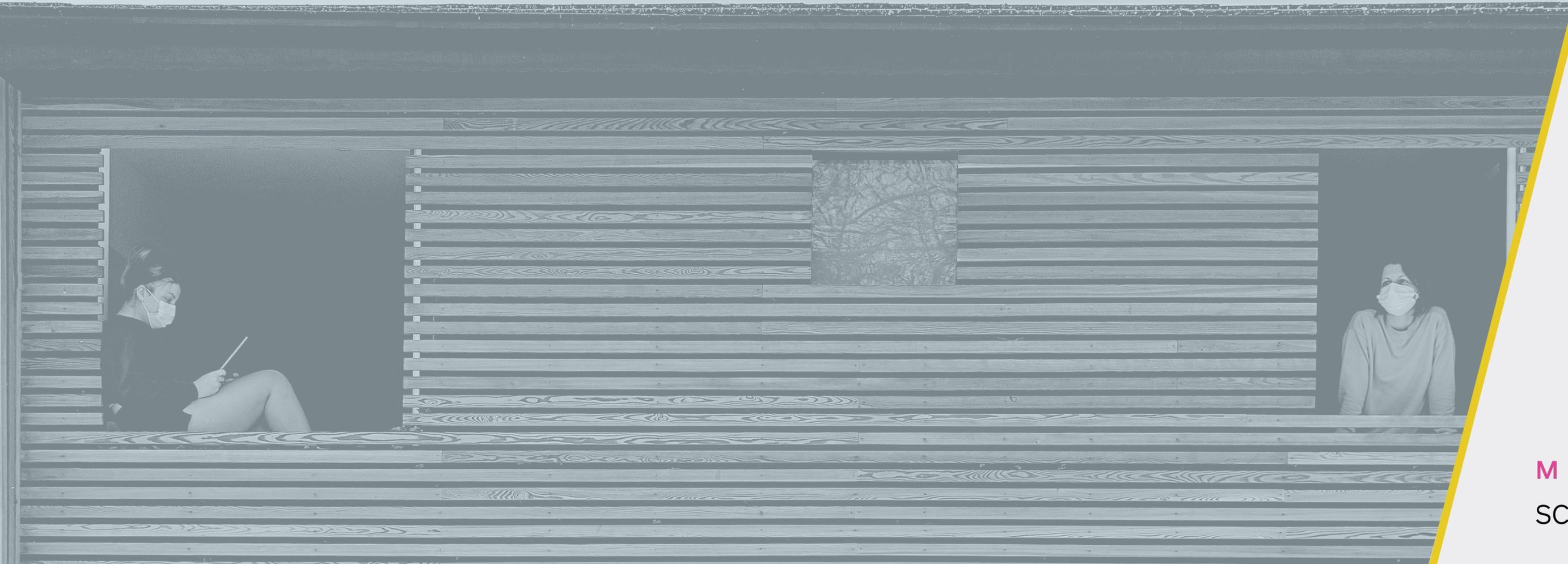


HOW BRANDS SHOULD THINK AND ACT IN A WORLD

FOREVER CHANGED



WHY OUR RESEARCH MATTERS

As COVID-19 continues to turn consumer behavior and the economy upside down, we have all been inundated with an avalanche of POVs in our inboxes and feeds. While there have been numerous pieces focused on only one of the dramatically shifting changes in daily routines—like sharp increases in consumer time spent with media, or changes in brand loyalty—

WE HAVE NOT SEEN A PERSPECTIVE THAT CAPTURES A HOLISTIC OVERVIEW OF CONSUMERS. AS A RESULT, WE DECIDED TO TAKE A MORE COMPREHENSIVE APPROACH THAT MORE ACCURATELY REFLECTS THE INTERCONNECTEDNESS OF A PERSON'S LIVED EXPERIENCES, MINDSET, AND VALUES, AND THE COLLECTIVE IMPACT THESE HAVE ON THEIR NEEDS, ATTITUDES, AND BEHAVIORS GOING FORWARD.

Our research, undertaken over eight weeks in March and April as the landscape in the U.S. shifted dramatically, analyzes how people will feel, think, and behave now that quarantine has effectively replaced offices, schools, bars, and stores with one word—home.

Our findings provide not only a reflection of the current state of the consumer psyche, but also reveal a brand blueprint for how to honor and prioritize the new values systems being created during this unprecedented time. And equally important, behavior that will last for the foreseeable future. We have created a clear and concise checklist for every single one of our brands.

Our comms team will field our next wave of research later in May, once some of the stay-at-home orders have lifted, and we will continue to field on a regular basis as restrictions ease and life resumes.



EXECUTIVE SUMMARY

COVID-19 has been a traumatic and deeply personal event for people around the world. As marketers, we have not seen a moment so rapidly and ubiquitously impact so many consumers' daily lives. From our consumer research undertaken in March and April this year, we see evidence that the collective trauma experienced during this pandemic will have a profound impact on consumer attitudes, consumption, values, and behaviors for years to come. And **the lasting effects of the virus may even shape a whole generation of Americans** going forward, even more acutely for those communities who have experienced greater devastation. With consumers themselves transformed, **we know as marketers that a prepandemic plan cannot remain unaltered.**

71% OF CONSUMERS SAY WE CAN'T GO BACK TO NORMAL POST-QUARANTINE

With this in mind, **the knock-on impact on brands will also be profound, as consumers experience a heightened need for psychological comfort and safety (and relief from anxiety).** We see these pronounced needs manifesting in a new value system defined by single-minded prioritization: **be helpful, or be gone.** This filter will be applied to both brands and media, as consumers trim the fat from their worlds, narrowing their content, consumption, and belief systems as they set new expectations for a world forever changed.

To thrive in our new world post-COVID-19, brands must understand and embrace five main consumer shifts:

THE NEW MINDSET

Anxiety is becoming our universal language as we move throughout the pandemic, and will not dissipate as we navigate life post-quarantine.

THE NEW CONSUMPTION

Move over, mindless scroll: Consumers are becoming increasingly discerning when it comes to their screen time, using media more than ever as a coping mechanism.

THE NEW COMMUNITY

“Me” is dissolving into “we” as communities and interpersonal ties become more important—so brands need to run, not walk, away from old individualistic habits.

THE NEW VALUES

Consumers have made it clear: be there in relevant ways for me and my community and you'll have my loyalty during and after the pandemic.

THE NEW BEHAVIOR

New definitions of “self-careful” will rise as the new essentialism, with “quaroutines” finding new legs in our post-COVID-19 lives.

OUR RESEARCH AIMS TO UNDERSTAND CONSUMERS BY FOLLOWING THE CURVE

Mediahub dug into the realities of the virus for consumers, and uncovered how quickly behavior is shifting under the weight of a global pandemic. In order to capture this rapid movement in culture, Mediahub took a multistage approach to research, refielding a consumer survey as reality progressed to capture constant change, better predict what will happen next, and help brands stay ahead to have a lasting impact. Over the span of one month, Mediahub surveyed 1,300 consumers as the virus spread.

STAGE 1

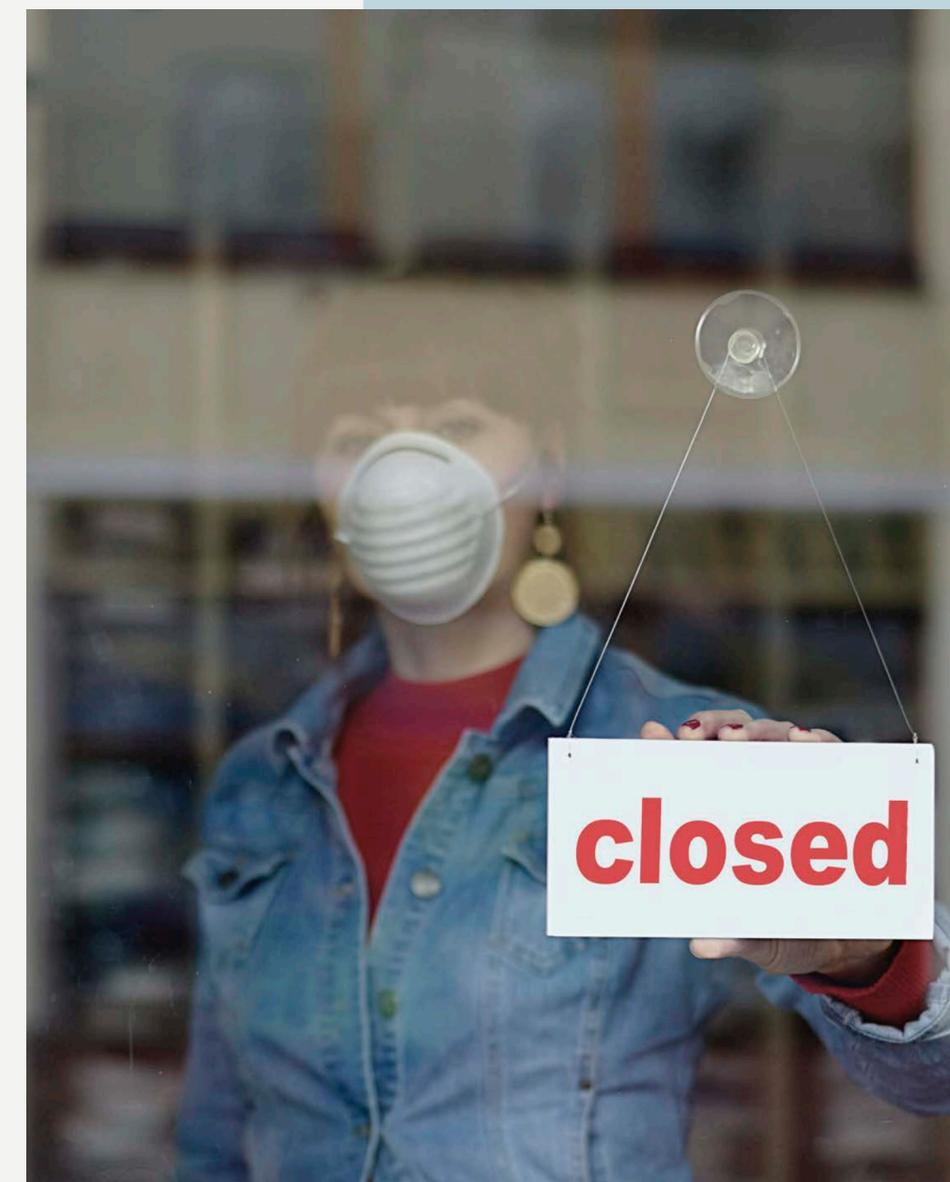
WARNING SIGNS ARE FLAGGED, WORST CASE SCENARIOS ARE PREDICTED, AND MAJOR CULTURAL EVENTS ARE CANCELLED. Mediahub's initial research was in the field from March 11–15, during which time the U.S. started to see major movement in terms of the virus. On March 11, the WHO officially characterized COVID-19 as a pandemic. Later that evening, the NBA cancelled the remainder of its season. On March 13, Donald Trump took a coronavirus test. And by March 15, global cases had surpassed the 150,000 mark. We closed out this stage of our survey on the brink of a global catastrophe.

STAGE 2

THE UNITED STATES FACES RAPID SPREAD, PANIC AND STOCKPILING BECOME COMMONPLACE, AND THE ECONOMY SHUTS DOWN IN MAJOR METROPOLITAN AREAS. On March 26, the U.S. surpassed China as the country with the highest number of cases globally. On March 27, we reopened our survey for our second stage. While our survey was in-field from March 27–31, the CARES Act was signed into law, and new stay-at-home orders meant that at least 265 million Americans were directed to stay home.

STAGE 3

QUARANTINE ROUTINES BECOME THE NEW NORMAL, RECESSION BECOMES REALITY, AND CONSUMERS BEGIN PLANNING FOR LIFE POST-COVID-19. By mid-April, the virus' rapid spread had transformed the U.S. and global communities. Though U.S. cases passed 600,000 and continue to rise, cities and states like LA and Pennsylvania began to release individual plans for reopening as the virus eases up in the coming weeks and months. As we settled into our new realities and looked for roadmaps for what our future may look like, we reopened our survey on April 15 for a third stage aimed toward the future.



THE NEW MINDSET: ANXIETY HAS BECOME OUR MOST CONTAGIOUS EMOTION

Across the globe, everything is changing. Consumers are grappling with fears of what's to come while fundamentally transforming their daily routines to deal with the present. Living in a pandemic is bringing out different parts of ourselves as we learn to cope with an isolated lifestyle lived primarily indoors, with a whole new vocabulary, routines, and communication methods. As our safety and well-being are threatened, anxiety is becoming our universal language. It's become the new norm as we lean on each other to navigate often apocalyptic-feeling days, while confirmed case numbers soar across the globe. And it's bringing new complications to mental health for many Americans—conversations about personal mental health have increased by 91% since the spread of the virus.

1 IN 10
CONSUMERS
SAY THAT
MENTAL HEALTH
IS THEIR
#1 CHALLENGE
RIGHT NOW

45%

of respondents report increased feelings of

ANXIETY.

25%

of respondents report increased feelings of

DEPRESSION.

24%

of respondents report increased feelings of

TENSION.

GEN Z

is the generation most likely to feel lonely during quarantine.

Feelings of isolation and fear are most prevalent among multicultural consumers.

LATINX CONSUMERS

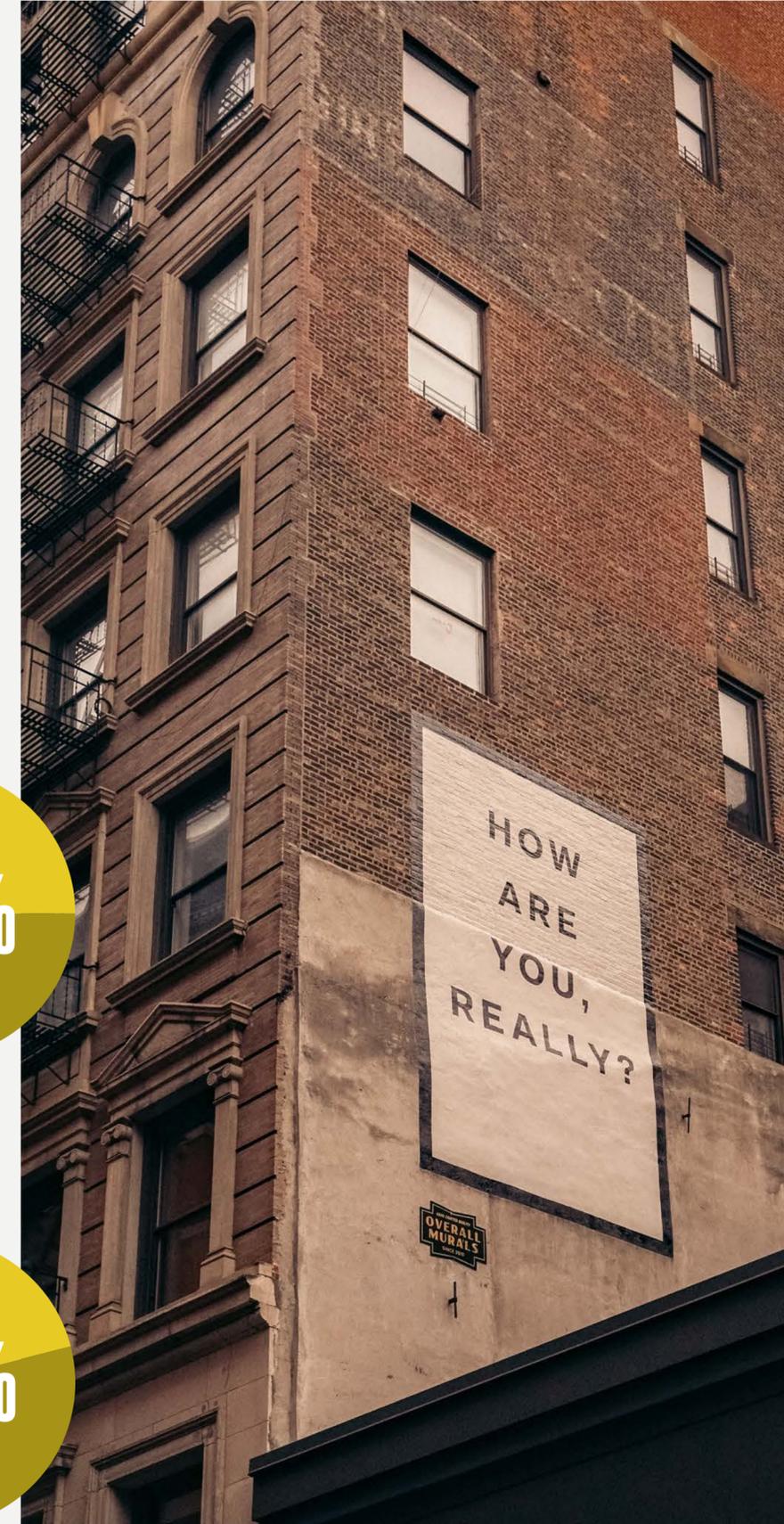
are more likely than the general population to feel lonely as their family-centric rituals and communities are suddenly taken away.

50%

ASIAN-AMERICAN CONSUMERS

more likely to report a heightened sense of fear compared to the general population amid a rise in discriminatory and hateful rhetoric in the U.S.

46%

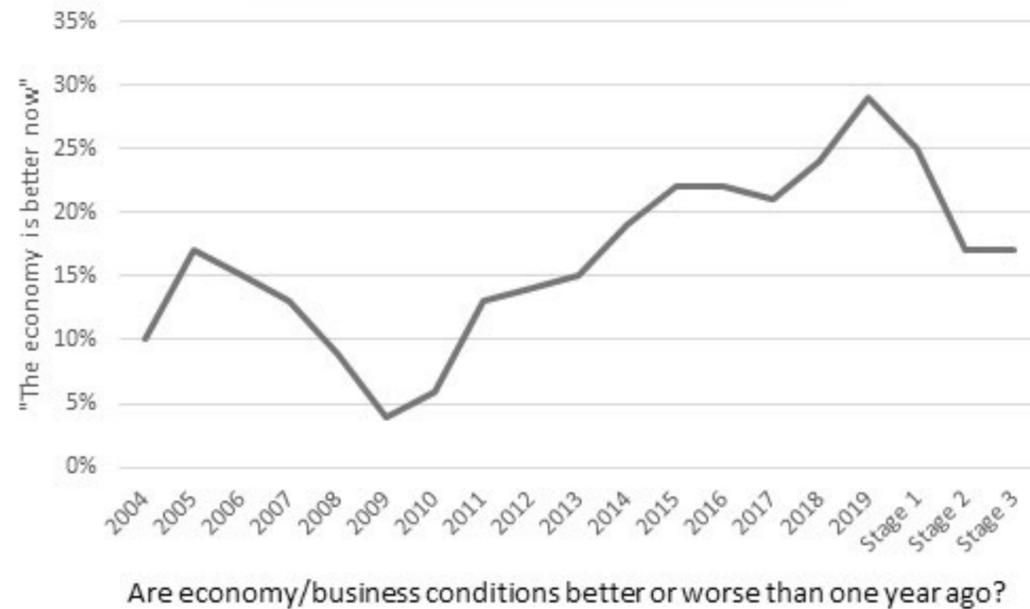


THE NEW MINDSET: FINANCIAL STRESS GOES HAND IN HAND WITH INCREASED ANXIETY

When asked at the start of 2020, 29% of the general population reported that the economy was “better now than a year ago.” And that was coming off of a very strong 2019. As public health and economic conditions weakened, however, consumers were less and less likely to have a positive view. In stage one, that percentage lowered to 25%, and in stage two, confidence dropped even more dramatically to 17%, with the majority of consumers saying economic conditions are “worse now.” Confidence in the economy has leveled off in stage three, at 17%.

Source: MRI/Scout Baseline

Confidence in the Economy



25%
▼

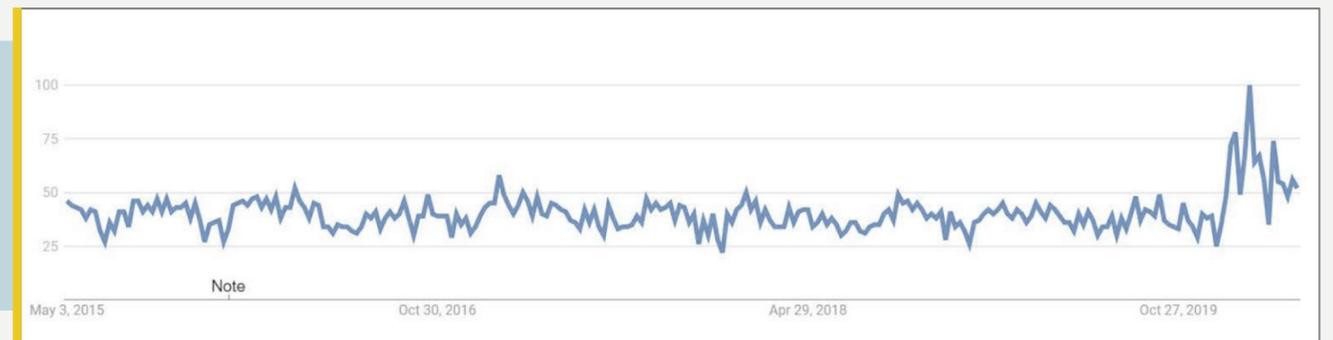
decrease from
November to stage one

32%
▼

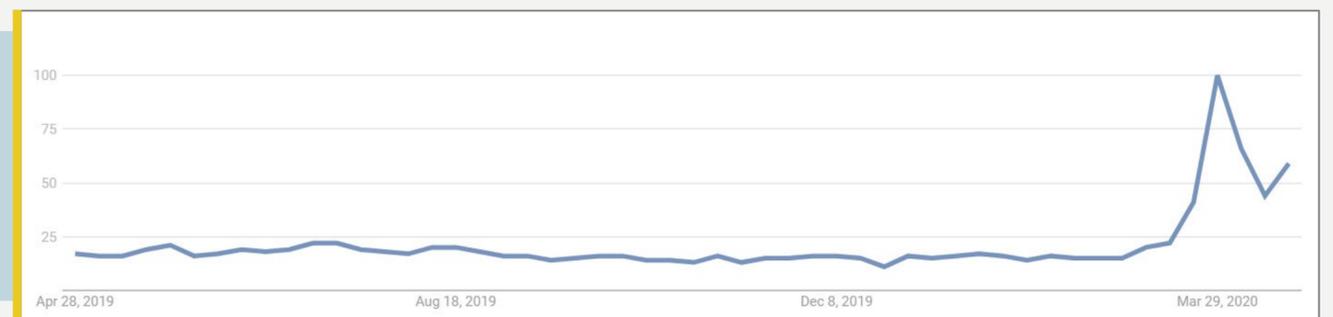
decrease from
stage one to two

A consumer’s life stage has considerable implications on their confidence in the economy. Both entering and leaving the workforce, **Gen Z and Boomers have the lowest confidence in the economy in stage two and maintain this view and position in stage three.** Millennials had more varied views on economic conditions in stage two, however confidence levels lowered in stage three, as the recession became a reality. As confidence dips across the board, consumers are playing catchup in their financial planning to better understand how they can weather the upcoming financial storm, regardless of their life stage.

Search Interest in “Financial Planning” 2015–Present



Search Interest in “Apply for Loan” Past 12 Months

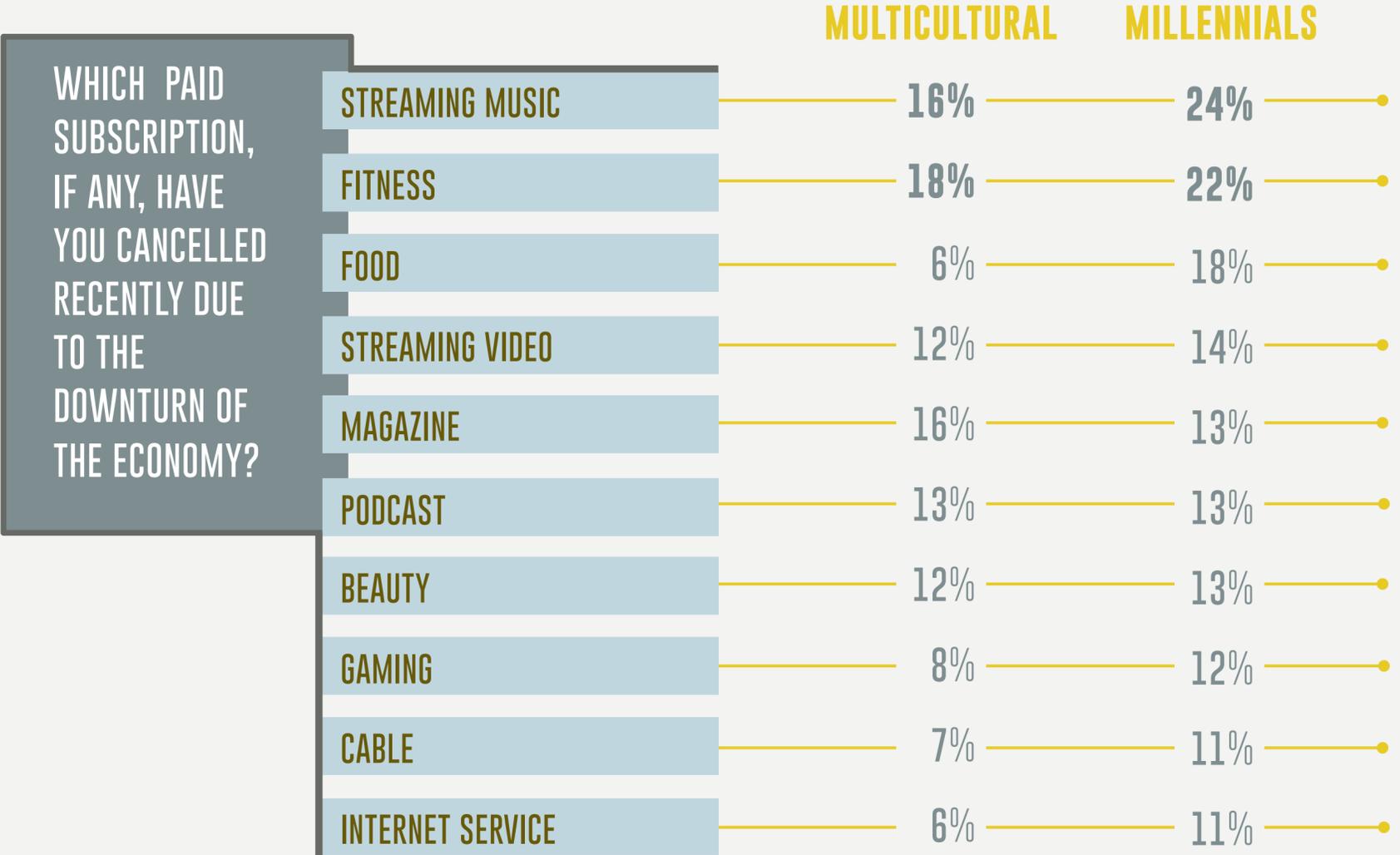


Source: Google Trends

THE NEW CONSUMPTION: WE'RE ENTERING A NEW KIND OF CANCEL CULTURE

Cancel culture is shifting from an expression of our values to a literal expression of our everyday realities. Amid worries around global health and economic conditions, **87% of consumers have already cut back their spending.** Examining the areas that consumers are unwilling to cut spend from, it is no surprise that spending is mostly untouched in essential categories like healthcare, petcare, car payments, and utility costs. Of course, delivery services, meal kits, alcohol, and streaming services are reaching new heights overall as we move life indoors. But there are also certain nonessential areas where consumers refuse to cut back, prioritizing community and wellness over other nonessential purchases. **90% of respondents have not cut back on wellness-related purchases like meditation apps.**

As consumers adapt to rapid changes brought on by coronavirus, shifts in priorities are leading to cutbacks in subscriptions across categories, especially as free content, like Pluto TV, and bundled offerings, like Hulu's streaming rewards program, become more accessible. **52% of respondents have already unsubscribed from at least one subscription service.** Across audiences, multi-cultural consumers and Millennials (ages 25-39) are most likely to have taken immediate and drastic measures in hitting the cancel button: 77% of Millennials and 64% of multicultural consumers have cancelled their subscriptions.



56% HAVE DELETED AN APP IN AN EFFORT TO SAVE MONEY

TO AVOID THE TEMPTATION OF SPENDING MONEY, WHAT APPS HAVE YOU DELETED FROM YOUR PHONE SINCE QUARANTINE?



THE NEW CONSUMPTION: MEDIA IS OUR COPING MECHANISM

As we go deeper into the pandemic and stay-at-home orders and phase one openings are extended, new priorities are emerging. In general, consumers are most likely to turn to exercise, sleep, and comfort food as their priority coping mechanisms in quarantine. But among growing reliance on yoga and sourdough starters, we are seeing media rise as THE essential coping mechanism for consumers.

As the role of media transforms during quarantine, consumers are turning to media not as a time filler but a way to deal with their anxiety, with new hobbies and old favorites acting as the new comfort foods as we move inside. And coping is moving beyond the feed — consumers are looking to more mindful spaces to fill the holes left in the wake of this crisis and to soothe their variable emotions and personal challenges. This intentional consumption is creating a new connection for consumers who are spending more time in media than ever before.

ADULTS 18+ ARE SPENDING 7.4 HOURS A DAY WITH MEDIA IN QUARANTINE, 23% HIGHER THAN A TYPICAL PREQUARANTINE DAY.



THE NEW CONSUMPTION: CONTENT THAT HELPS THEM "COPE"

GEN Z



Feeling disconnected from both their tribes and typical environments,

GEN Z IS LOOKING FOR NEW DIGITAL POSSESSIONS

Unboxing videos (232 index)

DIY/how-tos (183)

Beauty tutorials (209)

Gaming (143)

And they're gravitating toward

NEW DIGITAL CONFESSIONS

Cartoons (212)

Zoom (175)

Therapy (147)

Netflix party (182)

Mindfulness (165)

Reality TV (113)

MILLENNIALS



Feeling more depressed and fearful than others,

MILLENNIALS ARE LOOKING FOR COMFORT-FOOD MEDIA

Interviews (153)

Reality shows (117)

Music playlists (119)

Gaming (115)

And they're aspiring for more in quarantine that allows them to

FEEL MORE IN CONTROL

Political research (183)

Sports instruction (159)

Talk shows (149)

Travel content (169)

Educational training (153)

Meditation (127)

GEN X



Feeling the most exposed by new financial and homeschooling stressors,

GEN X IS FINDING SECURITY IN NOSTALGIA

Old sports highlights (231)

Sitcoms (141)

Binge-watching (111)

Reruns (142)

Gaming (139)

Exercise (104)

And they're reimagining both the

EDUCATIONAL AND ENTERTAINMENT BASICS

Animal videos (235)

Health/fitness videos (191)

Instructional food/cooking (137)

Virtual dinners (199)

Virtual happy hours (166)

News (133)

BABY BOOMERS



Feeling the most at risk and removed from old comforts like family,

BOOMERS ARE FINDING COMFORT IN THE FAMILIAR

Dramas (147)

Praying (136)

Reruns (129)

Home improvement shows (146)

Spending time in nature (135)

And they're turning to material

FACTS AND INFORMATION

Reading (146)

News (144)

Financial planning (111)

Streamed music performances (146)

Concert recordings (129)

Note: Indexes are calculated against adults 18+

THE NEW COMMUNITY: ‘ME’ IS DISSOLVING INTO ‘WE’

With society’s indoor migration, we’ve been stripped of our interpersonal relationships in a dramatic fashion—and it’s pushed us to understand and renegotiate our degrees of interdependence. In an age of selfies and TikTok challenges, a forced moment of isolation for the greater community good has begun to challenge the narcissistic scroll culture that was unfolding pre-pandemic. As consumers look ahead to their futures post-quarantine, we anticipate a curbing of the “look at me” era. The obsession with “me” is dissolving into “we,” as consumers prioritize community in the pandemic.

While many of our routines have been replaced by Zoom equivalents, consumers are soaking up every opportunity to feel a sense of connection. And this move away from a me-first society will have lasting impact post-COVID-19, as consumers prioritize connection over pure consumption: one in three hope they will spend less time with streaming video and one in three of Gen Z-ers hope they will spend less time with social post-quarantine as they move away from a selfie-driven scroll.

1 IN 4

plan to continue to do what they can to support small businesses, even after the pandemic ends.

1 IN 3

have a renewed focus on staying connected to their communities after quarantine ends



THE NEW COMMUNITY: THEY PRIORITIZE PEOPLE > PROFIT

As consumers cut costs and adjust their habits to the pandemic, brands must work even harder for their consumers' attention and dollar. But in the journey to consumer loyalty in a crisis, the most effective "advertising" for brands isn't actually advertising at all. Consumers expect brands to be stepping up to help stabilize their communities.

83%

AGREE THAT THEY WANT TO SEE ADVERTISEMENTS THAT SHOW HOW BRANDS ARE HELPING OUT COMMUNITIES.

As many local businesses shutter their doors and millions are left without jobs for the foreseeable future, new calls for community support are taking priority. Discretionary spending is moving toward cause- and community-centric brands as consumers prioritize their dollars. As of late March, one-third of GoFundMe pages are coronavirus related, and, coupled with emergency congressional funding, calls to prioritize buying locally online are growing. **Conversations on Twitter surrounding small business increased 96% during the onset of coronavirus in the U.S.**

For brands that are reluctant to pivot to a consumer-first approach, use this global pause as a call to arms:

THIS MEANS REAL ACTION AND ABSOLUTE COMMITMENT.

Even as Amazon attempted to position itself as an essential business, negative conversation driven by their treatment of employees grew and carried greater weight. According to YouGov, Amazon's reputation went down 8% during this time period. Misalignment with consumer values drew an immediate effect to their business, and will likely have longer-term impact.

Brands must continue to step up as a utility to consumers, showing they've done their homework on the crisis and its effects on their customers, and are now acting on it. In order for brands to show commitment and create meaningful impact, consumers need to feel seen and heard as they navigate this crisis.

WHICH OF THE FOLLOWING ACTIONS DO YOU THINK IS MOST IMPORTANT FOR BRANDS TO TAKE AS A RESULT OF COVID-19?

36%

Paying employees unable to perform their job
(e.g., stores are closed, job function is obsolete)

15%

Using the company's resources to create personal protective equipment or other needed resources
(e.g., masks, gowns, ventilators)

11%

Donating a % of sales to hospitals/
healthcare organizations

10%

Feeding healthcare workers

9%

Donating a % of sales to hunger funds

9%

Providing free resources online (e.g., at-home workouts, meditations, children's' education, etc.)

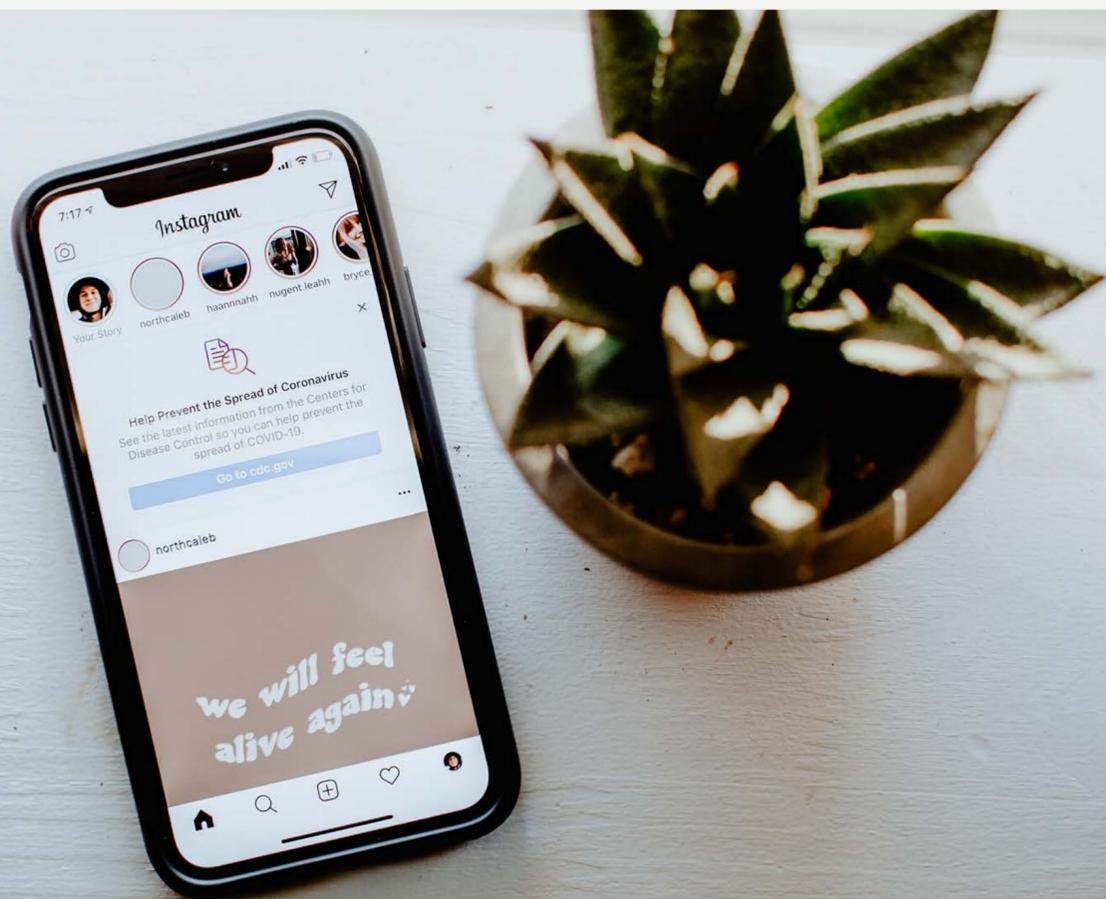
8%

Senior members of the organization (e.g., CEO, CFO, CMO) forgoing a portion of their salaries

3%

Other

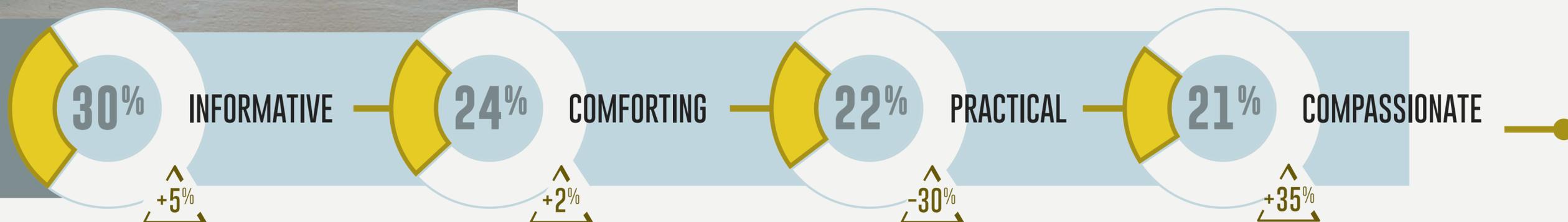
THE NEW VALUES: CONSUMERS ARE DEMANDING THAT BRANDS SHIFT TO FIT



As consumer values shift, expectations for brands are rising. Across stage one and stage two (through March 26th), consumers are embracing informative messaging that provides immediate, transparent answers that give the world reassurance. They are also rallying behind comforting messaging that provides a sense of normalcy and hope for consumers as they navigate the pandemic, as well as practical messaging that provides tangible tips and information to keep consumers updated on the virus and surrounding changes. But as the pandemic progresses, consumer calls for compassion from brands are rising rapidly as needs change. As consumers transitioned into stage three, they are **35% more likely to want compassionate messaging from brands**—defined here as messaging that supports consumers, communities, and/or colleagues in meaningful and tangible ways.

As some continue in quarantine and others enter the first phase of re-entry, consumers are filled with fear, uncertainty, and the realization that their lives aren't going back to normal as quickly as they'd hoped. Many are dealing with illness, layoffs, and reduced incomes. Others have not had the ability to see friends and family in a long time. Against this backdrop, consumers are looking for advertisers to move from acknowledgement to action. Brands can step in to provide utility, acting as a service to people by recognizing their feelings and needs. Giving consumers new resilience becomes especially important as it becomes harder for them to live with restrictions as a way of life. Smart marketers will evolve from the comforting messaging that resonated early in the pandemic to messages and, crucially, acts of compassion that are more resonant in this stage. Comforting anthem spots from brands will not find impact unless they are backed up by compassionate acts of service to their community.

WHAT KIND OF MESSAGING FROM BRANDS DO YOU PREFER (STAGE 3)?



% CHANGE FROM STAGE ONE TO STAGE THREE

THE NEW VALUES: THE NEW NORMAL WILL HAVE ACTIVISM AT ITS CORE

Consumers are acutely aware that “normal” is somewhat of an outdated term. **Seventy-one percent of consumers say we can’t go back to normal post-quarantine**, following the fundamental shifts our society has gone through (and will continue to undergo as the virus progresses). While of course consumers are nostalgic for Friday night dinners and Sunday sports rituals, many are eager for an opportunity to see major societal upheavals. Though this is a reality that no one wanted to experience in their lifetime, **many young activists see quarantine as a necessary “reset” for society**, refocusing on the movements that matter most as we move past this crisis.

The past few months have also served as an agent of change: we are seeing a rise in consumers emboldened by the crisis to fight for real change in their communities. Eighty-three percent of consumers feel a sense of hope for the future, but

1 IN 3 agree that the quarantine has highlighted the differences in our society even more, and are disappointed in the overall response to the virus (driven mostly by Gen X and Millennials).

Many consumers plan on taking this energy to rally behind new causes as they emerge from quarantine, more inspired than ever to fight for a more just and thoughtful society.

TOP FIVE CAUSES POST-QUARANTINE



42%
HEALTHCARE



29%
MENTAL HEALTH



24%
HUNGER/FOOD INSTABILITY



23%
ENVIRONMENTAL PROTECTION



19%
LIVING WAGE

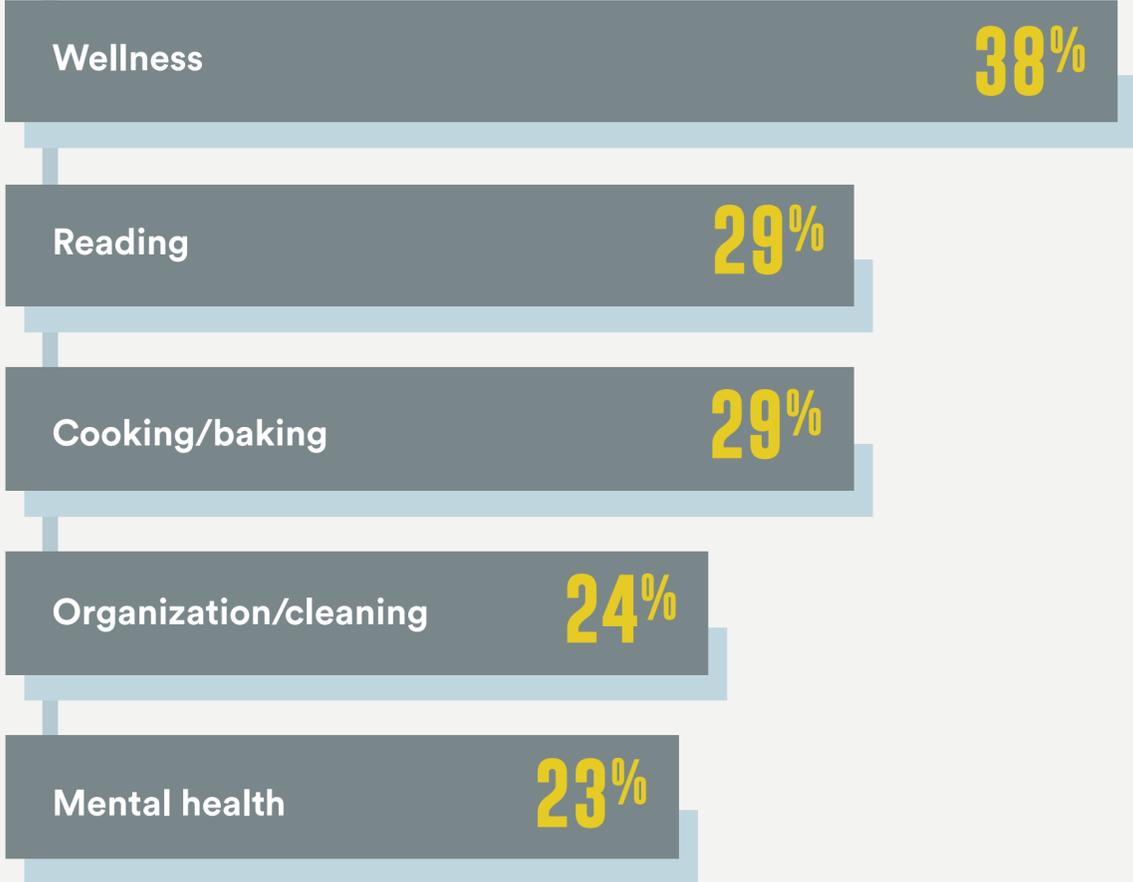
Across the board, activism will need to be more significantly more inclusive than it is today. Conversations around mental health and healthcare must put inclusivity first as people of color face disproportionate job loss.

Many of these top causes have been concerning prior to COVID-19, but with these current conditions as the catalyst, consumers will be even more determined to create change for the long run. Consumer activism is building significant steam during these months in quarantine, and brands will need to be ready to meet consumers at the movements that matter most and provide the outlets for them to engage. At the same time, brands must look inward at their own practices and products to align with these consumer values.

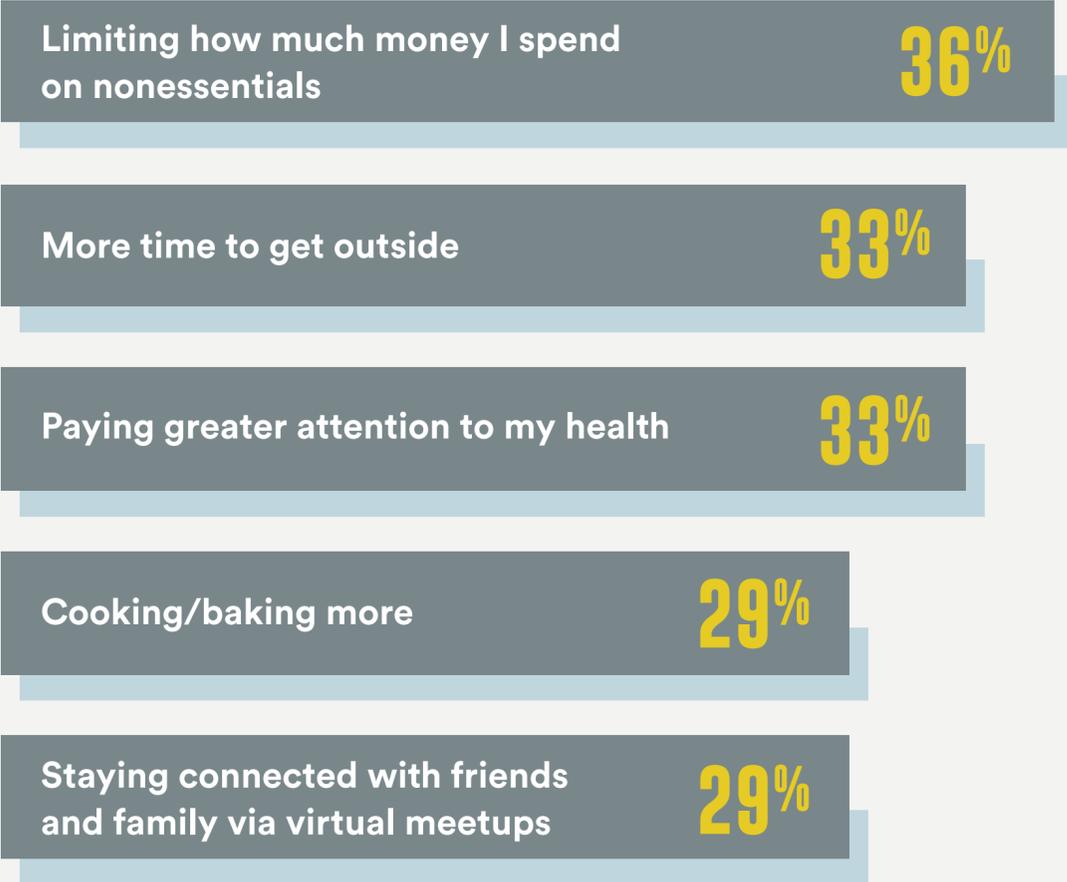
THE NEW BEHAVIOR: THE RISE OF NEW ESSENTIALISM

During quarantine, certain activities and behaviors have actually become sources of calm and respite as acts of self-care merged into acts of “self-careful.” Time spent at home during quarantine means that many consumers’ homes have also become an office, gym, school, restaurant, bar, and hair salon—and they are embracing this by crafting their living spaces into extensions of themselves. This deeper sense of place within the home is helping create space for self-discovery and peace of mind during COVID-19 that many hope to carry beyond quarantine. **Ninety-one percent of respondents plan to carry a new interest discovered in quarantine into their new normal.** From increased attention to pragmatic spending, personal wellness, and mental health, to cooking and DIY, brands should prepare for **new definitions of “self-careful” that will emerge as the new essentialism.**

WHICH OF THE FOLLOWING AREAS DO YOU HOPE TO CONTINUE TO EXPLORE POST-QUARANTINE?



WHICH OF THE FOLLOWING BEHAVIORS DO YOU HOPE TO MAINTAIN ONCE YOU ARE OUT OF ISOLATION AND LIFE STARTS TO GO BACK TO NORMAL?



BUT NOT ALL NEW BEHAVIORS WILL LAST POST-QUARANTINE

1 IN 4 consumers want to spend *less* time with social media after quarantine ends.

20% of Millennials say that once social distancing is over, they will never wear athleisure apparel except when working out.

89% of consumers don't want to continue homeschooling their children.

THE NEW BEHAVIOR: "NEW ESSENTIALISM" IS NUANCED BY GENERATION



SWITCHING IT UP
WHAT YOU'RE DOING DIFFERENTLY



QUARANTINE CLUB
WHO YOU'RE CONNECTING WITH



NEW WORLD, NEW ME
WHICH BEHAVIORS WILL STICK

GEN Z

Jhanai H. Tavoğlu
@rathertender
Impulse bought knitting needles at 3am, so I have officially committed to getting more crafty in quarantine.
6:24 PM · 5/1/20 · Twitter for iPhone

20%

have embroidered or knit a piece of clothing/accessory recently due to social distancing (143).

17%

are going to Reddit to connect with other people (170).

31%

say they want to explore more side hustles (139).

MILLENNIALS

Ship
@GetShipped
The @zoom_us background you choose for your virtual date says way more about you than your astrological sign tbh.
9:31 AM · 4/6/20 · Twitter Web App

13%

have increased online dating (223).

21%

say they're going to TikTok to relate with other people (127).

21%

want to explore creative expression more (140).

GEN X

What if You Don't Want to Go Back to the Office?

Millions of Americans are taking part in an unprecedented experiment in working from home. Many are happier, more efficient and want to hang onto the benefits when the pandemic ends.

*The New York Times

38%

have made their own skincare/body product (313).

25%

say they've learned something new about their child/children (315).

33%

want to continue working from home more (148).

BOOMERS

Toilet paper dodgeball and theme dinners: How bored families are surviving the coronavirus lockdown

*The Washington Post

19%

have planted an at-home garden to grow their own produce recently due to social distancing (100).

40%

say they've spoken with extended family more during this time (133).

29%

want to continue supporting small businesses (113).

THE NEW RULES AND CHECKLIST

While quarantine and the early phases of re-entry will eventually come to an end, consumers are forever changed by our current environment. As we look ahead, the collective trauma experienced during quarantine is likely to live far beyond social-distancing efforts. As a result, empathy has never been more important or useful.

Be helpful or be gone — marketers must confront these shifts and embrace the changing consumer with confidence and compassion, focusing on adding value and fulfilling the rising needs of consumers. Otherwise, as we move forward, brands that don't get it and move too quickly toward a pre-COVID-19 mindset will lose. So to prep our brands for the days, weeks, and months to come, we are leaning on consumer truths to guide us forward.

Our post-COVID-19 checklist, grounded in consumer insights, gives brands a starting point for action as we navigate this new world, together.

POST-COVID-19 CHECKLIST



NEW MINDSET: UNDERSTAND YOUR CONSUMER'S PSYCHE

Heightened anxiety, prolonged depression, and even PTSD will become a new reality for many consumers. Brands will not come out of the pandemic unscathed, and neither will consumers. So adjust your offerings and messaging to reach a consumer facing unprecedented challenges. Be nimble to accommodate shifting needs, listening to your consumers to ensure they feel seen and heard in their journey post-quarantine.



NEW CONSUMPTION: EMBRACE MINDFULNESS > MINDLESS

Consumers are redirecting their energy in media throughout the pandemic, shifting toward intentional consumption, and placing purpose behind their go-to content. This mindful shift takes many forms across consumer groups—from increased political research to healthcare exploration to food discovery. As consumers add a new dimension to their media, platforms that aid in self-reliance like Pinterest and NerdWallet will be adopted like never before. Prepare for consumption to continue to shift in this new world, as consumers prioritize impactful media moments over a mindless scroll.



NEW VALUES: PREPARE FOR A NEW COMMITMENT

Consumer needs are transforming as our foundations crumble. As consumers grow in their activism, they will be even more motivated to stand behind the issues that matter most to them post-COVID-19. So when planning for a post-COVID-19 consumer, understand that brand action > advertising. Double down in areas where you can authentically rally behind to step up your activism, to stay in line with your emboldened consumer.

POST-COVID-19 CHECKLIST



NEW COMMUNITIES: REINVEST IN "WE" VS. "ME"

Quarantine has transformed our once individualistic society, with an overwhelming push toward community and collectivism as we emerge from our time apart. Consumers are craving moments of connection, though they are taking new forms in the pandemic. Prepare for this fundamental shift to continue to take hold post-quarantine, as the roles of communities find new meaning in the lives of individuals. To breakthrough in our COVID-19-transformed world, prioritize showing up for communities by embracing opportunities to bring connection and support back to consumers, digitally and IRL.



NEW BEHAVIORS: ADAPT YOUR BRIEFS TO HONOR NEW NORMS

As we transition out of quarantine, new routines will be embraced across consumer groups. Meet consumers where they're at post-crisis, embracing their new essentials as new mediums for connections offline. From physical and mental health to cooking and making time to go outside, brands need to embrace the pieces of quarantine life that will be carried forward. And refresh your data, whether it's your CRM list or 3rd party sources, this pandemic has hit the collective reset button on human behavior across the globe and pre-COVID-19 data will not match consumer action IRL. It's imperative to constantly be looking at how your audience navigates the next 6–18 months as they move from their couch to their community.