

# CONSUMER CONNECTIONS LIVE PANEL: The COVID-19 Chronicles #6 | April 30, 2020 Understanding Where We Are Six Weeks Later | Five Key Takeaways

# 1

The emotional journey that is COVID-19 has been challenging and continues to evolve in week 6.



Initially felt: fear, anger, resentment, and desperation



Now feel: grudging acceptance & underlying tension



Future feeling: anxiety & cautious optimism



“I’ve run through **all the emotions**. There were times **I was super depressed, times I’m optimistic. I’m riding the roller coaster** now and **trying to accept** this. The more I don’t accept it the harder it is to deal with.”



# 2

Consumers are embracing new hobbies, habits and family roles during the pandemic.



Reassessing what is important



Experimenting with new things



New roles and responsibilities in the home



“We’re cooking as a family 3 meals a day. My **son’s learning to cook**. My **daughter is doing small things, stirring**. My husband wants to know exactly what to do. I have a meeting a few times a week and he has to cook. **It’s encouraged us to find new recipes to use...**”



# 3

Consumers continue to find silver linings in community that provide hope and inspiration—but the wrong message from an advertiser can be a turn-off.



Greater appreciation of community



Brands that give back generate brand affinity



Distrust brands that use pandemic as a talking point



“That **sense of community and seeing how people are pulling together** and being creative has been incredible to watch. That’s **showing some gaps and needs**, but it’s also bringing the community together in ways we’ve never seen before.”



# 4

The window to convert new customers to your brand may be narrowing as the disruption to regular grocery shopping routines is dissipating.



Use smaller and online retailers to minimize time-in-store



Panic shopping is settling



Reverting to traditional buying criteria



“The **stores around me have had a lot more stock** than at the beginning...I wasn’t stockpiling but I was getting a bit more than I needed. I am still doing that a little but not like before. I haven’t seen the limit 4 per customer signs lately like in the beginning. **Most of the time I can get the brands I want.**”



# 5

The “New Normal” is yet to come.



Still in a transitional phase



Lasting impact on life + work



Understand how to meet consumers’ evolving needs



“Business and life move on. In order to get products for us, participating in **market research is important**, so companies can **start tailoring things to what the ‘new normal’ will be** in the future.”



## C+R’s TAKE:

**Be smart with marketing.** Consumers appreciate hearing about brands that are giving back during this time, such as adjusting their manufacturing to make products that are useful for the public good. However, brands that are advertising now and using the pandemic as a talking point—as opposed to those that show their brand as an active part of the solution—are losing respect. What is your brand doing at this time? Do you have news worth sharing with consumers?

**Help consumers find some me-time.** While togetherness and family time have been a bright spot throughout the pandemic, consumers now are struggling with the pressure of being constantly with their family. How can your brand support their individual needs, help them relax/put them at ease, and enable them to get a moment for themselves to recharge?

**Convert new customers while you have the chance.** This is a time of forced changes within consumers’ lives. Consumers are discovering new ways of grocery shopping and products that they plan to stick with after the pandemic. They’ve embraced new hobbies and roles within their family. However, the disruption from earlier in the pandemic is starting to dissipate. How can you get your brand in front of consumers while they are still in this open mindset?

**Stay engaged with consumers.** While consumers have settled into some routines, they feel the “new normal” hasn’t yet arrived. Now more than ever, it’s important to stay abreast of consumers’ latest attitudes and preferences. C+R can help through our Flash research solutions.



**Curious to hear more?** We are creating a Consumer Connections Community. This two-week community will run from May 13-27. Register [here](#) to submit a question and learn and observe consumers in their environments.