



**As the COVID-19 Crisis progresses,
brands must evolve their marketing to align with
changing consumer sentiments and needs.**



CRISIS ONSET

As awareness of the outbreak spreads, consumers bounce between fear, skepticism and confusion as they sort through what this will mean for them.

Messaging should be honest, transparent and optimistic, building trust between the brand and its consumers for the road ahead.



SURGE

When cases rise and consumers truly feel the emotional, physical and financial effects of the crisis, they will experience varying levels of anxiety and fatigue as they navigate uncertainty and constant change.

Messaging should provide utility and reassurance, without making light of the situation. Brands need to help guide consumers through new physical and financial barriers between them and the products and services they need.

RECOVERY

As cases decline, but distancing measures remain, consumers will feel the loss of all they've given up and look for avenues and motivations to find joy again.

Messaging should be hopeful and encouraging, acknowledging what consumers have endured, but giving them permission to celebrate and trust that the worst is over. Brands need to help consumers reestablish pre-crisis behaviors.



NEW NORMAL

Once the crisis is no longer the primary focus of our news and minds, consumers will begin returning to their routines, but with new sensitivities and perspective.

Messaging should help them regain control over their lives, and inspire them to make up for lost time with the people and pastimes they love most.



Responding to Consumer Sentiments & Needs

SENTIMENT

DETAILS

NEED

FATIGUE	Emotionally and physically from worry, loss of sleep, inactivity or illness recovery	Mental & physical reboot
CRAVING CONNECTION	I want to make up for lost time with family/friends	Permission to connect/gather w/o anxiety
PTSD	Afraid to abandon stock-up mentality, avoiding crowds, hyper-hygiene	Sense of control over their lives & actions
HEALTH-CONSCIOUS	I don't ever want to be in the "high-risk" group if this happens again	Preventive strategies and education
BUMMED/FOMO	I had to cancel my wedding/spring break/event, sports season, etc.	Adventures and memories to make up for what they missed
DIGITAL BURNOUT	Online classes, work, news, groceries, workouts, etc.	Balance: how to detox while keeping new virtual connections
DEPRESSED/DEFEATED	Feelings of loneliness, loss of job/loved one/business, etc.	Mental health/acknowledging what they've endured
EMPATHETIC	Toward the elderly, biz owners, teachers, healthcare professionals	Sense of purpose/effortless ways to help
FINANCIALLY UNSTABLE	From loss of income, stock market/economy, small business hits	Support depending how much they were impacted
POLITICALLY CHARGED	Fired up about election and policies (health care, gov, climate, etc.)	Simple avenues for action and prevention
PESSIMISTIC ON 2020	This year is cursed, I'll try to reach my goals next year	Motivation to get back on track



Covid-19 Messaging Worksheet

This worksheet can help you think through the brand messages and actions that will be most impactful for consumers, based on their situation and needs at each stage of this crisis.

Please reach out to dogoodthings@22squared.com for more information on partnering with us.



WHAT ARE THE CONSUMER BARRIERS RELATIVE TO MY BUSINESS?

HOW CAN MY BRAND HELP PEOPLE IN THIS MOMENT?

WHAT MESSAGE DO CONSUMERS NEED TO HEAR FROM US RIGHT NOW?

WHAT CHANNELS ARE BEST SUITED TO THESE MESSAGES?

CRISIS ONSET

SURGE

RECOVERY

NEW NORMAL