**Brand insight #2:**

People expect brands to – Deliver real value – Act responsibly – Do right by the community, including their employees

Brands who are able to deliver purpose in an ethical way saw their value grow twice as much as average brands.

**COVID-19**

What do consumers expect from brands?

As we enter a new phase of the COVID-19 outbreak, the situation shows no immediate signs of improving and new cases continue to emerge as the virus spreads across the world. In these trying times, find out how brands can provide what people really need and help address the situation.

**Consumers focus on bare necessities and expect brands to reliably supply and deliver them**

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- Food items with long shelf life had also seen a great uptake, such as biscuits, instant noodles, soup bouillons and soy sauce
- Handwash has become more and more popular during and post-SARS
- Apart from thinking of their current safety, consumers also think about the future a great deal
- Awareness with the significant decrease in commercial activity in their surroundings, consumers worry about what possible health or economic repercussions the outbreak might bring if it worsens further.

**As consumers’ awareness for their own safety has heightened, they expect the same with brands on the products and services they offer**

- About the study
  - Kantar’s SARS and COVID-19 surveys, which involved a total of 12,000 consumers in 12 markets, were conducted between 25 and 27 February 2020.
  - Kantar’s panel data and social media analysis over the period between 18 December 2019 and 27 February 2020 complements the survey.

**Who’s next?**

How can brands prepare for this uncertainty and ‘uncomfortable growth’?

**The way brands deal with the crisis now may influence consumers in the future**

**Understanding People Inspire Growth**