

Facing a new reality:

# COVID-19's Ripple Effect

March 2020

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

**Facts always help. Especially with hard decisions.**

# What's happening in culture right now?



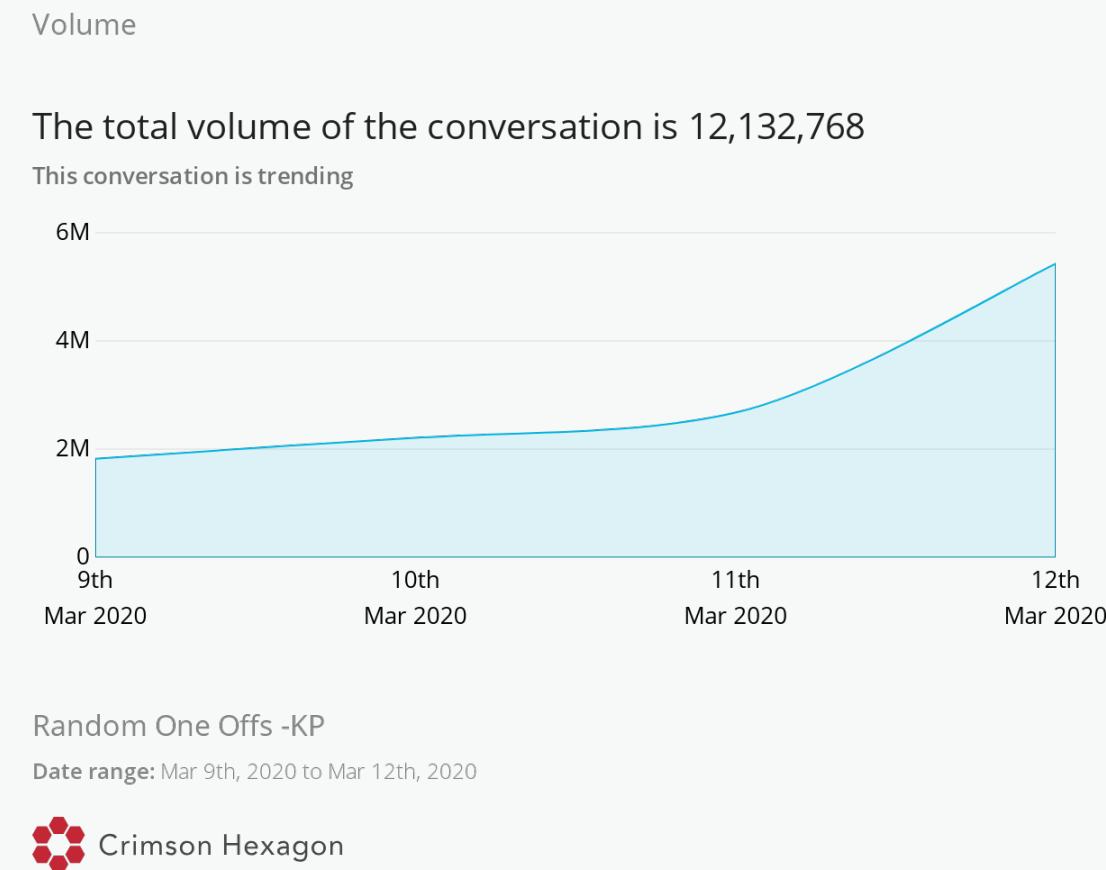
# Uncertainty is causing anxiety and panic.



## 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



## The Echo Chamber.

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

Source: Crimson Hexagon



## 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.

Volume



## No lines.

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



## 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.



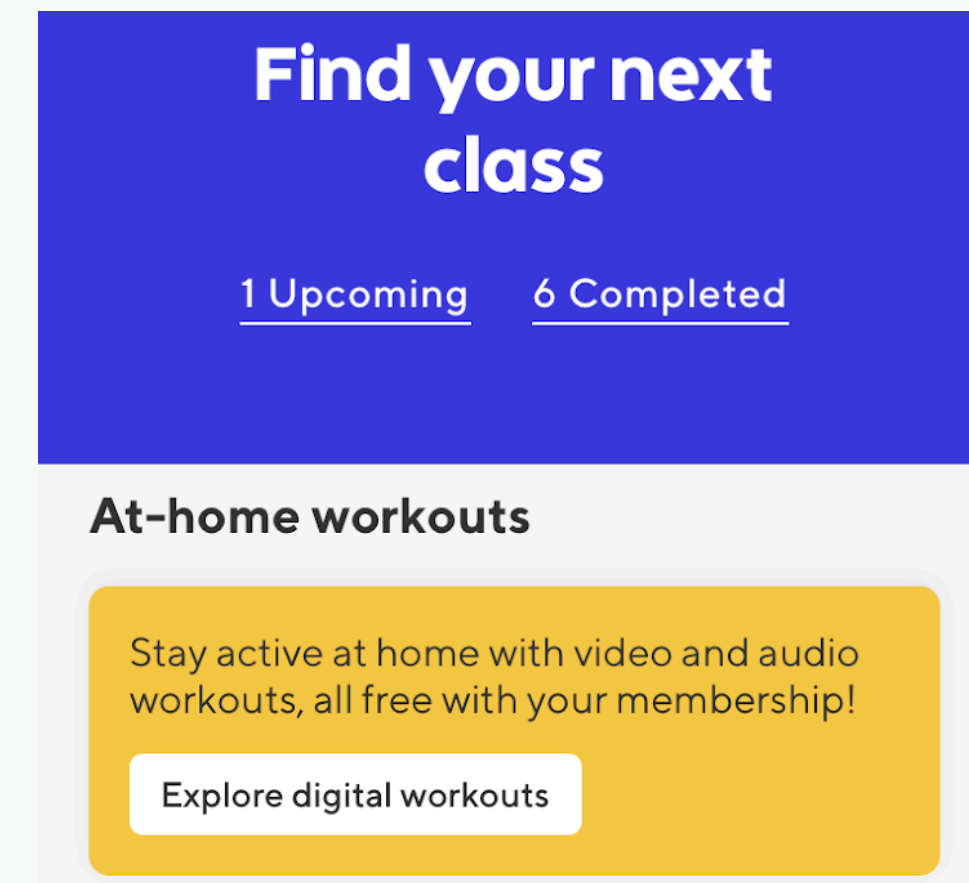
## Ride on.

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



## Modern solutions.

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



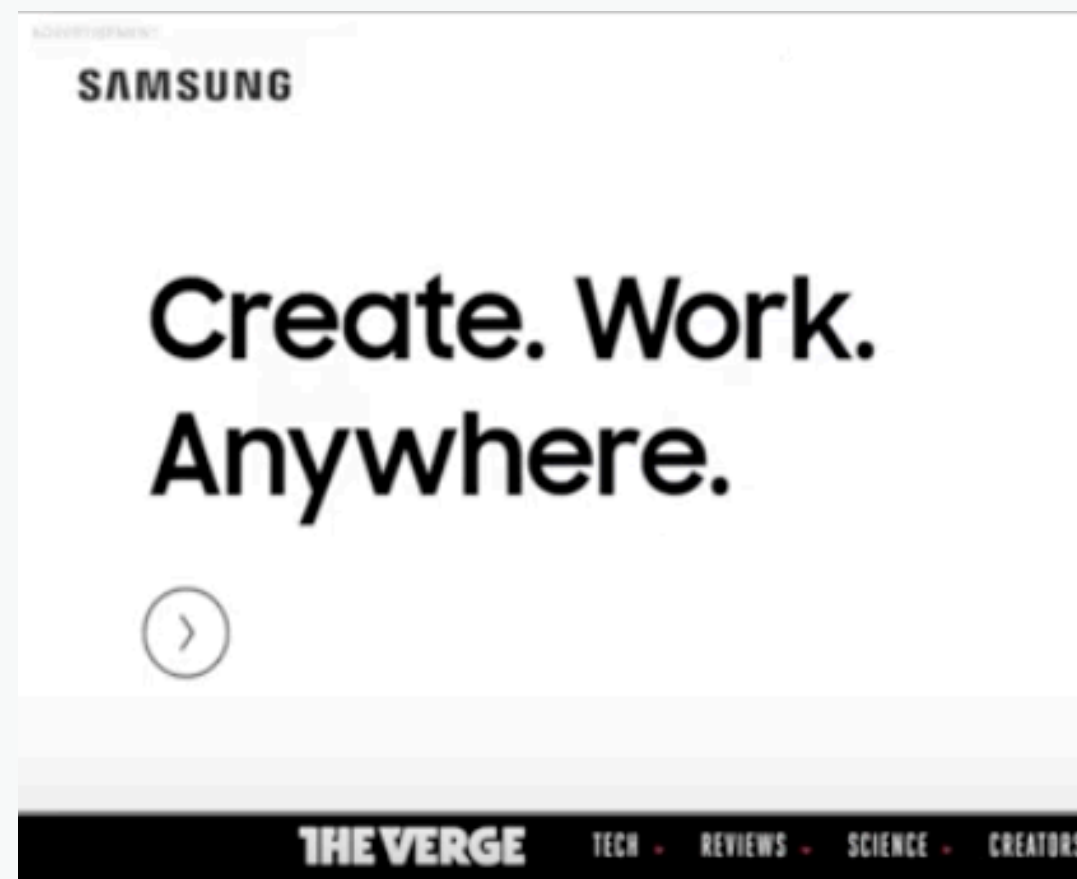
## Nudge.

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.



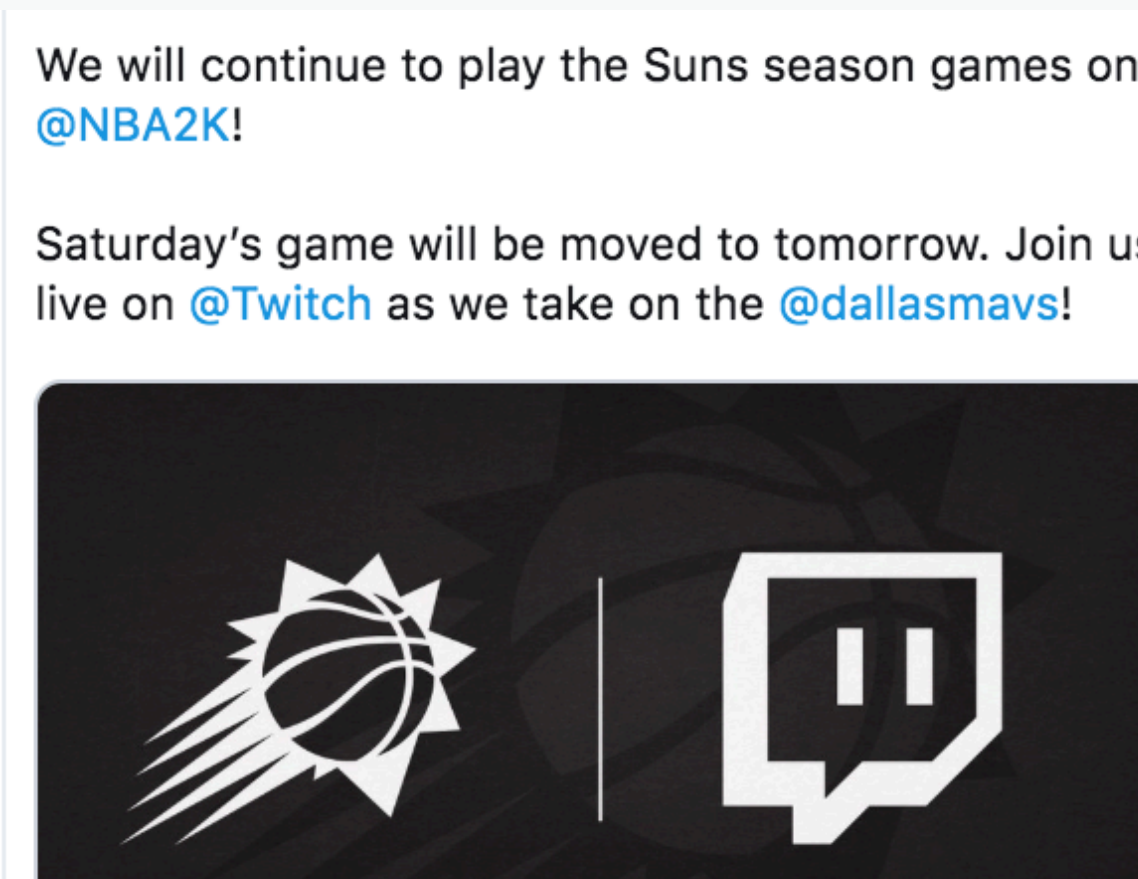
# Life will be lived online for the foreseeable future.

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.



## Meeting where they are.

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



## Take it to-go.

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



# We're in this together.

Recent Harris Poll found that in absence of governmental involvement - 60% of consumers believe brands could and should create reform.

### U-Haul offers 30-day storage free for college students forced to move out

From CNN's Francisco Guzman and Saeed Ahmed



## Making room.

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

HeyDoctor GoodRx

### 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

Start Now

## Picking up the tab.

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



## Keep it up, boomer.

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



# Above all else, humanity will prevail.





# 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

# 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](mailto:cconrad@doner.com)).



**Thank you.**