# Facing a new reality: COVID-19's Ripple Effect

March 2020





# behalf of our clients, so they have more facts at their disposal.

Facts always help. Especially with hard decisions.

Doner.

These are unprecedented times. But there are decisions to be made. And there will be different ones that need to be made tomorrow. Over the next 6 weeks, Doner will be working across the Doner Partners Network to conduct primary qualitative and quantitative research on

### What's happening in culture right now?





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The Harris Poll

larris Insights & Analytics LLC, A Stagwell Company

### MRI SIMMONS

### Uncertainty is causing anxiety and panic.



This conversation is trending Mar 2020

Random One Offs -KP Date range: Mar 9th, 2020 to Mar 12th, 2020

Crimson Hexagon

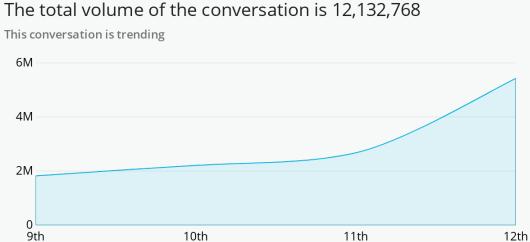
### The Echo Chamber.

Social media conversation nearly tripled from March 9 to March 12th.

### The new norm.

As national anxiety rises, half the nation fears they will die of C19; yet the most at-risk are the least concerned (Millennials are the most concerned).

Source: The Harris Poll



Mar 2020

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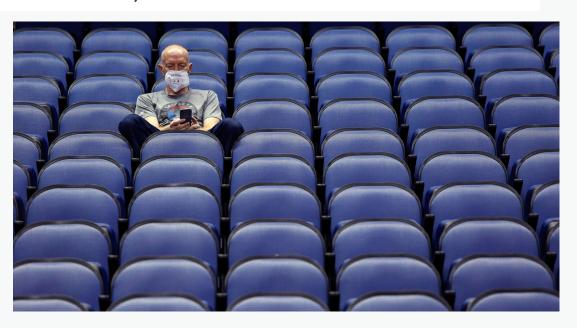
### It's crazy out there.

Consumers are reacting by panic buying goods from canned food and toilet paper to survival gear and guns.

# In response, the world is hitting pause.

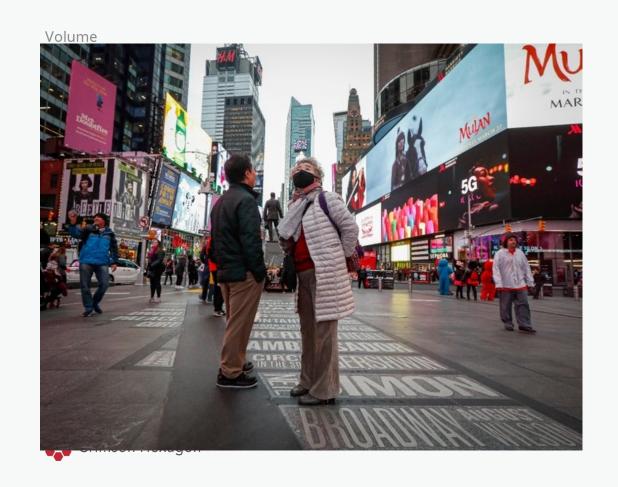
#### IDEAS Cancel Everything

Social distancing is the only way to stop the coronavirus. We must start immediately.



### Timeout.

Schools, sports, events, and businesses are being suspended indefinitely to create social distancing.



### No lines.

Bustling cities, destinations, stores and venues are being avoided at all costs.

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Ad Age 🤣 @adage · 9h KFC suspends U.K. 'Finger Lickin' Good' campaign after coronavirus-related complaints ow.ly/IJHv50yJXpG



Ad Age 🤣 @adage · Mar 12 Subscriber exclusive: Clorox responds to gouging on Amazon, turns off **ads** as cleaning wipes run low ow.ly/Yz9v50yJVwf



### Sensitive times.

Brands are pressure-testing and rethinking their messaging strategies.

### In isolation, life will slow down.

### Boredom will set in, but an opportunity for self-improvement will emerge.



### Ride on.

Peloton is taking advantage by furthering their position as the at-home tool for exercise.

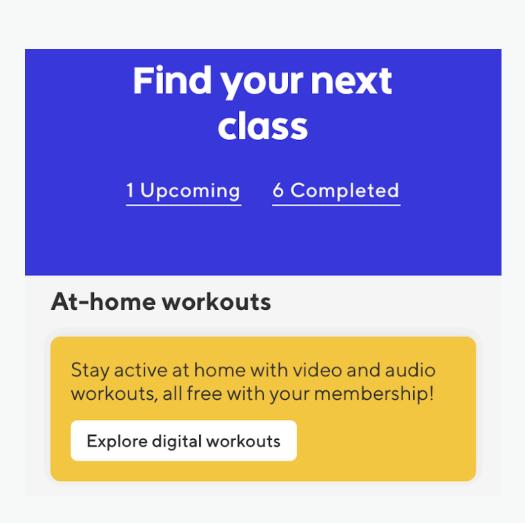




Coursera is making their entire library of digital courses free to college students affected by closings.

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### Modern solutions.

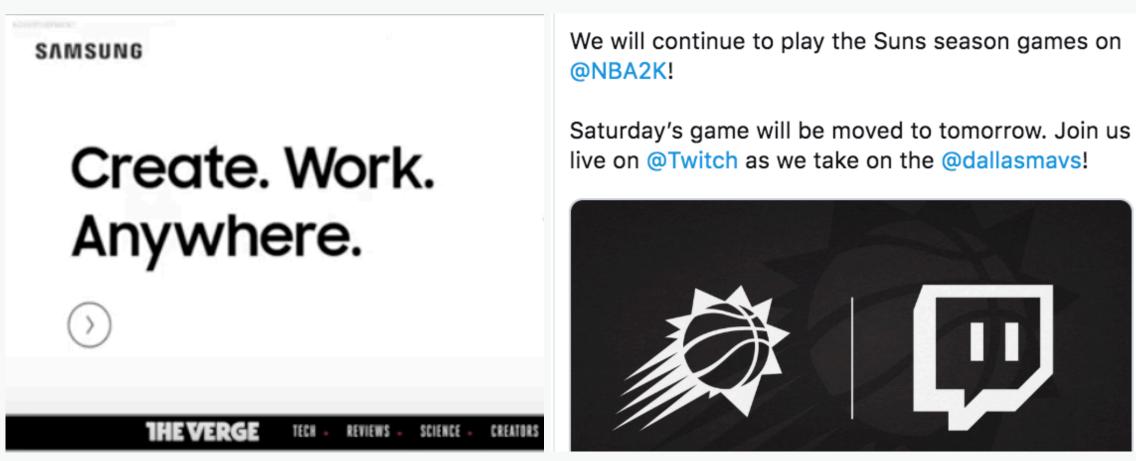


### Nudge.

ClassPass has pushed their at-home workouts offering to their app's homepage to remind users they don't have to brave the gym's germs.

### Life will be lived online for the foreseeable future.

According to QuestMobile and eMarketer, China's daily time spent with mobile internet rose from 6.1 hours in early January to 7.3 when workers were placed in self-quarantine.



### Check yourself.

Samsung tried capitalizing on this new norm by presenting their new tablet as the solution to working remote.

The Phoenix Suns are playing their remaining games on NBA 2K and streaming it on Twitch.

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### Meeting where they are.



### Take it to-go.

Food delivery services have surged in recent weeks and are introducing 'non-contact" delivery and waiving fees.

### 60% of consumers believe brands could and should create reform.

U-Haul offers 30-day storage free for college students forced to move out rom CNN's Francisco Guzman and Saeed Ahmed



### Making room.

UHaul has stepped in to help stranded college students nationwide by offering free storage.



### **Coronavirus (COVID-19) Screening and Triage**

Coronavirus (COVID-19) continues to spread. We've created an assessment based on CDC guidance to help you protect yourself and loved ones, and to know when to stay home and when to seek testing or medical attention.

\$0 | Ages 18 - 100

### Picking up the tab.

GoodRx and their teledoctor service, HeyDoctor, are providing all Coronavirus testing for free.

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**Recent Harris Poll found that in absence of governmental involvement -**

**Good**<sub>R</sub>

**Start Now** 



### Keep it up, boomer.

Even Gloria Gaynor is getting involved on TikTok by helping spread accurate hand washing info (set to "I Will Survive").

Integrated Strategy.

COVID-19.

# Above all else, humanity will prevail.

**Doner.** 



Christopher Clarey 🔮 @christo... · 7h 🗸 With travel plans changing (like everyone), had to extend our rental apartment for a night. Called the owner, who said no problem. I asked how we should pay for the extra night: cash or credit card?

His answer: "Just send good vibes. The world needs those right now"

918

1, 75





Hello, folks. Rita and I are down here in Australia. We felt a bit tired, like we had colds, and some body aches. Rita had some chills that came and went. Slight fevers too. To play things right, as is needed in the world right now, we were tested for the Coronavirus, and were found to be positive.

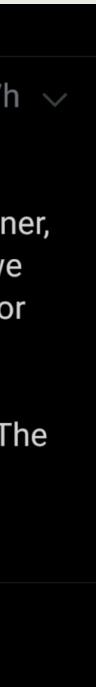
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Well, now. What to do next? The Medical Officials have protocols that must be followed. We Hanks' will be tested, observed, and isolated for as long as public health and safety requires. Not much more to it than a one-day-at-a-time approach, no?

We'll keep the world posted and updated.

Take care of yourselves!

Hanx!



### Implications.

#### The world needs empathy and understanding.

- Be positive.
- Be reassuring.
- Be there for the consumer.
- Be part of the solution.

#### Cultural shifts are inevitable:

- Workplace behavior
- Hygiene and health
- Trust in our systems
- Shopping and entertainment
- Community vs isolation
- Automation adoption

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### What's next?

In partnership with Harris Insights, over the next 6 weeks Doner will be fielding a three-wave quantitative study that dives into American attitudes and perceptions of how Modern + Main Street brands are handling the pandemic. We'll also continue issuing qualitative updates as events unfold.

Doner clients have the opportunity to participate in Harris' overnight, national poll for \$750 per question. For more information, please contact your Brand Leader or Craig Conrad (cconrad@doner.com).

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# Thank you.

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