

Emerge smarter.

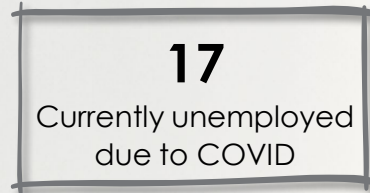
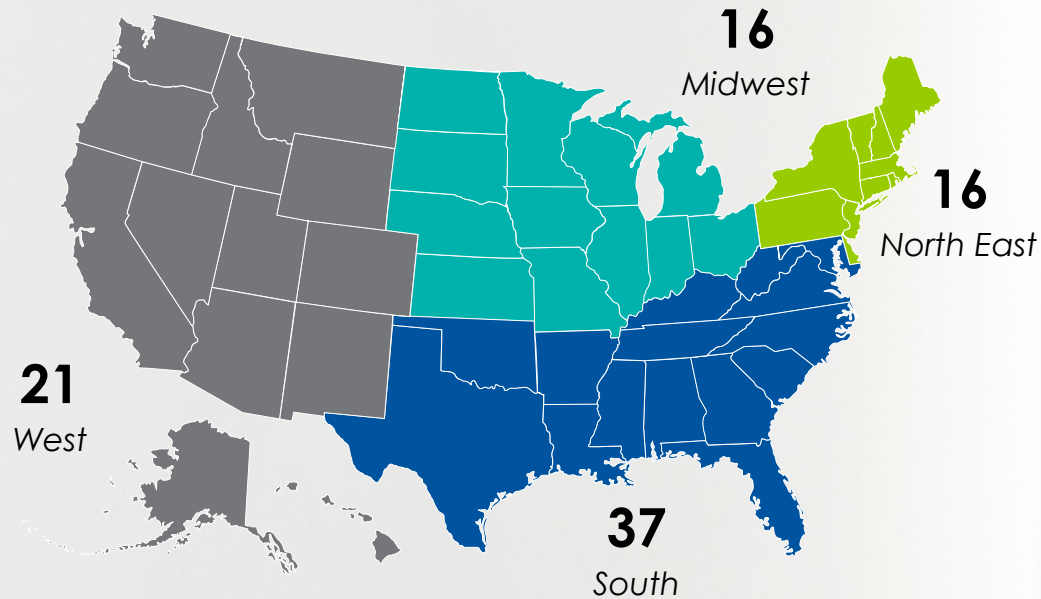
MY COVID-19 CHRONICLES

Insights from the Consumer
Connections Community



WHO WE TALKED TO...

90 PEOPLE ACROSS THE COUNTRY



HOW TO CONNECT



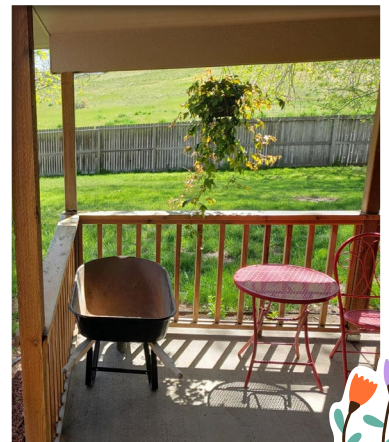
Meal Plan



make TODAY great



Lifestyle



KEEP UP WITH THE UPS AND DOWNS...

WHAT WE LEARNED

Over the two weeks, consumers' daily emotions and experiences varied greatly, from extreme highs to extreme lows. Specifically, the areas that caused them extreme stress varied from day to day. And while there was an upward trend with these emotions, their journeys were not linear.



WHAT IT MEANS



It's important to **keep a pulse** on your consumers.



Don't assume you know everything. **People are changing** just as fast as new developments with COVID are rapidly evolving.



Video: click to watch



“““

I'm disgusted at all the problems we had after our awning on our patio was installed yesterday where we lost electricity for many hours...We have electricity today...**You take electricity for granted when you don't have it!**

- Female, Boomer, Northeast

THE UPS AND DOWNS OF THEIR EMOTIONAL JOURNEY

HAPPINESS HAPPINESS HAPPINESS



SADNESS ANGER

HAPPINESS HAPPINESS HAPPINESS



DISGUST SADNESS



“ ”

Today I'm feeling sadness... I miss my old routine especially on a beautiful weekend day.
- Female, Boomer, Northeast

A NEW FOCUS ON DURABILITY AND DISTRACTION TACTICS

WHAT WE LEARNED

With the increased time in their homes, **consumers' focus is narrower**. Therefore, the **brands and products they connect with daily mean more** and play an important role in allowing consumers to maintain their lifestyles.



WHAT IT MEANS



Brands and companies should **assure consumers** their products can support their "new normal" lives to help mix up the day to day.



Focus on the durability + longevity of your products (such as home appliances and electronic devices).

“”

Durable + Reliable Workhorse

Appliances such as the Keurig, stove, microwave, air fryer, and toaster **are all used more just because we're cooking more at home.** – Female, Gen Z, Northeast

“”

Value Talisman

My Bible. Reading God's Word is the best thing to do during this time... **I find peace and comfort in His Word.** – Female, Millennial, South

“”

Distractor

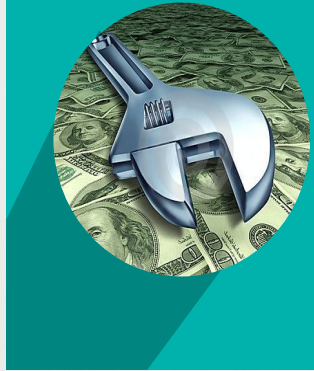
Electronics like the TV, PlayStation, and Switch are keeping us entertained. **It's been more important than ever to keep our minds occupied on something other than the virus.** – Female, Gen Z, Northeast

“”

Mental Wellness Promoter

Without my family and pets I would be really sad. Having a puppy certainly helps with the monotony of the days. – Female, Boomer, Northeast

TONE + ACTION MATTERS



“ ”

Spectrum provided a free month of Showtime and Epix which would take until the restrictions were over. California announced restrictions would be lifted... [Spectrum] ended the promo and also ended my service promo... These are the times you show how you care about your customer and do whatever it takes to not lose them. - Male, Gen X, West

WHAT WE LEARNED

Consumers are able to discern what's genuine and what's a publicity stunt. **With extra time at home, they are hyper-aware of tone and messaging despite all the information clutter.**

WHAT IT MEANS

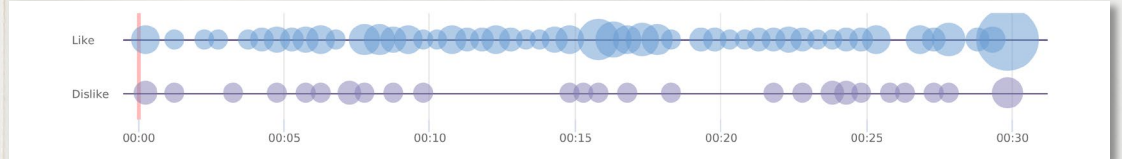
Despite the fact that **states are reopening, people are still struggling. Don't lift/remove perks** as states and the economy reopen.

Offer **meaningful perks that speak to the consumer** and are **true to your brand.**



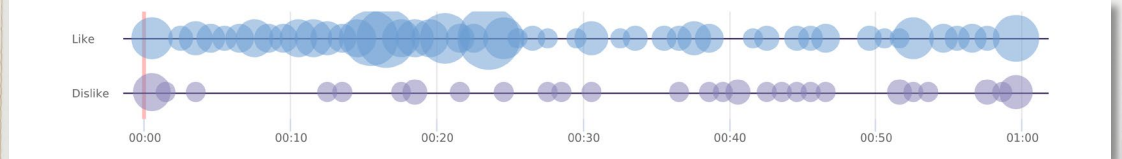
“ ”

[I like that] **State Farm is giving money back to their customers because they are going through a rough time.**
- Female, Millennial, South



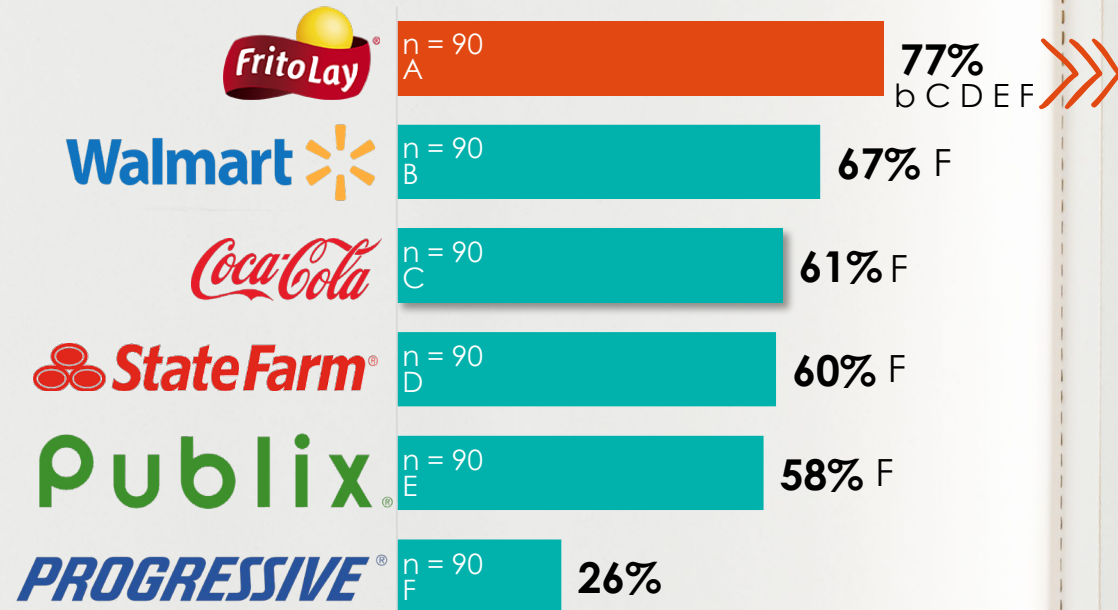
“ ”

I like that it's showing how they are keeping people safe. **I like the overall message and tone... how at this point they are telling you all the options they offer.**
Female, Gen Z, Northeast



CREATE AN OPTIMISTIC TONE

POSITIVE IMPACT ON BRAND PERCEPTIONS



WHAT WE LEARNED

No matter how difficult things are, consumers have a hopeful spirit. They refuse to wallow in sadness and would rather seek action on solutions to their current situations.

WHAT IT MEANS

Communicate with a hopeful tone that reflects their optimism.



“ ”

It has a simple message about what Frito Lay is doing to help and also demonstrates what others can do to help. **I like that they didn't put their logo in the ad. It says to me they really are focused on helping, not selling more of their products.**

- Female, Gen X, West



“ ”

Instead of just promising people things, Frito Lay shows everything they have already done. **They really hit it spot on when they say that we don't want to hear what you're doing, we want to see it.**

- Female, Gen Z, Northeast

“ ”

I absolutely love this one as it puts the focus on people and the greater good ahead of profits and their products... **I also love how they focus on families as I know many families who are struggling for food.**

- Female, Gen Z, Northeast

EDUCATE ON NEW WAYS TO ASSIST

WHAT WE LEARNED

Out of necessity and the additional time/interest, consumers are taking more into their own hands. **In some ways, they feel prepared but in other ways, they need assistance to execute.**

WHAT IT MEANS

Help educate consumers on how to manage on their own at home. They need help with:



Cooking



Cleaning



Homeschooling



Home Improvement



And More

Do it

“”

The other day the sink was clogged and the water wouldn't go down... So I went on Google's search page to find out how to unclog a drain and it said (apple cider vinegar and baking soda) and I was so sure it wouldn't work but it did. - Female, Millennial, South



“”

Should my kids have to attend school remotely in the fall then I will need some help. **At least better resources/a better system from my local school district that will provide richer learning and a more cohesive interface/application.**

- Female, Gen X, West

CHECK LIST

“”

I wish these companies would put out a definitive guide of which products are best for cleaning which surfaces! I have so many different cleaning products and really don't know if I'm using them correctly! - Female, Gen X, Northeast



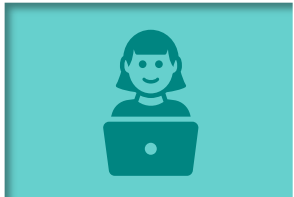
HELP MAINTAIN THEIR NEW ZEN

WHAT WE LEARNED

People are looking forward to getting back to their lives. However, they will pick the products and services that fit into their new normal. **They will keep the products that work hard for them and allow them to keep the emotional/personal space they have gained** (family time with kids, pets, etc.).



WHAT IT MEANS



Capitalize on this introspective sweet spot of time. As consumers **get back to work**, they would like to **maintain an inner perspective**.



Encourage consumers to take care of their **mental/emotional health**.



Communicate ways consumers can leverage things they have access to in their homes to **promote proper self-care**.

WHAT 3 THINGS DO YOU MISS MOST ABOUT LIFE PRE-COVID-19?



Certainty



Confidence without questioning



Traveling

WHAT 3 THINGS DO YOU MISS ABOUT LIFE PRE-COVID-19 THAT YOU DIDN'T DIDN'T THINK YOU WOULD MISS?



Going out to eat



Some social activities



Time to myself

WHAT 3 THINGS ABOUT LIFE PRE-COVID-19 DO YOU NOT MISS AT ALL?



My commute



Long uncomfortable meetings



Forced social activities

WHAT 3 THINGS WILL YOU DEFINITELY NOT MISS ABOUT LIFE NOW (DURING COVID-19)?



The closed businesses



Financial uncertainty



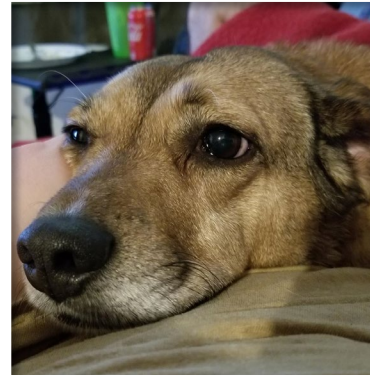
Nonsense news headlines

HOW TO HELP THEM MAINTAIN THEIR ZEN

“ ”

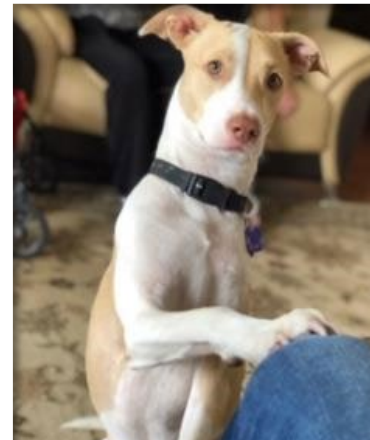
I usually try to take my dog out every few months to shop for some new toys in the store to keep her entertained and engaged and with the quarantine, I was not taking her out to the pet store... So there was a need to get us some more variety of toys and some slightly larger toys... **so we subscribe to a BarkBox who were able to get toys shipped to us along with some treats on a monthly basis, which has been pretty fun and exciting. And it's something I anticipate we will continue to do after the quarantine because of the convenience and the variety that are offered.**

- Female, Gen X, West



“ ”

I have started buying the "Purina Pro Plan: label because it has no fillers in it and has **real organic ingredients.** Male, Gen X, Midwest



FACILITATE AUTHENTIC CONNECTIONS



“ ”

I hope that many more moments like this occur when the restrictions for COVID-19 are over. I have come to appreciate just how busy we were prior to this, and our time together is important and needs to be planned and prioritized accordingly.
Male, Millennial, West

WHAT WE LEARNED

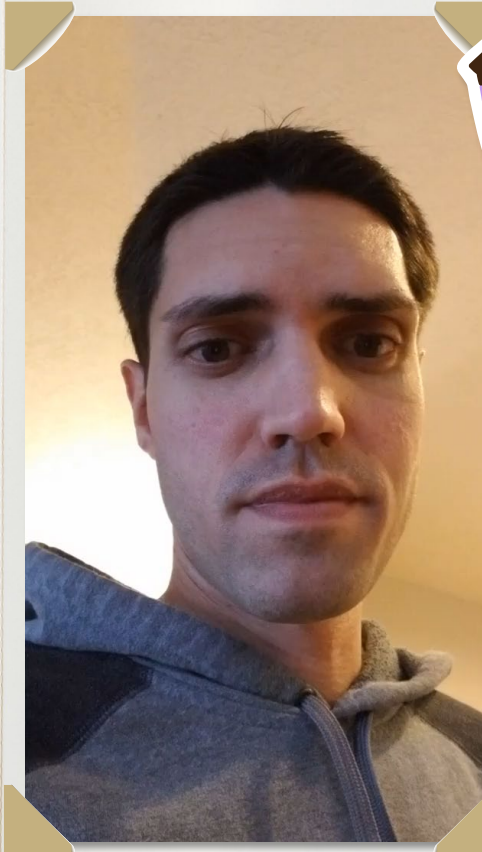
The extremes of this experience have consumers reexamining their relationships through a new lens. Self-reflection around their social philosophy varies among people who live alone versus those who are sharing their experiences with others in the home.

WHAT IT MEANS

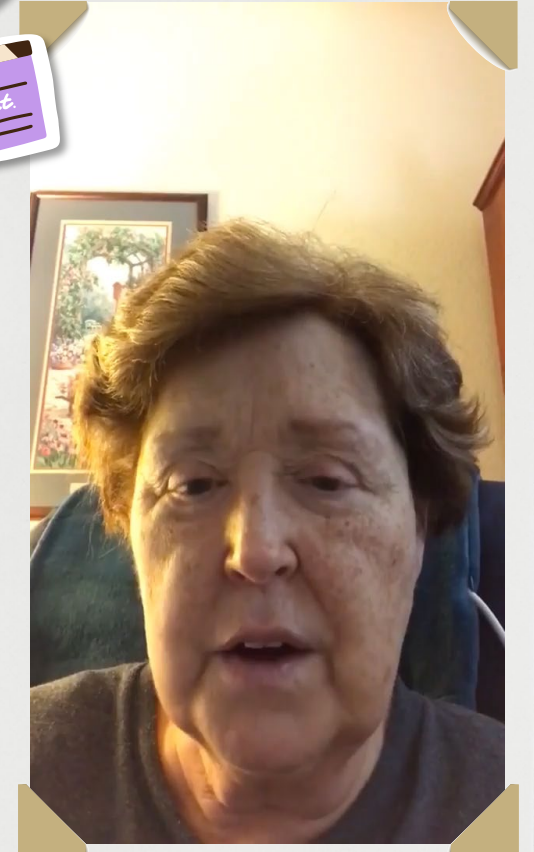
How consumers define their social time is evolving (time with their kids = taking to soccer versus eating dinner together). Help foster those moments as people start to adapt to their “new normal”.

THE NEW NORMAL

Family TIME



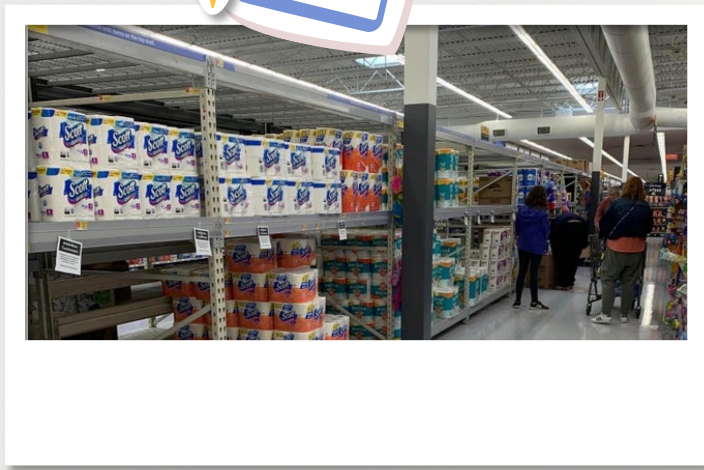
Video: click to watch



Video: click to watch

HOW TO INFORM PRODUCT AND SERVICE OFFERINGS

Albertsons
\$1.27 cherries
5¢ Powerade (5)
\$5.77 Cheese (32oz)
Prov. cheese
Pickles



Stay SAFE 
WHEN GOING OUTSIDE




wearing
SURGICAL
MASK

MAGGIANO'S
LITTLE ITALY

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\$10 OFF YOUR NEXT \$30 VISIT
We can't wait to see you again!

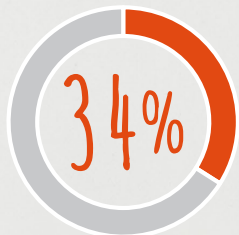
SERVICE THEM AT HOME

WHAT WE LEARNED

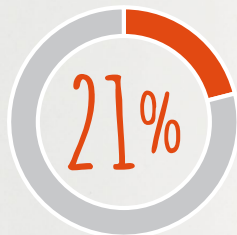
Consumers are open to new ways of doing things to keep themselves safe as they are going about their daily lives, including changes to shopping, travel, to dining in. **As long as they understand the new precautions and processes, they are all on board.**

WHAT IT MEANS FOR IN THEIR HOMES

- For retailers, **provide in-home service options as consumers are willing to opt-in.** Communicate how you are keeping them safe in the midst of the pandemic.
- Consumers want to **hear and see how businesses are adapting to ensure customer safety during COVID-19.**



of consumers are **already opting into in-home services**



foresee opting in **within the next month**

““

I am working with my wife to determine when we both feel things are worth risking taking chances and make a change. We are waiting to see if this pandemic has been contained or will it bounce back again and get worse.

When things open back up we will take a 'wait and see' approach for at least 2 weeks to see how things go. – Male, Millennial, Northeast

stay
HOME

““

When I do return I will only do those classes where I know I can maintain a social distance such as yoga or Pilates. I will also bring my own equipment to yoga class. We will probably go to our health club pool and the beach but we will do this when we can socially distance. – Female, Boomer, Northeast

WORKOUT

STREAMLINE THEIR SHOPPING VISITS

WHAT IT MEANS FOR IN STORE AND ONLINE



Help shoppers organize items on their list ahead of their visit to assist their desire for less lingering/ exposure in store.



Optimize online shopping to make it clear and simple for those who are new to the experience.



Optimize filtering features to make searching more seamless and clear.



Include **more listing callouts to help guide shoppers** during their decision making (out of stock, limited stock, return policies, etc.).



Reward return purchasers with perks to encourage more trips.



“““

*I don't always appreciate popups while I am shopping. **It was not always easy to see what color options were available and filtering the searches was not always easy to find the products I want.** It is hard to tell the size of the product and the exact color from a computer screen, and these matter a lot when shopping for furniture.*

- Male, Millennial, West

DISINFECT Surfaces

“““

*I feel more comfortable if stores are cleaning regularly and avoiding too much congestion. **Some small reassurance that commonly touched areas are being cleaned regularly is all that is needed.** I have seen some clinics leave signs informing customers that rooms are sanitized, or having hand sanitizer available at counters or desk areas is nice.”*

- Male, Millennial, West

INDULGE THEM WITH SMALL ESCAPES

WHAT WE LEARNED

Consumers are looking forward to travel and luxuries like the spa and salon again. **In the meantime, they indulge with smaller treats and escapes to decompress.**

WHAT IT MEANS



Feed their desire for **small escapes and luxuries.**



With **out-of-state travel/longer trips on pause**, communicate and inspire what can be done close to home.



““
I am also finding I live on moisturizers for my skin. I am taking every extra precaution to moisturize my skin and lips regularly. My husband cannot live without his whiskey! If he is happy we are happy. – Female, Boomer, Northeast



Video: click to watch

““
I love eating frozen pizza because it brings me back to my childhood. It's a taste I know in love and I always know I will have a great meal. – Female, Gen X, Northeast

““
Because we cannot travel like we had hoped to do we are looking at the beauty around us and appreciating our neighborhood for the beauty that we may have not seen before. – Female, Boomer, Northeast



Video: click to watch

INSPIRE THEM TO MIX IT UP

WHAT WE LEARNED

Consumers are **thinking outside the box in all areas of their daily lives to mix it up.**

WHAT IT MEANS

Inspire them to explore in and outside the home to break through the monotony.



““

With our Hello Fresh subscription, we are usually trying at least one new dish a week... **Having the Hello Fresh subscription has definitely made cooking and meal prep easier. I don't have to find a recipe as well as then spend a lot of time at the store hunting down all the ingredients.** – Female, Gen X, West



““

[We do a lot of] learning activities, getting a lot of ideas from the internet. They do puzzles and play games that challenge their thinking. We do a lot of art activities with items that aren't necessarily art supplies. We challenge them to be unconventional when creating things. We listen to things they talk about and then try to come up with something that revolves around that to spark their interests. – Male, Millennial, West



INNOVATE FOR FUNCTIONAL PAIN POINTS

WHAT WE LEARNED

While brand loyalty still exists, **consumers are open to bringing in new products and services that provide an answer to new functional needs.**

WHAT IT MEANS



Consider white space opportunities for new product innovations that **provide an answer to these new functional needs.**



Continue with pre-COVID tactics for encouraging brand trial – overall brand loyalty is steadfast despite the current climate.

“”

Most of the brands I buy have stayed the same. [However], for home improvement, it has changed slightly. **I've never used Sherwin Williams before but I have become a fan and I will use again in future. We changed paint brands [Behr to Sherwin Williams] because of how well it covered.**

And as far as hair care goes, we bought a Wahl brand hair clipper which is great and **I used a Clairol root touch up kit that I was very happy with.**
– Female, Boomer, Northeast



SHERWIN-WILLIAMS®

BEHR®

“”

I have stocked up on Scott 1000 sheet regular tissues. **It's more plumbing friendly on the plumbing and environment.** –
Male, Gen X, Midwest



HELP THEM RIDE THE WAVE

WHAT WE LEARNED

Consumers are weathering the storm. **They are remaining steadfast in some categories and are not revamping their finances.** They expect that things will get back to normal soon enough.

WHAT IT MEANS

While consumers are experiencing changes day to day, **they aren't overhauling their philosophies.**



“”

I haven't made any significant changes to how I manage my personal finances. Our household income has remained stable at this time. I was given a raise and a bonus in March, which has provided some additional income to put more toward paying off a car loan and contributing to savings. – Female, Gen X, West



“”

I am managing my finances just like I would the rest of the year if there was no pandemic. I am focusing on saving and investing on my own... the next 6 months I expect my spending to remain unchanged. I may skip my yearly vacation due to restrictions this year, but overall it will remain the same. Over the next year, my spending will remain the same. – Male, Millennial, Northeast

Emerge smarter.

THANK YOU!

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