex. Media optimizations

4. Create a feedback loop

“When you come to a fork in the road, take it”
  - Yogi Berra
1. “Wait it out” is wrong, but so is “rushing back”
   • Ex.: Movie theatres vs Digital release
   • Tactic: Directional optimism with words like “headed in the right direction” or “cautiously optimistic” (avoid dangerous traps like “all clear” or “back to normal!”)

2. Focus on things that can help now but are also investments for the “return to normalcy”

3. Don’t ignore who helped get you this far

“It’s a marathon not a sprint, but I still gotta win the race”
- Drake
THE “NEXT NEW”

BEHIND & BEYOND

THE MASK

1. Agility

2. Empathy and authenticity create trust
   • Ex.: Nike fitness app subscriptions
   • Client Case: eLearning

3. When in doubt focus on problem solving

ETB: 81% said they MUST be able to trust the brand to do what’s right as the #1 deciding factor in their brand buying decision
THE “NEXT NEW”
THE FOUNDATION

1. Recalibrate and Rebuild
   • Ex. Synagogues
   • Tactic: SWOT analysis or “purpose/why” exercise

2. Reassess and Revisit
   • Ex. High-end restaurants

• Redefine
   • Ex 1: Apple or GM repurposing plants to make PPE
   • Ex. 2: A CBD company + lifestyle brand partnership

“The truth is you didn’t look hungry. When we fought you had that eye of the tiger, that edge. And now you gotta get it back, and the way to do that is to go back to the beginning.”
- Apollo Creed
1. Demand is up, supply is down
2. Less competition will help stretch your budget
3. It’s not as scary as it seems
4. Start with low hanging fruit
5. Focus mostly on digital tactics for now
   - Paid Search and *Organic Search
   - Paid Social/*Organic Social
   - *Email
   - Display
   - Native
   - *Blog
   - SMS/Text
   - Video (pre-roll, mid-roll, post-roll)
   - Direct to Publisher (website)
   - Sponsorship (i.e. Podcast)

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1. You “want” sales but may “need” awareness first
2. Every industry, brand and individual’s path is unique – now more than ever
3. Try customer journey and persona mapping
4. Funnel Examples
   - Problem Recognition -> Info Search -> Evaluation of options -> Purchase decision -> post-purchase evaluation
   - Awareness -> Consideration -> Purchase -> Loyalty
   - AIDA: Awareness -> Interest -> Desire -> Action

*Technically requires $0 budget*
CONCLUSION

BE CAUTIOUS, NOT FEARFUL

FEAR = FALSE EVIDENCE APPEARING REAL

I don’t know where to start
I don’t have the time
I don’t know what to say

What if no ones pays attention?
What if someone gets upset?
What if I say the wrong thing?

I can’t keep up with it
I can’t afford it
I can’t find the right approach

Can I just avoid it?
Can someone else do it for me?
Can I outlast the trend?

I’m too late
I’m too busy
I’m too overwhelmed

How do I know if its working?
How do I start from scratch?
How will this help my Brand?
CONCLUSION

SUMMARY

LOOKING BACK

1. Communication is key
   • Give clear concrete information but don’t overdue it and always make it easy to find

2. Mess with your messaging
   • Absolutely make adjustments but for the right (authentic) reasons

3. True value
   • Aim for the crossroad between what people need the most and what you can provide

4. Needs vs Wants
   • You don’t have to be all things to all people

5. Content was and still is King
   • Content isn’t going away so get onboard NOW

6. Digital can still be personal
   • Facilitate connections between people as much as possible especially visually

7. Online Transactions
   • Make it easy for people to support your business regardless of the phases/intensity

8. Data is gold
   • There’s already priceless information waiting for you to capture and leverage

9. Be proactive not reactive
   • Starting small and steady beats either extreme

MOVING FORWARD

1. Pivoting
   • Be willing and able to adapt and know that your work is never finished

2. Transition with momentum
   • Solve for now AND plan for the future

3. Behind/beyond the mask
   • Be human and pragmatic

4. The Foundation
   • Rediscover your purpose and passion and get back to basics

5. MarComm Tactics
   • There’s options and tactic for everyone in any situation….find yours
Addendum
Additional information & resources
Google Analytics (https://analytics.google.com/)
- **Measurement**: Free website tracking and measurement to better understand your audience, the benefits of certain tactics and your most effective messaging

Google Alerts (https://www.google.com/alerts)
- **Monitoring**: Easy way to stay up to date on the most important information pertaining to a specific brand or topic

Google Trends (https://trends.google.com/trends)
- **Idea generation**: Discover current and historical trends across specific industries, geographies and platforms (including YouTube) based on phrases or topics

Google Search Console (https://search.google.com/search-console/about)
- **Technical Website Support**: Free tools and reports that help you monitor and fix technical and other Search related issues with your website in order to improve performance

Hootsuite (https://hootsuite.com/plans/free)
- **Management**: Diverse tool that helps you manage your social profiles, schedule posts, create contests/promos, offers free “courses” and lots of other perks

Buzzsumo (http://buzzsumo.com/)
- **Content**: Research tool that also provides insights for the best time, type and length of posts
ADDENDUM

FREE DIGITAL TOOLS

Boardreader (https://boardreader.com/)
- **Forums**: Quickly scan a variety of forums and messaging boards to identify key trends and conversations

Social Mention (http://www.socialmention.com/)
- **Mentions**: Search engine for tracking when, where and how often your brand or another key term is used

Mailchimp (https://mailchimp.com/)
- **Email Marketing**: One of the most popular platforms in the space with a reasonably helpful free version along with options to upgrade to paid

Answer the Public (https://answerthepublic.com/)
- **Topical Topics**: Aggregation tool showing the most popular questions and sub-topics based on an initial input (main topic)

Canva (https://www.canva.com/)
- **Creative/Design**: Platform that provides templates, assets and tools to edit your own assets in order to produce ads, website materials and social posts for free

Pexel (https://www.pexels.com/)
- **Stock Photos**: Free platform for finding good quality stock imagery
ADDENDUM

SAFTY TACTICS EXAMPLE LISTS*

<table>
<thead>
<tr>
<th>GENERAL SAFETY EXAMPLE LIST</th>
<th>PLACE OF WORSHIP EXAMPLE LIST</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Social Distancing of at least 6ft</td>
<td>1. Pre and Post deep cleanings</td>
</tr>
<tr>
<td>2. Hand Sanitizer provided on-site</td>
<td>2. Masks for all</td>
</tr>
<tr>
<td>3. Routine frequent cleanings</td>
<td>3. No pre and post service gatherings</td>
</tr>
<tr>
<td>4. Masks required</td>
<td>4. Social Distancing (by household)</td>
</tr>
<tr>
<td>5. Temperature checks</td>
<td>5. Pre-registration required</td>
</tr>
<tr>
<td>6. Designated waiting areas</td>
<td>6. Designated waiting/gathering areas</td>
</tr>
<tr>
<td>7. Reservation only</td>
<td>7. Video or PDF guide documenting procedure and process</td>
</tr>
<tr>
<td>8. Reduced capacity and frequency</td>
<td>8. On-site pamphlets, signage, etc illustrating guidelines</td>
</tr>
<tr>
<td>9. No BYO(fill in the blank)</td>
<td>9. Required no more than 40% capacity</td>
</tr>
<tr>
<td></td>
<td>10. No use of community books (recyclable handouts)</td>
</tr>
<tr>
<td></td>
<td>11. Hand Sanitizer stations</td>
</tr>
<tr>
<td></td>
<td>12. Part video gatherings, part in-person</td>
</tr>
</tbody>
</table>

*This list is meant purely as an example. Your organization’s individual guidelines should be developed internally based on the state’s most current guidelines and restrictions.
## SWOT ANALYSIS

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opportunities</td>
<td>Threats</td>
</tr>
</tbody>
</table>

### Content Marketing Matrix

- **Awareness**
- **PurCHASE**

- **RATIONAL**
- **EMOTIONAL**

- **EMOTIONS**
- **VALUE**
### ADDENDUM

### ADDITIONAL RESOURCES

### SAMPLE CONTENT CALENDAR

#### Q2 2018

<table>
<thead>
<tr>
<th>Expects and Focus:</th>
<th>Key:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Apply 80/20 rule.</td>
<td>Premotion</td>
</tr>
<tr>
<td>2. Mortgage focus until end of May - Digi TV, Social, ATMs, Email</td>
<td>Events</td>
</tr>
<tr>
<td>3. Kasaas campaign in June</td>
<td>Blog Post</td>
</tr>
<tr>
<td>4. Promote Mobile App - social, email to G4 users</td>
<td>Sports</td>
</tr>
<tr>
<td>5. Promote Event and launch CTA's - Kasaas &amp; 1500/560 offer</td>
<td>Product</td>
</tr>
</tbody>
</table>

#### Sample Content Calendar

<table>
<thead>
<tr>
<th>SUNDAY</th>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
<th>THURSDAY</th>
<th>FRIDAY</th>
<th>SATURDAY</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
</tbody>
</table>

**Theme**

**Easter Message & Notice of Closure on April 1, 2018**

- picture of cat “Nothing makes us prouder than helping our local businesses thrive.”
- Why should you bank at Country Bank? We give back to our communities through donations, volunteering hours of service and by lending to our small businesses. In 2017, we financed over $1 million in loans for our small businesses.

**Shred Day Notice - Join us for Shred Day on Saturday, April 14, 2018**

- We take protecting your personal information seriously. That’s why we’re making it easy for you to safely dispose old documents, free of charge.
- To learn more go to https://www.countrybank.co/nshred-day-2018

**We care about your privacy and security.**

**PHOTO:** Paxton Council on Aging Presentation - Jacqui Croft, Cindy Baustian

‘Just another way we like to invest in our communities. #CommunityBankingMonth #CountryBankCares’

**PHOTO:** Jimmy fund/Opening Day & Credit For Life - Ware

**Photos From Credit For Life**

- Giving back to our community by educating our youth.
- #CommunityBankingMonth

**Team Country Bank did it again! We shattered our $25,000 goal and raised a total of $27,014! Through efforts ranging from raffles and take sales to a carryout tournament and Jean’s Friday, the Country Bank staff raised $13,537 with a dollar-for-dollar match from Country Bank.**

**More than 55 people of all ages and stages entered the tournament, which raised $6,874. In addition to the tournament, a carryout sale raised $6,640. Despite the fact that the lunch was sold out, the staff and volunteers were still able to fill the carryout orders.**

**The tournament raised $2,000, with a $1,000 donation from the Country Bank staff and a $1,000 match from the bank.**

**IMAGE:** Join us during the month of April to celebrate
## ADDENDUM
### ADDITIONAL RESOURCES

### TYPES OF CONTENT & PURPOSE

<table>
<thead>
<tr>
<th>Types of Content</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stories</td>
<td>Tap into emotion</td>
</tr>
<tr>
<td>Quiz</td>
<td>Entertain; Educate</td>
</tr>
<tr>
<td>Promo/Contest</td>
<td>Engagement (reward)</td>
</tr>
<tr>
<td>Poll/Stats</td>
<td>Snackable and shareable</td>
</tr>
<tr>
<td>Infographic</td>
<td>Thought Leadership</td>
</tr>
<tr>
<td>Serial/Recurring</td>
<td>Long-term relationship; Loyalty</td>
</tr>
<tr>
<td>Explainer</td>
<td>Awareness</td>
</tr>
<tr>
<td>Testimonials</td>
<td>Credibility; Trust</td>
</tr>
</tbody>
</table>
ADDENDUM

CAMPAIGN PRE-LAUNCH CHECKLIST

1. What’s my **goal/objective**?
2. **Who** am I trying to reach?
3. What **action** do I want people to take? Secondary?
4. What are the current **strengths** of my brand? **Weaknesses**?
5. What **key message** does my audience NEED to hear?
6. Is there a **budget** of any size?
7. What level of resources do I have for **creating** and **managing outreach**?
8. Are there any **key milestones** to be aware of? (ex. annual gala event or national holiday)
9. What are some **other Brands** in your space doing it well? Outside of your space doing it well?
10. Am I going to be running any **other communication efforts** that could potentially complement/support Social? Interfere?
11. What types of **assets** do I have available? (ex. Video vs no video; 2 min highly produced video vs 6 sec iPhone video)
12. Is there an opportunity to be **personalized** with my audience? Will I have the ability to foster/participate in **conversations**?
ADDENDUM

KEY STATS

• American Association ofAdvertisers: Recent study showed 43% of consumers find it reassuring to hear from brands and 56% said they like to know how brands are helping their community while only 15% said they'd rather not hear from companies at all.

• Reach3: 76% of people have recently picked up a new habit, behavior or routine.
  • Of those 89% said they plan on keeping some of their new habits even as things return to normal.
  • Consumers are also trying new things with 36% planning to continue using new brands they found or tried during COVID for the first time.

• Entrepreneur.com study: 86% of Americans agree that the crisis will create a new normal and have a lasting impact on society.

• Global Web Index: 80% of consumers say they have consumed much more content since the outbreak.

• eMarketer: 49% of marketing professionals held back a campaign launch or paused an active one due to the outbreak.
  • 37% of US are optimistic about their economy jumping back to normal in the next 2-3 months.
  • May or may not be true but certainly shows that people want it to be true.
  • 46% of consumers also reported a significant reduction in spend.
  • 44% said they delayed purchases given the uncertainty.
  • Shift to online channels is being driven by Gen Z, Millennials and HHI consumers.
  • Grocery purchases had a 23% spike.

• Shelter in place (peak COVID info).
  • 55% of consumers got their news and alerts from their phone and 21% from their laptop/computer.
  • 38% reported getting more news/info via text than they did before.
  • 48% prefer texts from businesses to get important notices and alerts during an emergency and 45% said they prefer email.
  • 62% of people report responding more quickly to text messages than before.
ADDENDUM

KEY STATS

- Advertising: 64% of people ignored paid ads, 49% blocked ads and 79% wanted brand ads that are positive, caring and inclusive

- Hubspot: Avg. Marketing Email volume increased 29% the week of March 16\textsuperscript{th} and Open Rates increased by 53% that same week (across the entire month they were up 21%)
  - Avg. Monthly web traffic increased by 13% in March over Feb
  - Sales specific emails increased in March as well however Open Rates and Response rates dropped for those in March vs Feb

- MomentFeed: With 94% of the US worried about getting Covid, 93% said they’ve altered their daily routines as a result and are willing to support brands that go above and beyond to meet their needs

- 86% of consumers said there was one or more ways local restaurants could earn their business:
  - Free delivery was #1 (~50% of all responders)
  - 41% said take out and easy online ordering
  - 38% said curb side pickup
  - While lower, 30% still said “commitment to local jobs”
  - Despite proximity searches being down, 73% said they'd still use it to find the businesses when they need them and that they were 121% more likely to use proximity search to find a business then to simply go to a business’s website

- Harris Poll: from 3/14 – 5/10
  - Fear of Dying went from 27% to 50%
  - People not leaving their homes from 76% to 82%
  - Fear of losing job has remained steady at about 55%
  - 40% of people agree they wont feel comfortable re-entering public life until vaccines are found

- Remesh: 97% of people are using Social Media for at least 1-3 hours/day
- Extreme cleaning of a retail facility gives consumers even more comfort (57%) than a vaccine
ADDENDUM

KEY STATS

• Fear is translating into consume behaviors:
  • Green Acres Syndrome: Urbanites reconsidering where and how they live
    • 39% of city-dwellers have considered moving to less dense areas and 43% have recently browsed real estate websites for it
  • Home Improvement: Those who can’t or won’t move are still reconsidering where and how they live
    • Almost 20% of people would like to buy new furniture, appliances, etc
      • People want to optimize their homes in case they have to shelter again
  • Longer term working from home: Most people are not eager to return to an office
    • More than 80% of people agree employers need to phase out open floor plans and allow people to work remotely until they feel comfortable or covid isn’t a threat
      • This has increased over time with 63% of people in March saying they’d return 1 month after the curve flattens to just 49% saying the same thing in May

• There is a pressure cooker of spend and activity happening (revenge spending)
  • In 6 weeks from March 30th to May 10th, 29% increase in interest for going on vacation, 25% for buying new clothes, 19% for a car and 15% for concerts and sporting events.
  • 37% of interviewees in May are not planning any sort of purchase once businesses reopen which is down from 51% in March

• Edelman Trust Barometer
  • 78% said businesses have a responsibility to ensure their employees are protected and do not spread the virus as well
  • 62% Our country will not make it through this crisis without brands playing a critical role in addressing the challenges we face
  • 86% want brands to be a safety net, stepping in where they are needed and filling any gaps the government’s response leaves
  • 85% want brands to serve as some form of educator
  • 89% want brands to keep the public fully informed regarding how they’re protecting and supporting their employees and customers
QUESTIONS

DON’T BE SHY