

MARKETING & RESEARCH POV

CANADIANS RECEPTION TO BRANDS DURING THE PANDEMIC

Brands and businesses who are in a position to continue advertising during the pandemic need not fear backlash from the public as long as their messages emphasize solidarity with Canadians and support for the efforts of essential service workers. In fact, Canadians expect brands will be visibly present during this time and are likely to have favourable sentiments towards brands that “step up” and communicate.

Out-of-Home displays located throughout local communities across the country provides brands with the visibility to reach Canadians during the occasions they are moving about whether they are making trips to the grocery store or are part of the 47% of the working population employed in an essential service. OOH displays are long-standing familiar faces in a city and can help brands let Canadians know, they see them and are with them in this crisis.

The following are excerpts from the March 31, 2020 Edelman Trust Barometer Special Report:
Trust & The Coronavirus

How well a brand responds to this crisis will have a **huge impact** on my likelihood to buy that brand in the future

65%



CLASSIC



DIGITAL



TRANSIT



PLACE BASED

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SERVE AS INFORMATION SOURCE

Percent who want brands to play this

- Brands must do this to earn or keep my trust
- I hope brands will do this, but there is no obligation

84%

USE YOUR BRAND POWER TO EDUCATE

Percent who want brands to play this

- Brands must do this to earn or keep my trust
- I hope brands will do this, but there is no obligation

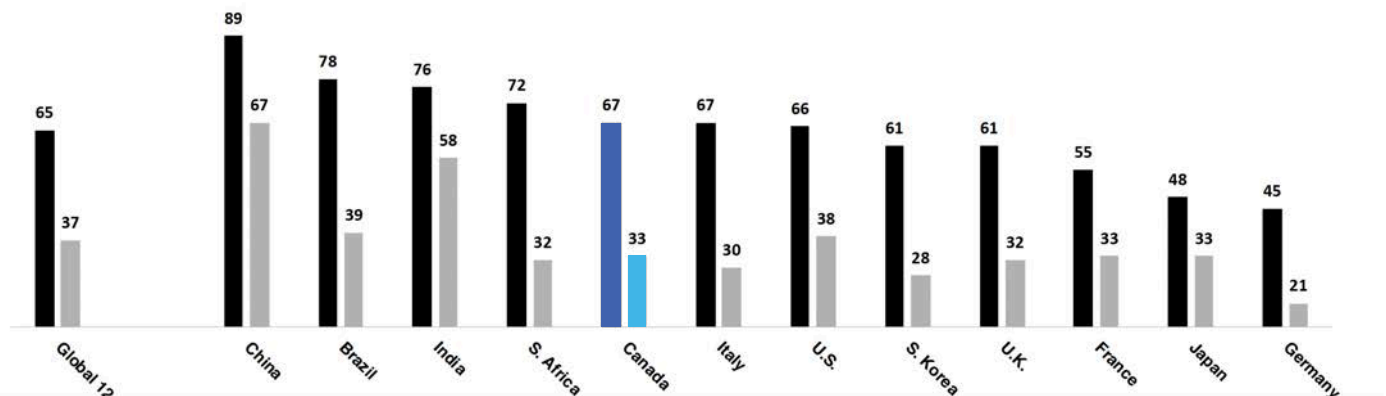
Be an **educator**, offering people instructional information about the virus and how to protect themselves from it

86%

COMMUNICATIONS ABOUT BRAND RESPONSE TO PANDEMIC PROVIDING COMFORT AND REASSURANCE

Percent who agree

- Hearing from brands I use about what they are doing to respond to the pandemic is **comforting and reassuring to me**
- All of the communications I am getting from brands about the virus are just **adding to my anxiety and concern**



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SHOW THAT YOU CARE

Percent who want this from brands

- ☒ Brands must do this to earn or keep my trust
- ☐ I hope brands will do this, but there is no obligation

Issue public statements **expressing empathy and support** for those most affected by the pandemic

85%

BRAND'S RESPONSE TO PANDEMIC WILL INFLUENCE PURCHASE

Percent who agree

How well a brand responds to this crisis will have a **huge impact on my likelihood to buy that brand in the future**

65%

PEOPLE TURNING TO BRANDS THEY TRUST

Percent who agree

In this time of crisis, I am turning more and more to **the brands that I am absolutely sure I can trust**

57%

MAINTAINING BRAND TRUST DURING THE CORONAVIRUS

1.

Show up and do your part

Brands have a vital role to play. Now is not the time to disappear, but to show up and use all your resources and creativity to make a difference.

2.

Don't act alone

There is strength in collaboration. To truly help people during this crisis requires a joining of forces with others, most critically government.

3.

Solve, don't sell

Brands should focus all efforts on finding appropriate and meaningful solutions to the problems people are facing today.

4.

Communicate with emotion, compassion and facts

People are reassured by positive brand actions and commitments. Communicate with empathy to help both inform and calm.

[SOURCE: 2020 EDELMAN TRUST BAROMETER SPECIAL REPORT – TRUST & THE CORONAVIRUS]



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