

# COVID-19 BRAND NAVIGATOR

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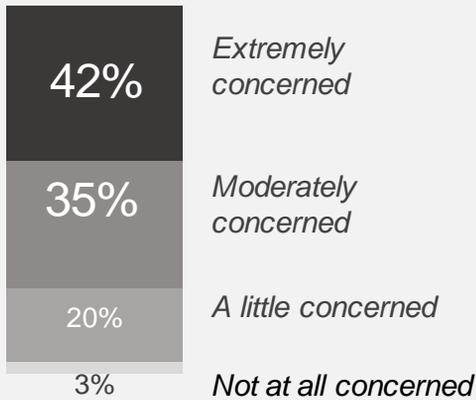
## State of the Nation Snapshot

*Topline report of data collected over the weekend (28<sup>th</sup> & 29<sup>th</sup> March)  
With verbatim context from the daily distancing ethnographic video diaries*

*n=1000, representative of the Australian population*

# SENTIMENT

## LEVEL OF CONCERN



## TOP 5 CONCERNS



“How long the virus will keep infecting people. How long till things get back to normal. What will happen to our markets? Is this causing a major depression?”

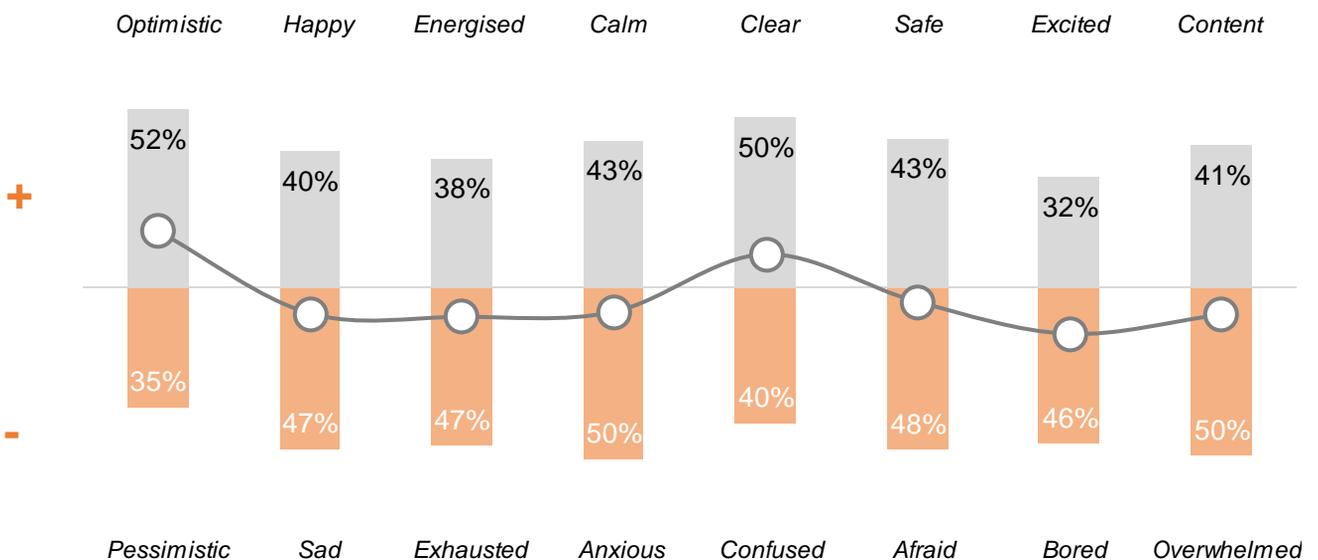


“If anyone in my household gets sick it could affect my daughter who has chronic lung disease. my dad is also immunocompromised so that is also concerning”



“I guess for my mental health overall it is not good to be constantly at home. I also worry when this will get better because I want to go back and visit my family”

## EMOTIONAL FINGERPRINT



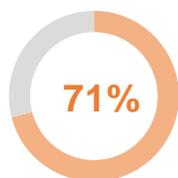
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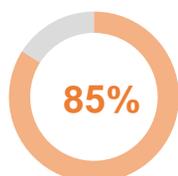
# ATTITUDES

% Strongly Agree / Agree

## INDIVIDUAL VS. SOCIAL



People putting themselves first in times like this is un-Australian



Care and consideration for others has never been more important



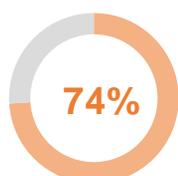
"I am getting angry that not everyone is taking this seriously and thinking of themselves and not the community"  
Female, 45, Newcastle

**SO WHAT**



**How can brands innovate to enhance social connection now and beyond the crisis?**

## GOVERNMENT



The Government should be implementing stricter controls



I have confidence in the Government's ability to handle this crisis



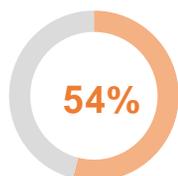
"I really wish the Government had implemented a lockdown already I am just waiting for it"  
Female, 31, Melbourne

**SO WHAT**

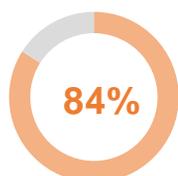


**How can brands step in and step up to a lead the way?**

## ECONOMIC



I'm worried about job security



I think this whole situation could lead to an economic depression



"I am sitting on my money at the moment as we need to be careful"  
Male, 34, Melbourne

**SO WHAT**



**How can brands provide reassurance / help educate to genuinely help people through the crisis?**

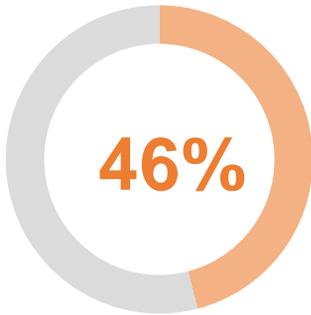
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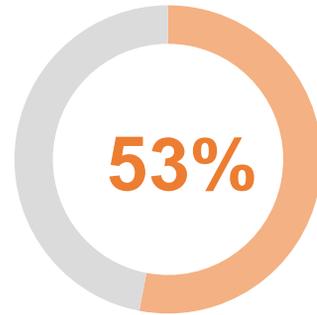
# ATTITUDES

% Strongly Agree / Agree

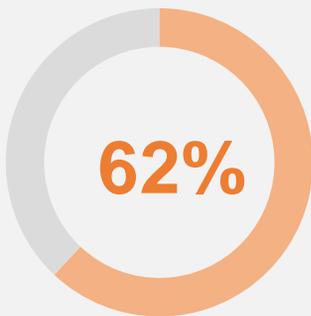
## SELF



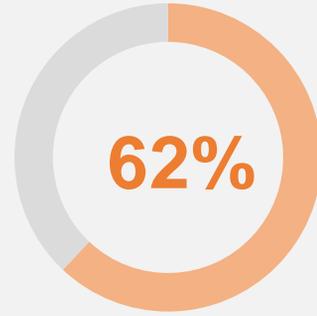
I am putting on a brave face but privately I am really worried



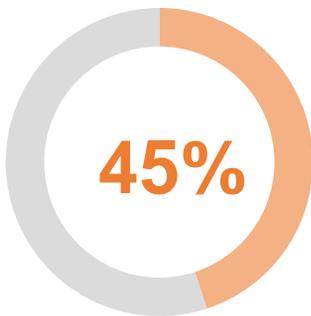
I feel like things will never be the same again



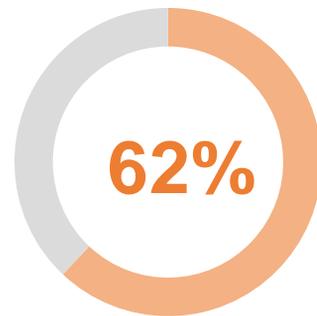
I think we are more likely to look out for one another now



I am looking for something every day to stay positive



This crisis has made me reconsider what I really want out of life



This is the reset we needed to re-evaluate how we were living



“I think of how entitled I felt and how much I took for granted. This is kind of the wakeup call I needed to work out what’s important to me in life.”

Female, 39, Sydney

### SO WHAT

**How can brands provide uplifting moments in people’s day?**

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# BEHAVIOUR

## CHANGES TO HOW WE'RE SPENDING OUR TIME

### IN GENERAL

NET Change % (More – Less than before)



**Stressing**  
(+42%)



**Talking to family & friends on the phone**  
(+39%)



**Doing household chores**  
(+36%)



**Having home cooked meals**  
(+35%)



**Reading**  
(+28%)

### MEDIA

NET Change % (More – Less than before)



**Watching TV (free to air)**  
(+36%)



**Browsing social media**  
(+31%)



**Watching paid streaming services**  
(+25%)



**Watching YouTube videos**  
(+23%)



**Reading books**  
(+20%)

## CHANGE IN PURCHASE INTENTIONS

### PRODUCTS AND SERVICES

TOP 5 **INCREASES** – NET pp change in purchase intent

+28%

*Cleaning products*

+10%

*Online education*

+10%

*Streaming services (e.g. Netflix, Stan)*

+9%

*Nutritional supplements*

+7%

*Board games*

TOP 5 **DECREASES** – NET change in purchase intent

-20%

*Clothes and fashion*

-15%

*Furniture*

-12%

*Household appliances*

-11%

*Fragrance products*

-8%

*Home decoration*

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# BRAND RESPONSE

We asked Aussies if they had seen any brands respond well or poorly to the current situation and here's what they said

## PERFORMING WELL (% mentioning brand as responding well)



54%



*Seemed to have gauged public mood ..E.g. community hours etc*

*Employing more and restricting purchases of short items*



54%



*The community hours set aside for the elderly and now essential service staff.*

*Employed more casuals*



11%



*Staff keep coming to work even when abused*

*Stock availability has been controlled as well as could be expected. They've been great with social distancing*

## ROOM FOR IMPROVEMENT (% mentioning brand as responding poorly)



19%



*Not monitoring lines into the store people pushing in as its not organised. PRICE GOUGING BIG TIME.*

*Increased the costs of goods, and not stock up pasta, rice or toilet paper*



17%



*Inability to stock shelves when they claim to have so much in storage*

*Increased on shelf prices of most staple items by at least 20 percentage i.e. profiteering*



9%



*Appallingly confused messaging*

*Scottie seems to be out of his depth confusing instructions*

Australian Government

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