

KANTAR

Welcome

Jane Bloomfield
Chief Growth Officer
Kantar UK



Your Kantar team today

Sub-title



Jane Bloomfield
Chief Growth Officer, UK



Lloyd Burdett
Global Practice Lead Futures



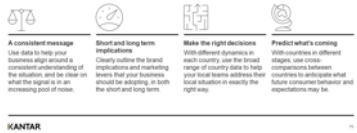
Dr Nicki Morley
Lead Innovation Consultant, UK



Laura Keeley
Strategic Client Partner

How we have built your story

Kantar's C19 Barometer has been designed to help you lead the reaction that your business needs to take, in the coming weeks and months



STAN

Covid-19 UK Tribes Omnibus



Our COVID-19 Barometer looking at consumer's attitudes, behaviours and expectations.

Using EVA to understand what people are really getting up to in self isolation.

Thought-leadership, analysis, and intelligence on the most critical emerging trends, growth segments and opportunities.

Deploying Kantar's analytics AI toolkit and expertise to help brands navigating through the unknown.

Quick, accurate and affordable answers to help make effective business decisions in the changing landscape, including the only 'Tribes' attitudinal segmentation for Covid-19.

Using our retail team's expertise and our Worldpanel data to understand the effects on consumption.

What we are going to talk you through over the next hour

01 Where are we now – four weeks into UK lockdown?

02 What lies ahead... and how should we start planning for it?

03 Response is individual, understanding people has never been more important

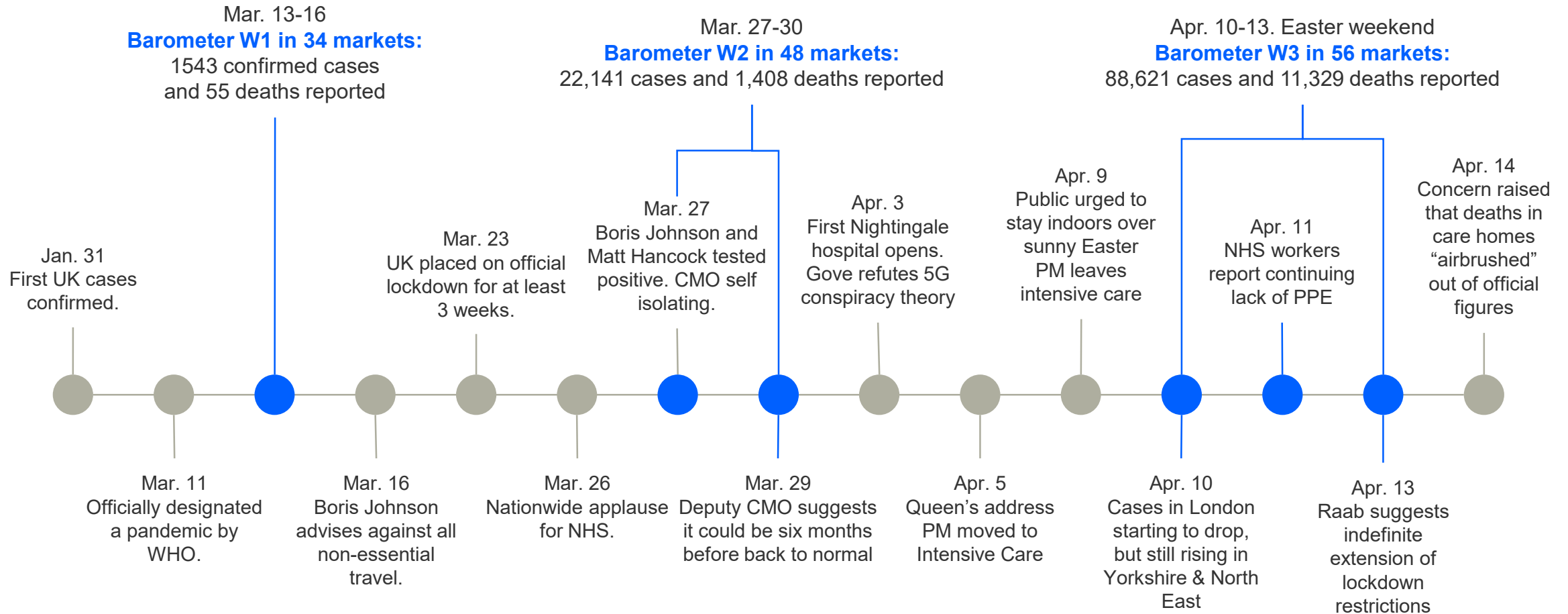
A person is sitting on a rooftop at night, looking out over a city skyline. The person is seen from behind, wearing a dark t-shirt and a watch. The city lights are blurred in the background, creating a bokeh effect. The person's hands are resting on the edge of the rooftop.

1

Where are we now?

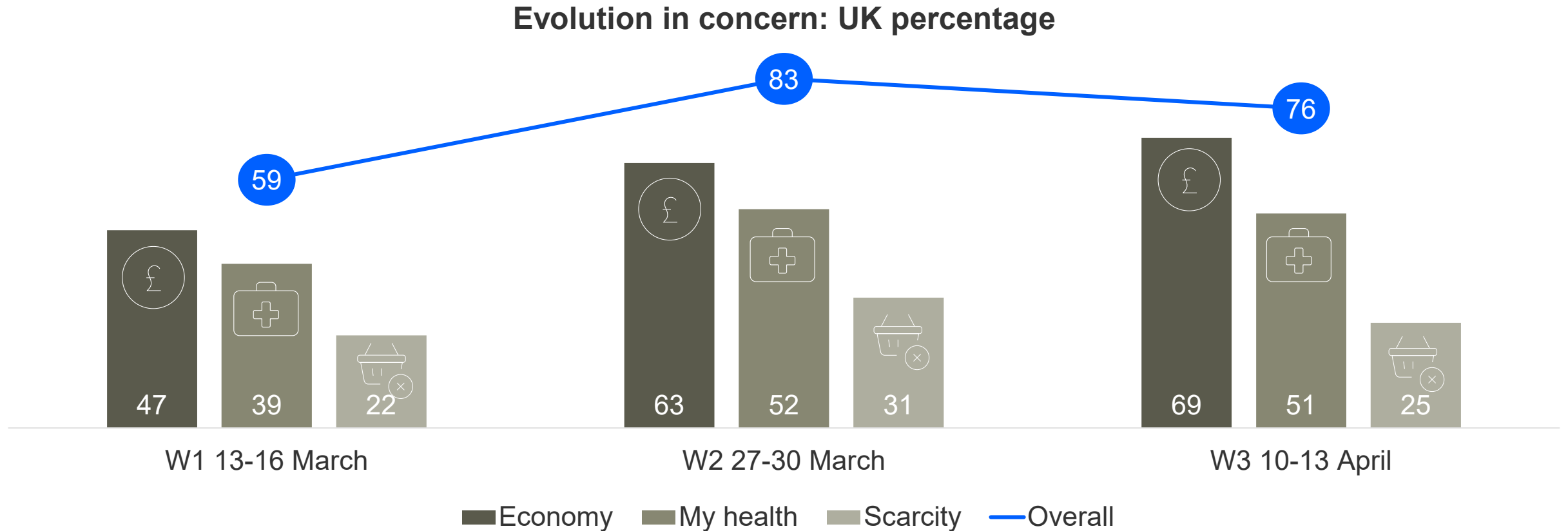
Jane

COVID-19 UK Timeline



Our level of concern remains elevated

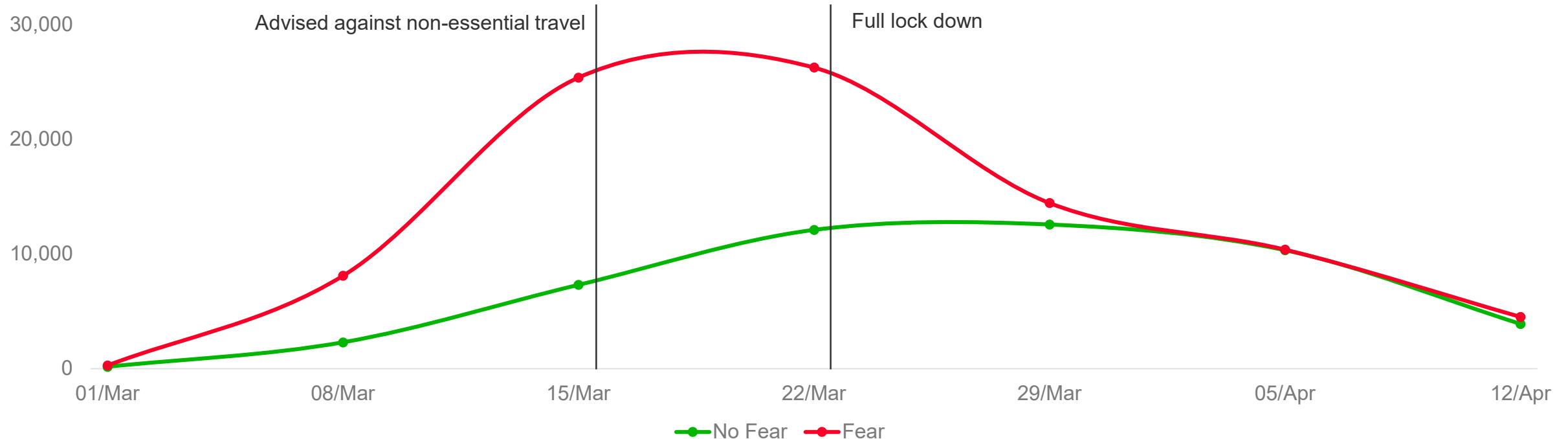
Economic concern continues to rise, while scarcity issues are beginning to subside



Although concern remains high, the fear gap has largely closed in April

Negative emotional content in social conversations has reduced since implementation of lockdown

Volume over time: UK



In the midst of so much uncertainty, we're not sure how to feel about the future

But we are currently less pessimistic than some of our European neighbours

Feelings about the future: UK (10-13th April)

I'm very worried
about the future

18%

28%

26%

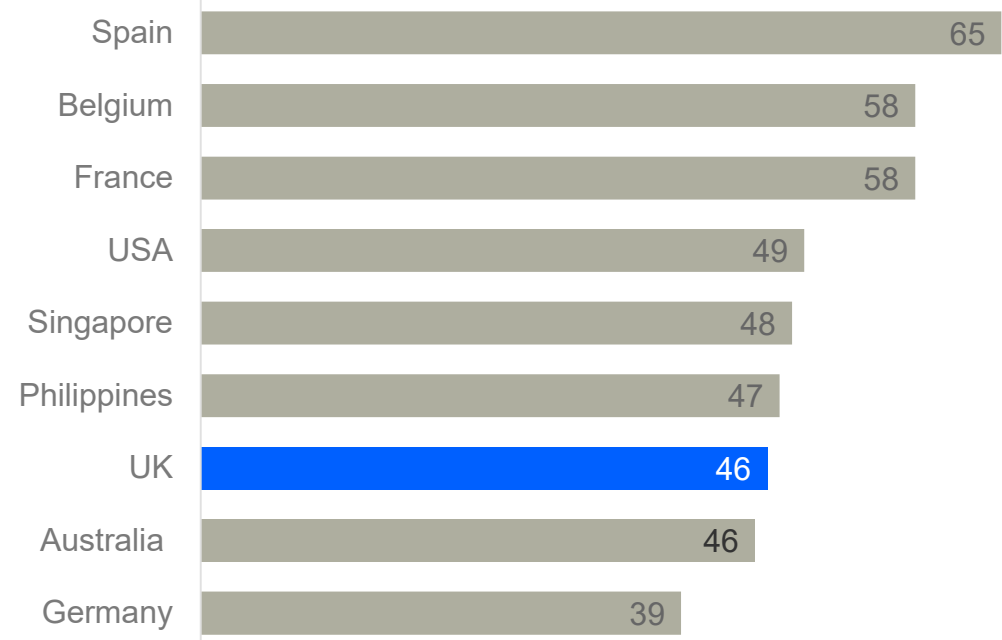
21%

8%

I believe things will
be better soon

Feelings about the future: Cross Market (10-13th April)

I'm worried about the future (Top 2 box %)



2

What lies ahead... and how should we start planning for it?

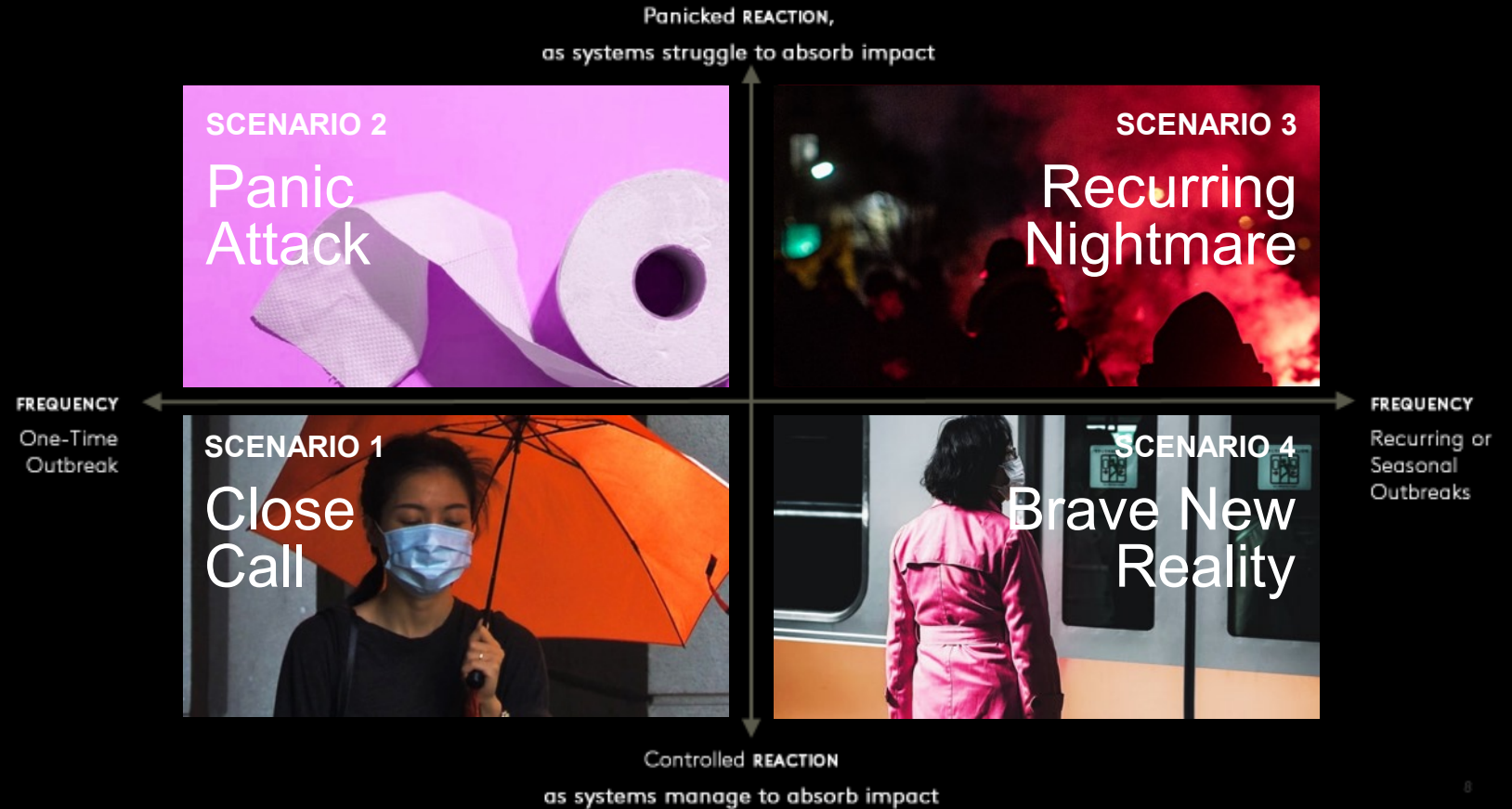
Lloyd and Nicki



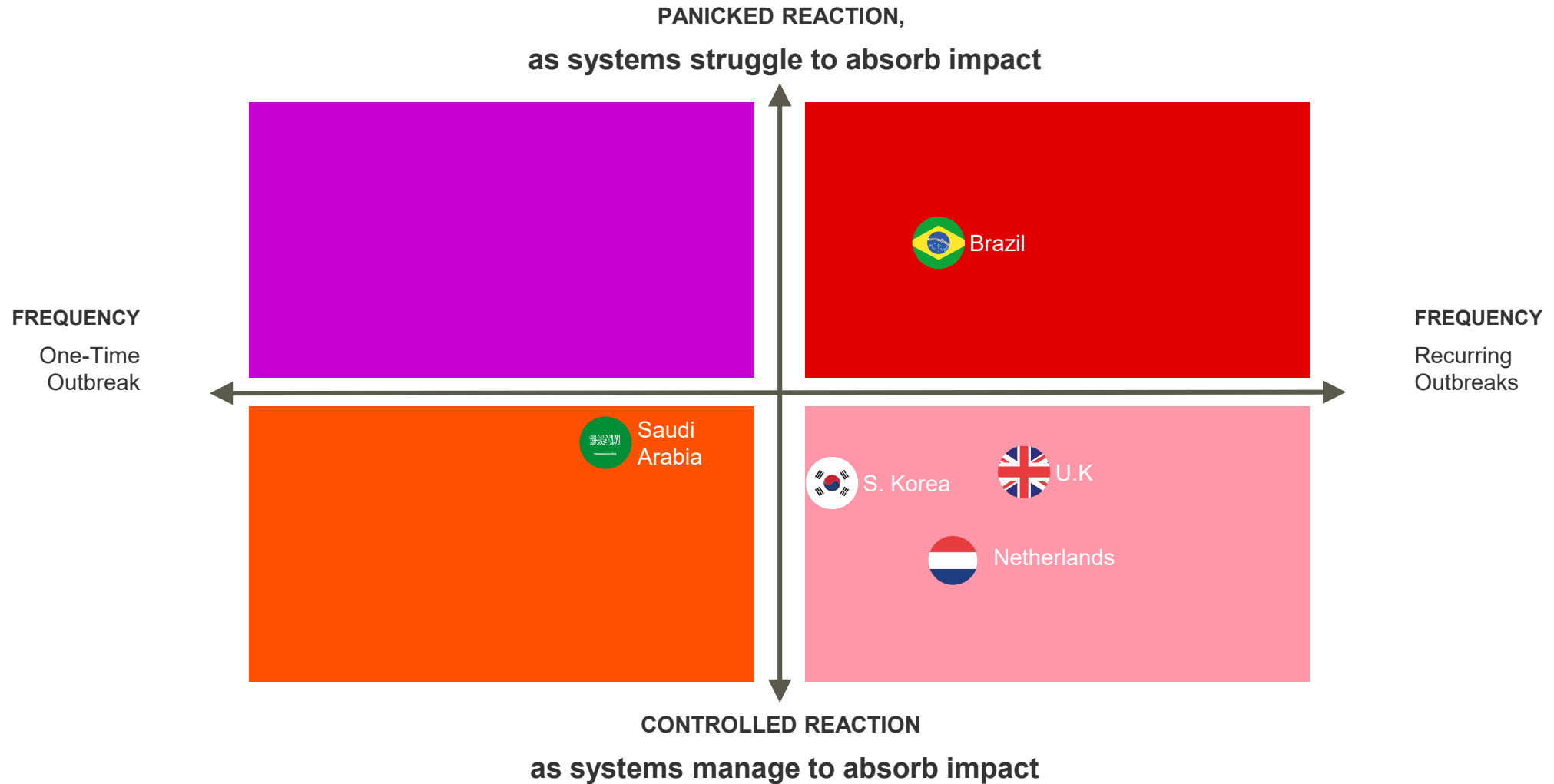
Our 4 potential “people” based scenarios

4 Possible Futures for how
the COVID-19 pandemic could
play out and impact our lives

But one is now looking very
likely to be the most likely
outcome for the UK



We have developed a model for which is the most likely outcome for a range of markets around the world...



We are likely to be living with some level of COVID-19 in society for some time yet, with controls being lifted gradually & then reapplied as necessary

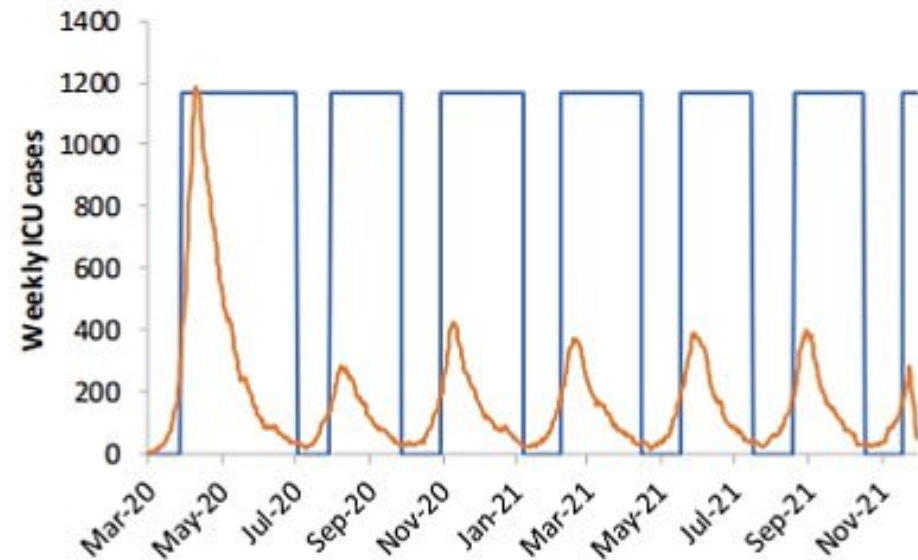


Figure 4: Illustration of adaptive triggering of suppression strategies in GB, for $R_0=2.2$, a policy of all four interventions considered, an “on” trigger of 100 ICU cases in a week and an “off” trigger of 50 ICU cases. The policy is in force approximate 2/3 of the time. Only social distancing and school/university closure are triggered; other policies remain in force throughout. Weekly ICU incidence is shown in orange, policy triggering in blue.

© Imperial College of London

The UK looks to be heading for “Brave New Reality”, so let’s start planning for it and the longer term impacts it might have.



Brave New Reality

Recurring Outbreaks, Controlled Reaction

- Absence of an effective vaccine means that outbreaks continue to occur in many markets
- Society recognizes that the best way to contain the impact of the disease is to comply with a series of measures & widespread testing
- We develop new habits for work, travel & socialising, increasingly embedded as new norms.
- Public & private sector come together to make systematic changes to adapt to the recurring pattern of outbreaks.
- New regulations focus on sanitation & cleanliness as well as greater control of movement & travel, particularly in peak periods.
- In most markets each outbreak is smaller than the previous one, so people see the benefit of observing these new behaviors.
- Economic downturn during the initial 2020 outbreak is severe. Demand in many sectors not getting back to pre-2020 levels.



Alongside this pattern a number of other things will be a big part of our Brave New Reality...



Greater use of masks
and other protectors

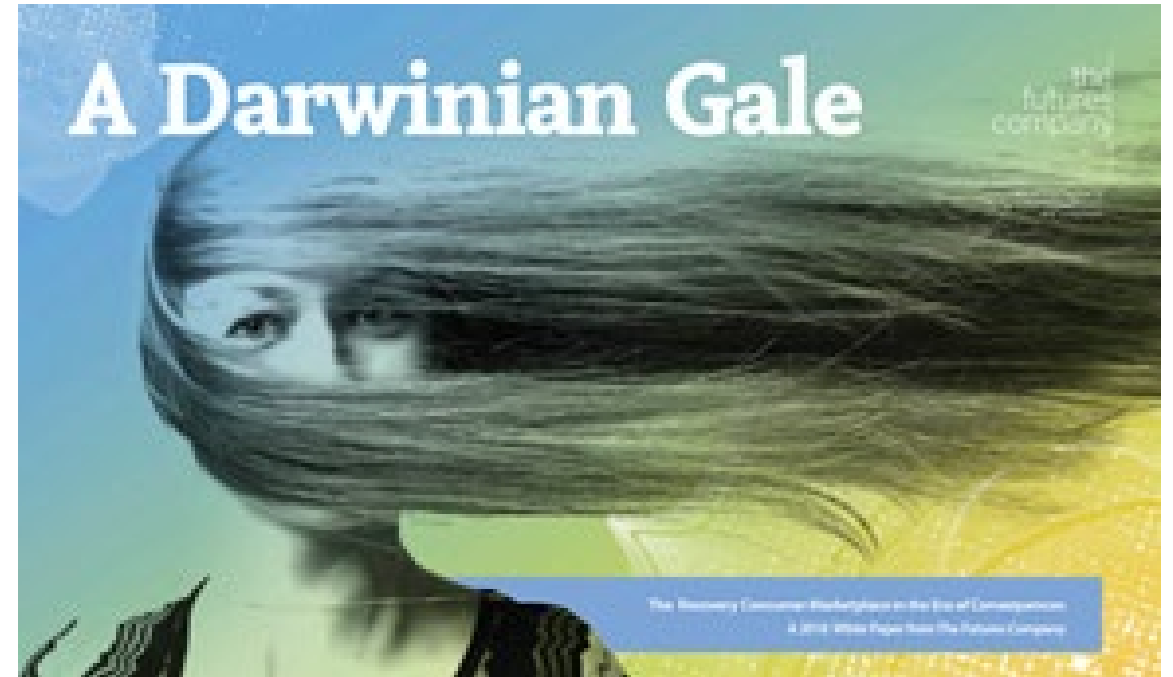


Apps which test for & track
the virus and give us the status/
permission to travel/work/
leave home



Ongoing testing
programmes

Many people are comparing this to more recent economic crisis of 2008...



Back then we called out the key impact on consumers as an **OVERHANG** of **ECONOMIC UNCERTAINTY**

Some are making comparisons with other major disruptions



But this is a much more multi-dimensional disruption
We see at least 3 major hangovers for the next 18 months or so



**Uncertainty about the
Economy and Spending**



**Uncertainty about
Health and Hygiene**



**Uncertainty about
social gatherings**

But this is a much more multi-dimensional disruption

We see at least 3 major hangovers for the next 18 months or so



**Uncertainty about the
Economy and Spending**



**Uncertainty about
Health and Hygiene**



**Uncertainty about
social gatherings**

Unsurprisingly, people don't aspire to this new normal Instead they want to get BACK to NORMAL...



They know this is NOT NORMAL

They feel knocked out of routine.



They MISS THE Normal

They want to get back to before /
how life was lived before.



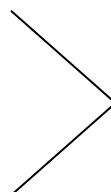
**Looking to ENSURE THEY LIVE
AS NORMAL AS POSSIBLE**

They will erect perimeters to protect.

We know the current state is not normal and we're missing everyday freedoms

What are we missing: UK W3

	UK W3
Freedom	46%
Social interaction	43%
Leaving the house	40%
Big plans	29%
Routine	25%
Sense of safety	21%
Convenience	19%
Flexibility	15%
Children going to school	10%
Practice sport	10%



Wave 2: Cross Market View

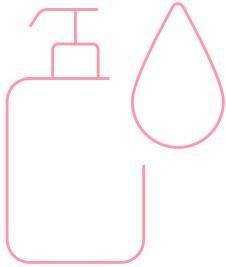
Ranking	Some restrictions	Severe restrictions (inc UK)	Lifting restrictions (China)
1	Leaving the house	Leaving the house	Routine
2	Social interaction	Freedom	Sense of safety
3	Freedom	Social interaction	Children going to school
4	Sense of safety	Sense of safety	Social interaction
5	Routine	Routine	Freedom

MISSING the Normal Things in Life.. And how things were before

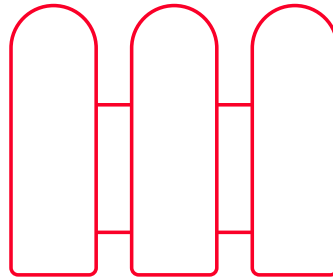
From EVA, Kantar's Enhanced Visual Analytics Tool



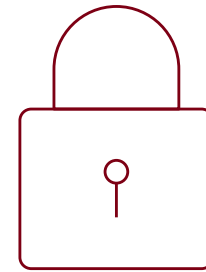
Perimeters & Barriers to eliminate risk & help ENSURE we get back to normal



**Renewed emphasis on
protection & hygiene**



**Renewed focus on
borders & barriers**



**Renewed focus on
seals & shields**

Post-Covid-19 Boost: Hermès Earns \$2.7 Million In Sales After A Flagship Store in China Reopens



Chinese consumers went straight from quarantine to luxury shopping.

Desire & aspiration remains...

**Consumers want to get back to normal...
The desire to engage in normal life and spending patterns will be there, only constrained by economic concerns**

But what happens now relies a lot on what your businesses and brands do...
Its on all of us to re-energise the economy and demand when the time is right



NOW

- Stay close to / continue to engage the consumer
- Show you are on our their side / by their side

NEXT/FUTURE

- Engage, excite and inspire the consumer.
- Innovation will be key... and it wont just be about the product
- Help them / encourage them to get back to normal and re-engage with your category & brand
- Think about how to encourage the right behaviours to stick

Live and breathe purpose and play a wider societal / public role as we move into the “Era of the Public”.



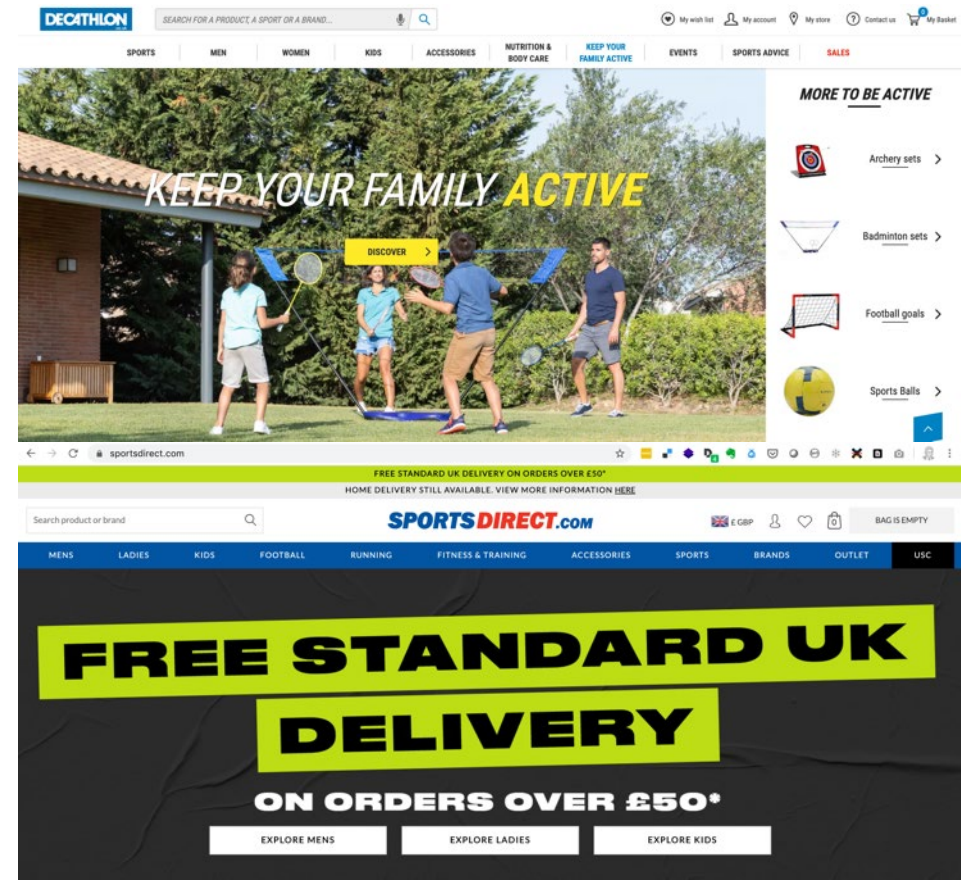
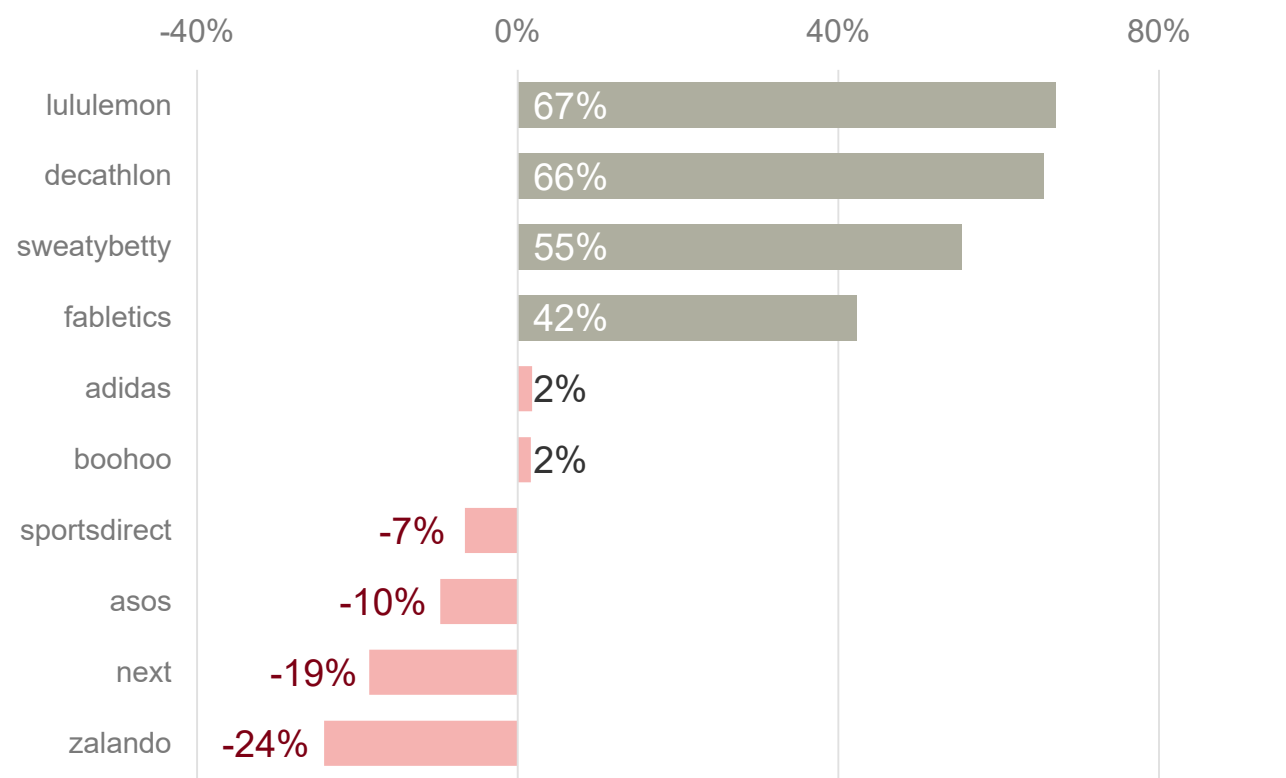
**Its not what you say,
but what you do...**

Brits increasingly think it's important for companies to: *“Make donations to support the purchase of masks and sanitizers for hospitals”*

Mid March: **26%** Mid April: **41%**

Brands with strong e-com propositions & great content will continue to win

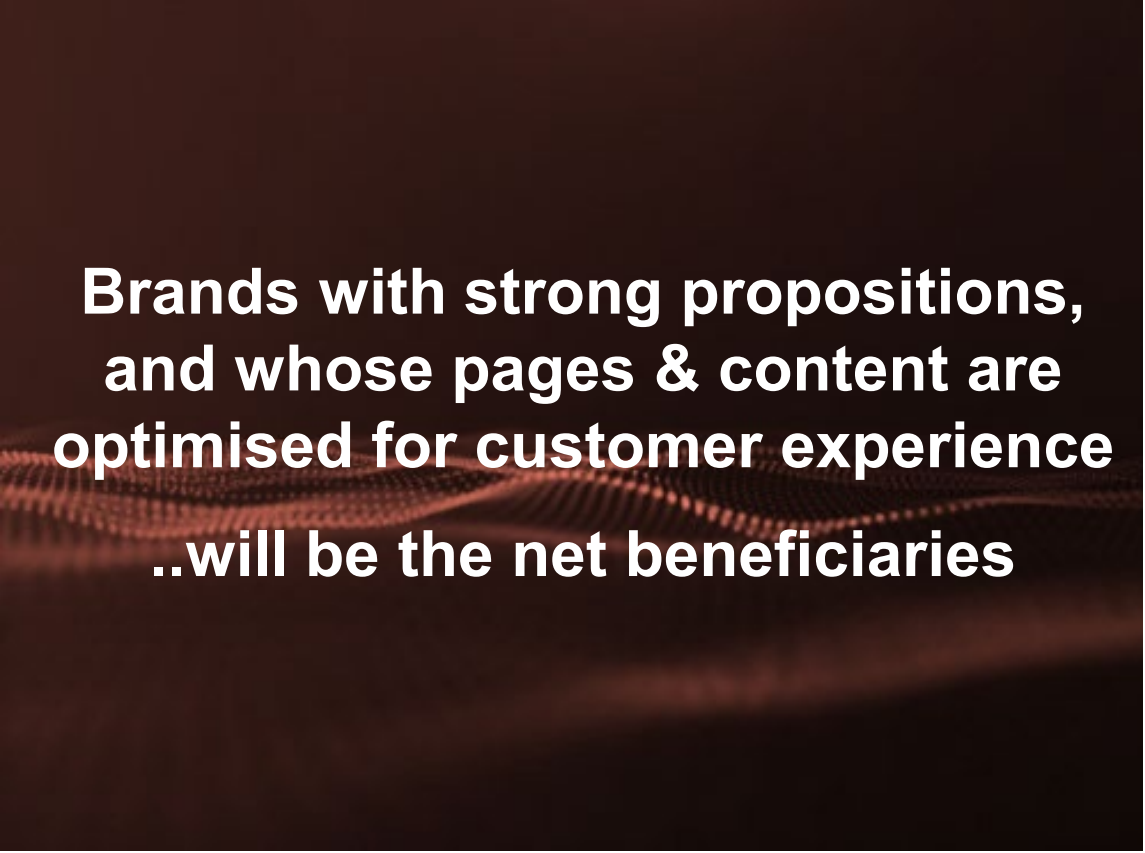
Yoga Apparel website traffic change - lockdown period versus Jan & Feb



Digital excellence will be mission-critical to brand survival & revival

A close-up photograph of an abacus with teal-colored beads. The beads are arranged in rows, and the image is slightly blurred, creating a sense of depth. The text is overlaid on the image in a white, sans-serif font.

**New online shoppers are resetting
their journeys to start with search
..but Brands are not optimised**

An abstract background featuring wavy, horizontal lines in shades of red and orange, set against a dark, almost black, background. The lines have a glowing, digital appearance. The text is overlaid in a white, sans-serif font.

**Brands with strong propositions,
and whose pages & content are
optimised for customer experience
..will be the net beneficiaries**

Alongside the focus on physical health the importance of mental & emotional wellbeing amidst this “Brave New Reality” will become more acute

- The new normal still won't be quite normal...
- Desire for but uncertainty around experiences and gatherings
- Need for respite, treats and indulgences
- Exercise, Nature
- Other sources of escape & release



Some new behaviours will stick... but understanding why and why not is key...

NO BARRIER TO ENTRY



“No queueing”

“Not as weird as I thought”

EASE AND ABILITY



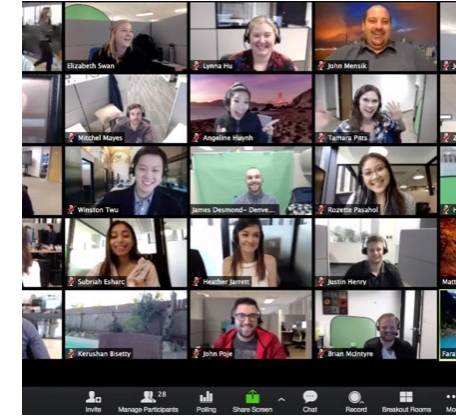
“Lot easier than I thought”

“Very convenient”

“Saves me going out to the shops”

59% plan to continue new usage of credit/debit/payment app users after the pandemic

MEANINGFULLY DIFFERENT



“Easier than I thought”

“Connecting with people I haven’t seen in a while”

“Saves on travel time”

Others are harder to predict, but we do have some clues

Joe Wicks Morning Fitness

Are we motivated enough to keep it up?



Home hair dye

Is the experience superior?



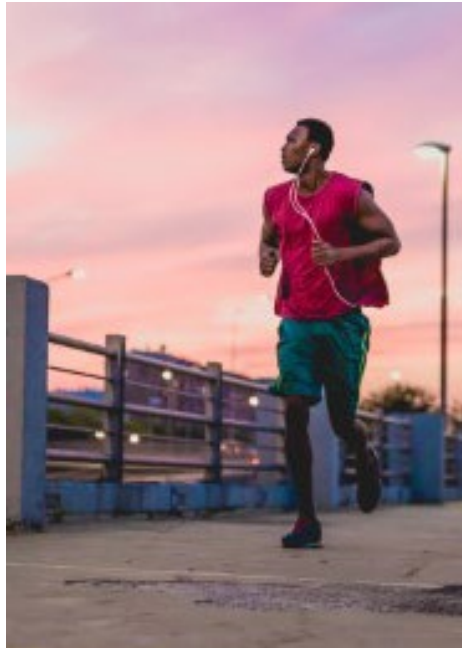
Home hair cuts / clippers

Probably depends on the result...

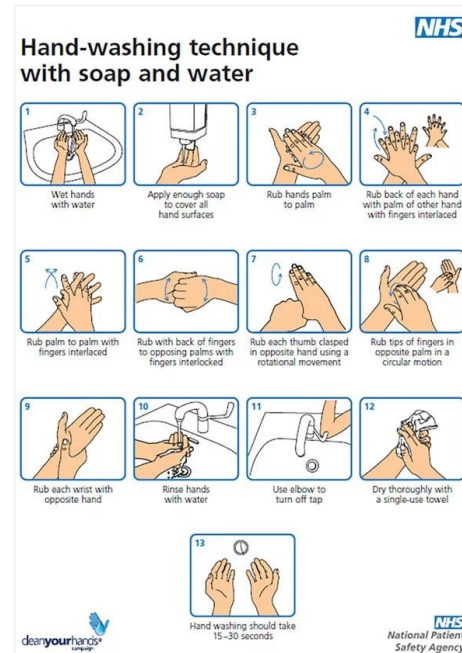


5 things to think about when trying to understand what will stick...

**Meaningfully
different/rewarding**



**Contextual cues
drive motivation**



**Easy and able to
continue**



**Strong
associations and
habit formation**



**Depends on your
tribes and priorities**



3

Response is individual

Laura



Different people are responding to the crisis in different ways

Tribal analysis helps understand how to connect more strongly with your audiences to maximise impact



People have different mechanisms to cope with COVID

Understanding these mechanisms enables us to adapt our message, experience & innovation



We have identified 6 unique Tribes based on their response to COVID-19

- Generation
- Drive to keep informed
- Level of concern



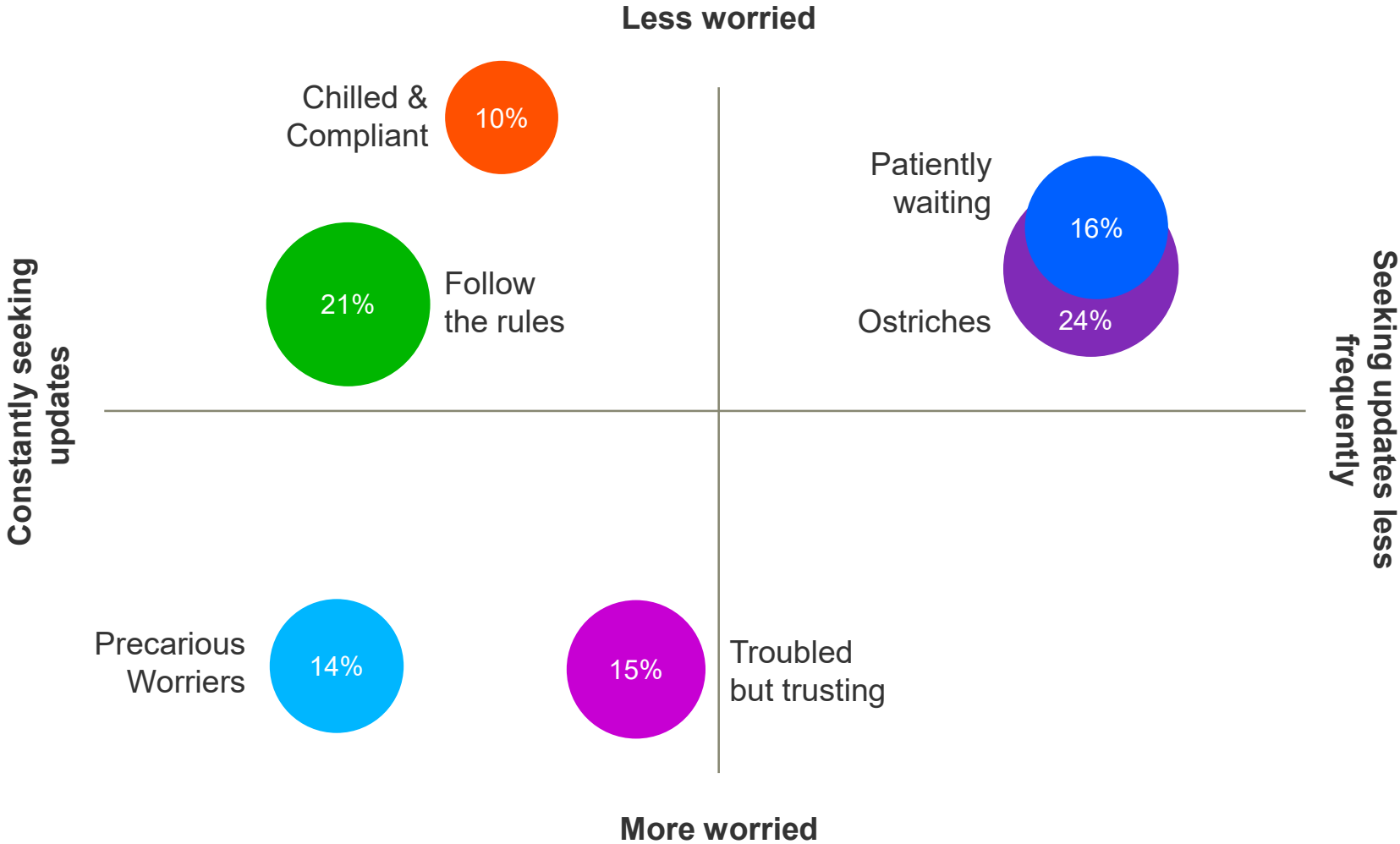
We can understand the Influence levers for each Tribe

- Attitudes & behaviours
- Media & messaging
- Category & brands

Our six Tribes differ on two key axes

Their drive to keep up with the latest COVID news

The degree of concern they feel



Lets meet our 6 Tribes...



Chilled & Compliant **10%**

I am pretty chill. I hope I can see my mates again soon.



Ostriches **24%**

I just don't see what the fuss is about. And I don't really care either



Precarious Worriers **14%**

This is really tough for me, with the kids, home-schooling, financially,...



Troubled but trusting **15%**

I am really concerned about mine and my family's health.



Follow the rules **21%**

I'm a bit worried about not seeing other people, but otherwise fine

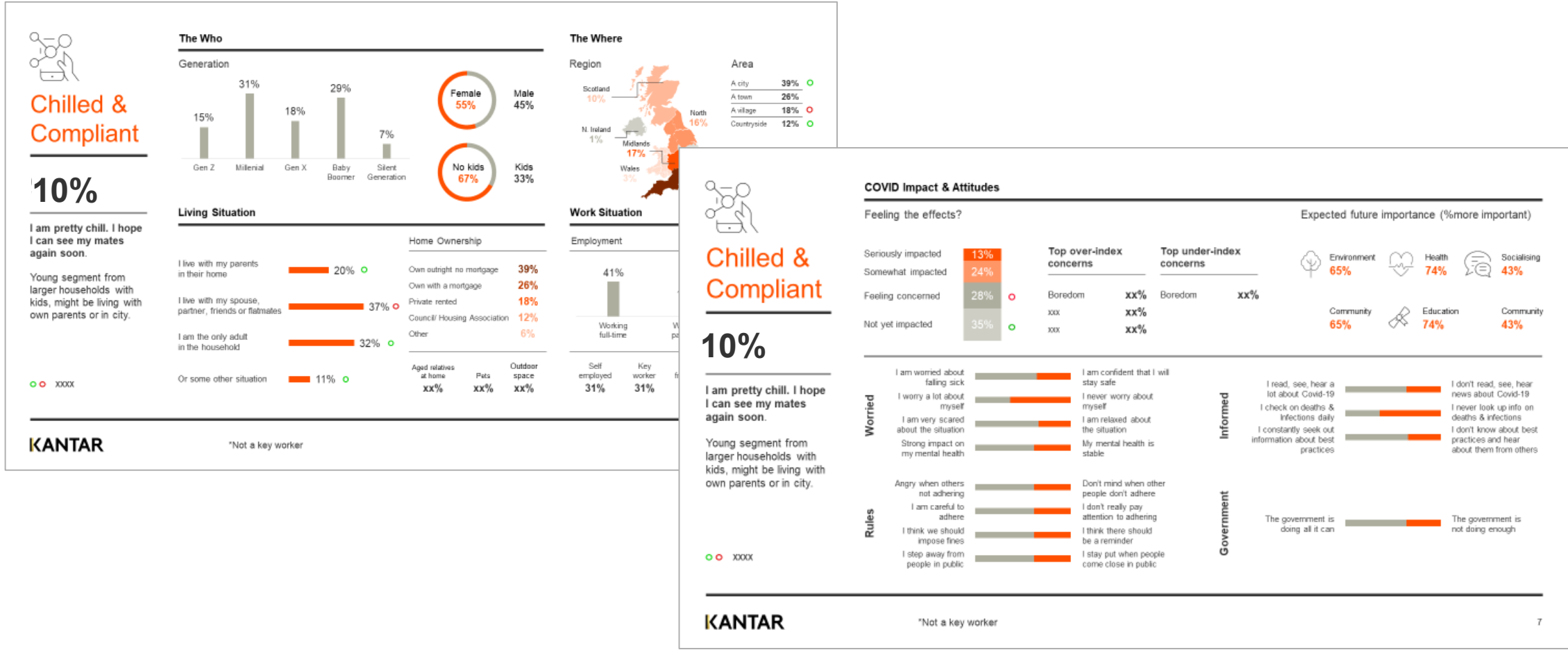


Patiently waiting **16%**

We'll be just fine. The main impact is not seeing others

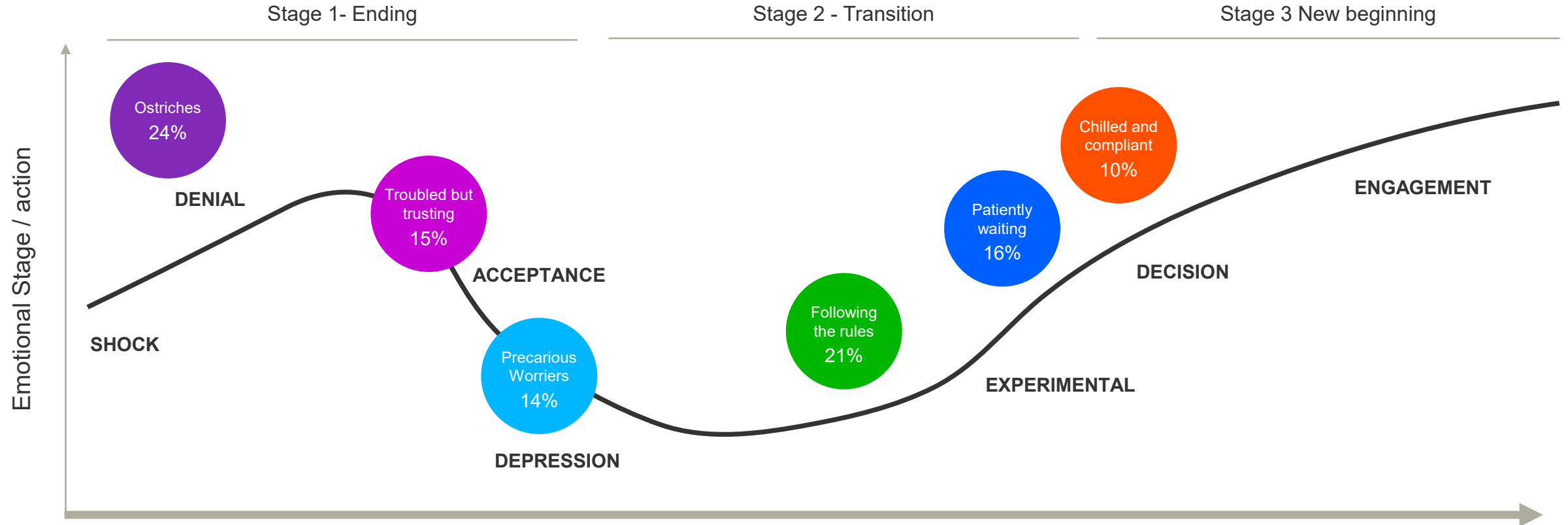
Reading up	✓	✗	✓	-	✓	✗
Worried	✗	-	✓	✓	-	✗
Follow the rules	-	✗	✓	✓	✓	✓
Gender		♂	♀	♀		
Generation	GEN Z	GEN Z Millennials	GEN Z Millennials	GEN X	BabyBoomers	BabyBoomers/ Silent generation

There is more detail available behind each of the tribes









Each Tribe is at a different emotional 'event stage', with different mindsets

Each moves at their own speed

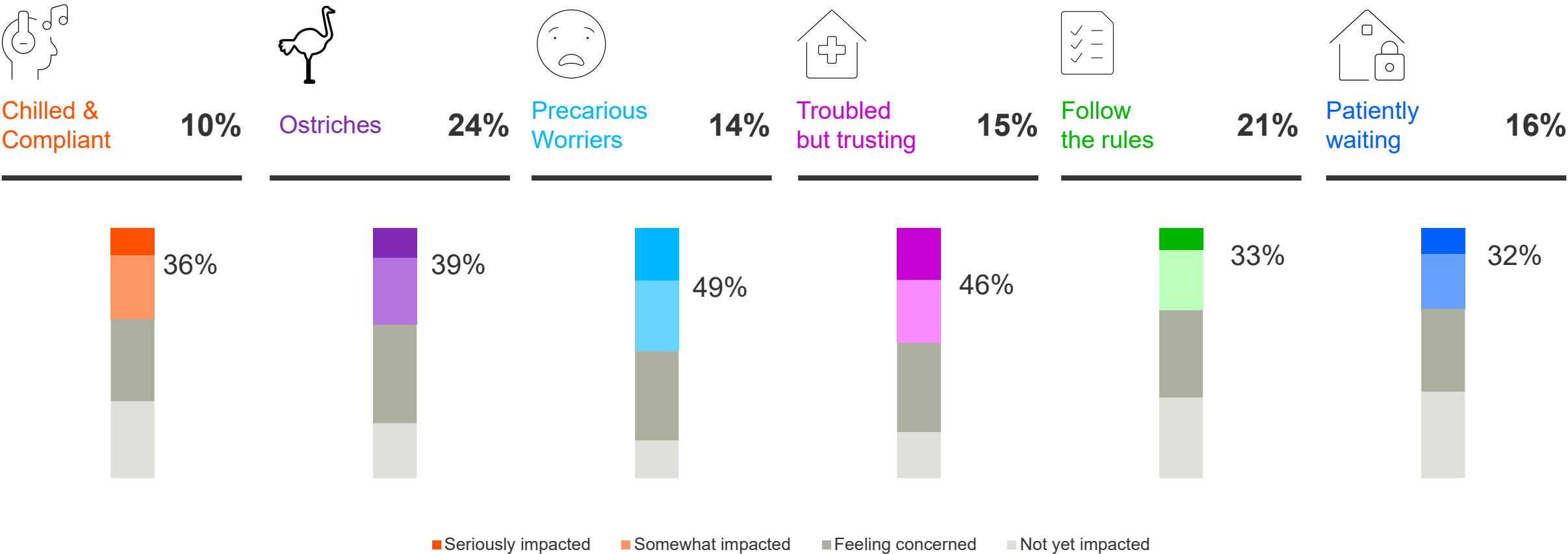


Using Tribe insight to build a brand action framework

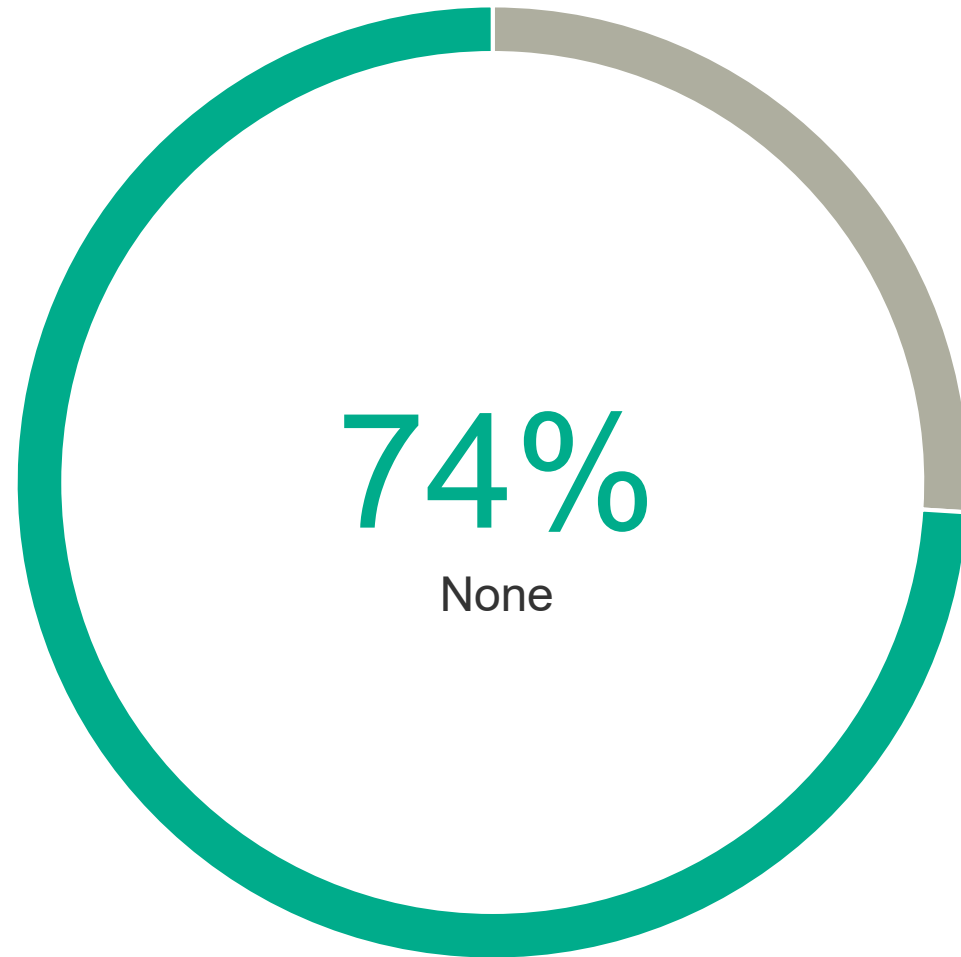
Communication strategy, experience and messaging

	 Chilled & Compliant	 Ostriches	 Precarious Worriers	 Troubled but trusting	 Follow the rules	 Patiently waiting
Brand role	Inspire	Challenge	Guide	Support	Enable	Connect
Strategy	Inspire, showing inspiration, learning platforms and create opportunities	Close the gap; bring the outside world inside the house without breaking the rules	Friend that supports and give tips on how to reduce stress	Support and guide them on how to keep healthy	Enable to connect and communicate with family	Connecting via communication apps and sharing hobbies
Experience	Business as Usual	Create normality in the abnormality	Assist and relieve	Inform and clarify	Familiarity and closeness	Keep active and connected
Messaging	<ul style="list-style-type: none"> — Alleviate boredom and open up new challenges; offering self learning programs 	<ul style="list-style-type: none"> — Products to indulge themselves, — Willing to pay extra for it 	<ul style="list-style-type: none"> — Free up time to enjoy and remove burden or worries 	<ul style="list-style-type: none"> — Support materials to decrease their mental load and increase resilience 	<ul style="list-style-type: none"> — Create a stronger family connection — build on DIY and gardening 	<ul style="list-style-type: none"> — Create communities that keep them mentally and physically fit
Media	<ul style="list-style-type: none"> — Online apps — scrolling the internet 	<ul style="list-style-type: none"> — TV on demand — TikTok 	<ul style="list-style-type: none"> — Radio streaming — Websites 	<ul style="list-style-type: none"> — Facebook 	<ul style="list-style-type: none"> — Newspaper — Instant messaging 	<ul style="list-style-type: none"> — Offline media

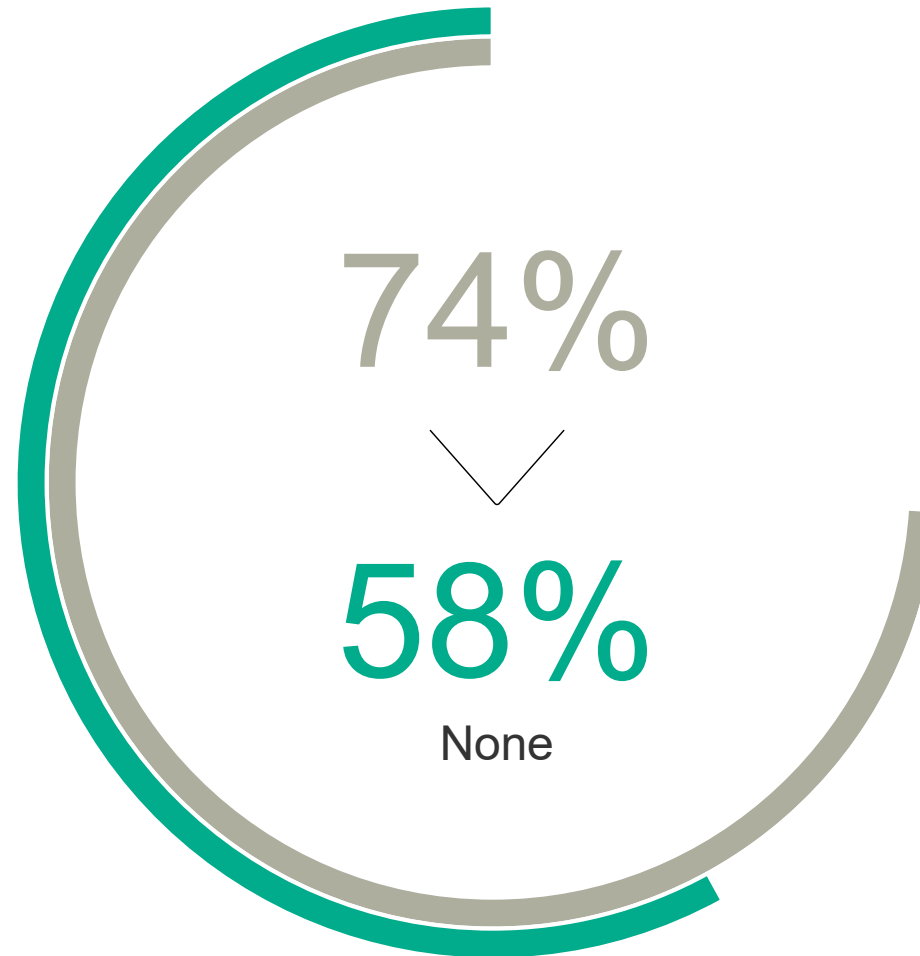
Everyone is financially impacted, some more than others



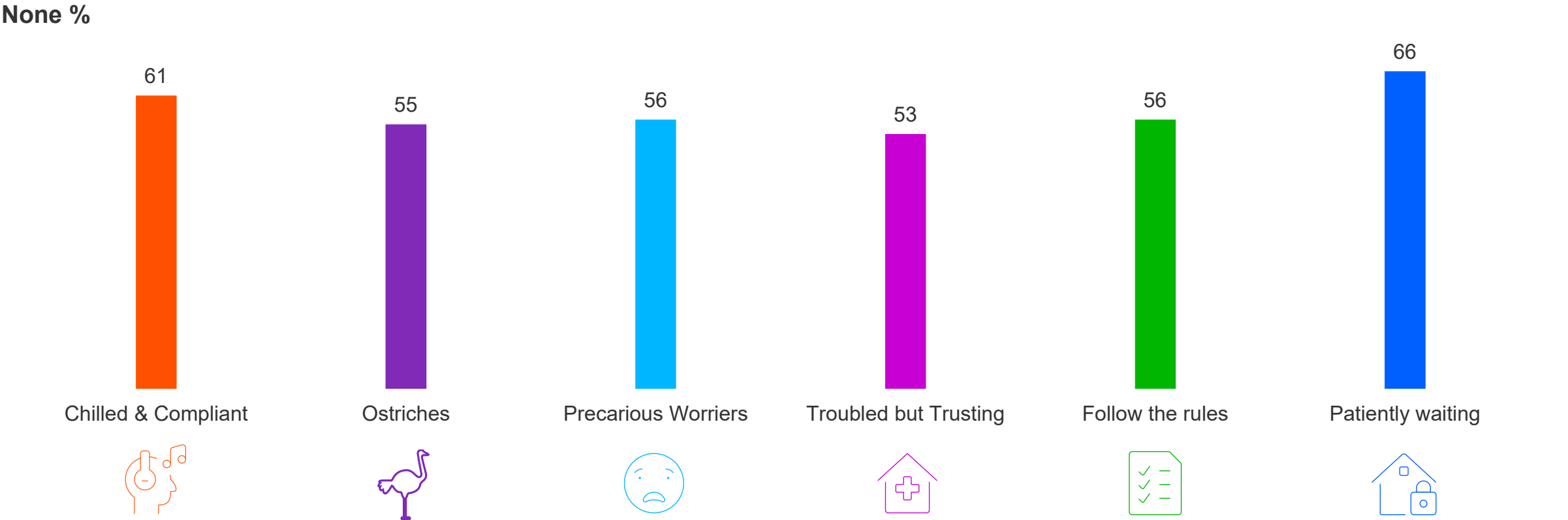
In the early days
of CV-19, most
people have **yet to**
actively manage
their finances



How things
change within
1 week...



Shifts are mainly driven by those who are troubled, but it's rather widespread across the board



Reappraisals of financial standing offers challenges and opportunities

Most likely action to have taken is consistent across groups



Chilled &
Compliant

Urgently reviewed
my outgoings

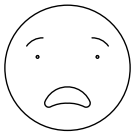


Ostriches

Stopped spending
in case I was made
redundant

Urgently reviewed
my outgoings

Switched my
current account



Precarious
Worriers

Urgently reviewed
my outgoings



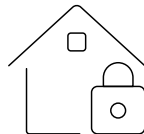
Troubled
but trusting

Urgently reviewed
my outgoings



Follow
the rules

Urgently reviewed
my outgoings



Patiently
waiting

Urgently reviewed
my outgoings

Precarious Worriers are considering more conservative approach

Saving money for a
possible emergency

Net changes of savings for emergencies

+ve = save more;
-ve = no change/ save less



Chilled &
Compliant

-4



Ostriches

-20



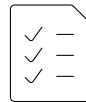
Precarious
Worriers

32



Troubled but
trusting

-1



Follow the
rules

-10

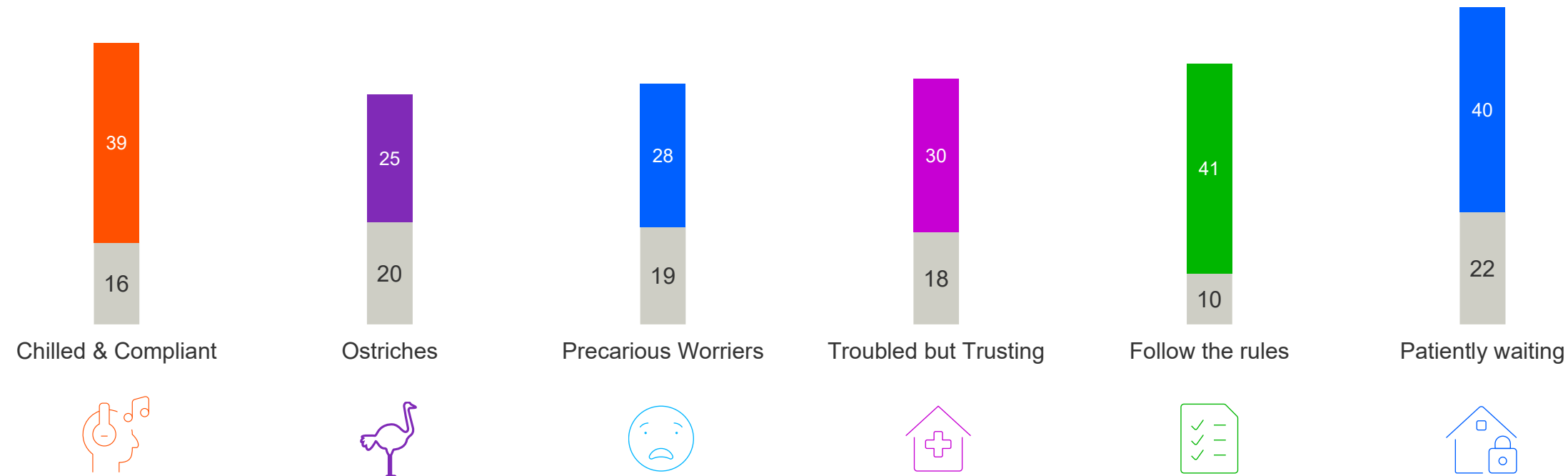


Patiently
waiting

-21

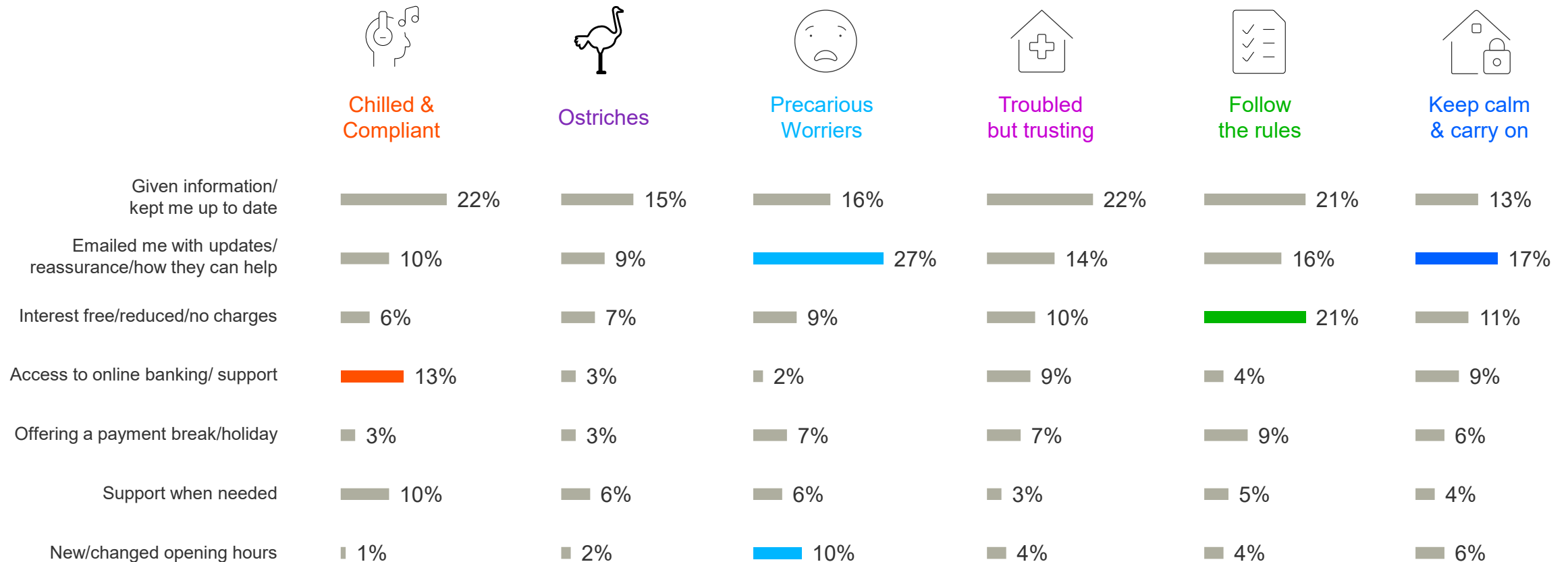
It's time for banks to tailor their communications effort...

■ I've not needed any but I'm aware of their support ■ I'm not aware of any support from my bank



... as relevance differs by Tribe

How banks have supported them



What next for banks?

A starter for ten...



Chilled & Compliant

Inspire

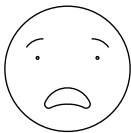
Digital app that inspires you on what your next adventure could be



Ostriches

Challenge

Switching offer that you can't miss



Precarious Worriers

Guide

We are there for you and your savings are secure with us



Troubled but trusting

Support

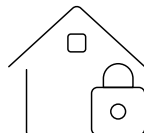
Here is your spending report card in the last year and here are 5 things we can help you



Follow the rules

Enable

We'll help you review your loans and mortgage for the best rates



Patiently waiting

Connect

Here is your spending report card in the last year and here are 5 ways you can reach us

Some of the questions we can help to answer

Financial Services

What is my customer profile by Tribe, and what are the strategic implications?

What are the core needs & emotional drivers my marketing needs to address?

How should we tailor our direct & external messaging?

How can we optimise customer support measures & CX programme to maximise relevance?

How should we tailor our product portfolio or innovation to cater to different Tribe behaviours?



Summing up



A brand is:

1

A recognisable
'guarantee' of
quality

2

Instant
simplification
for decision
making

3

An expression
of certainty
and reliability

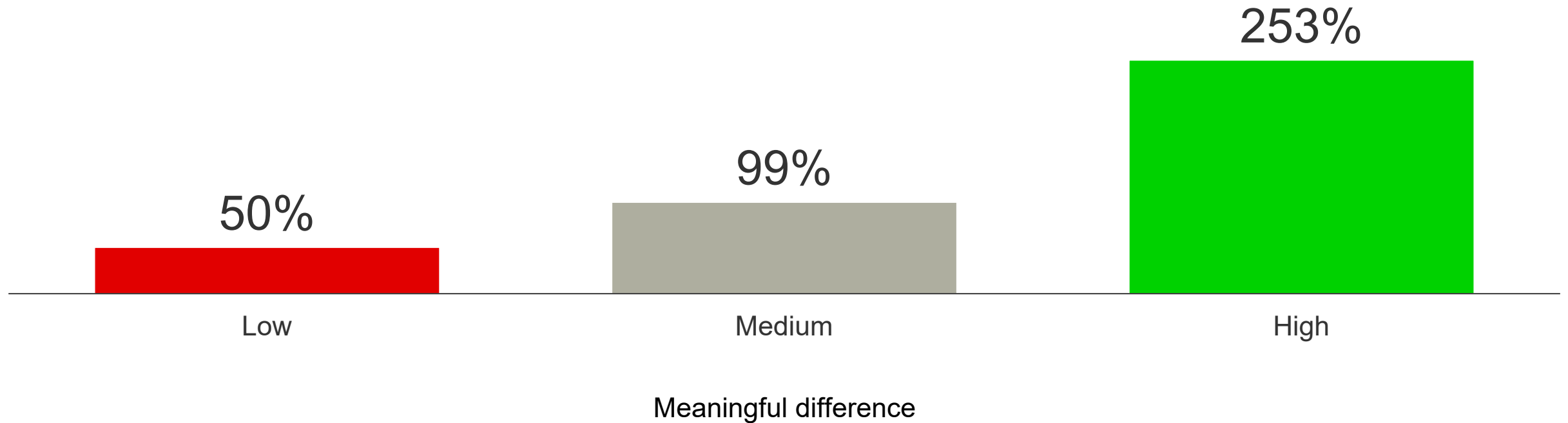
In uncertain times, brands have an opportunity to provide **confidence** and **reassurance** where there is otherwise little.



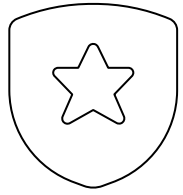
BrandZ has long championed the role of Meaningful Difference in driving growth

BrandZ Top 100 most valuable brands

12 year brand value growth (same 94 brands 2006 to 2018)

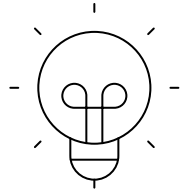


Five 'Vital Signs' underpin Meaningful Difference and provide a framework for responding during times of crisis



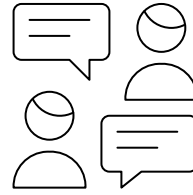
Purpose

'Making people's
lives better'



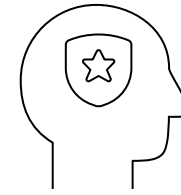
Innovation

Creativity
Disruption
Leadership



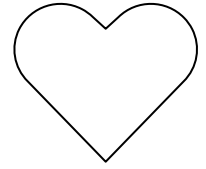
Communications

Great advertising



Brand Experience

Meet needs
Better online/on mobile
Unique



Love

Affinity

Four key implications for brand strategy in times of crisis

1. Brand building expenditure is an investment not a cost

Experience proves that brands with the strongest brand equity are not only the best placed to grow their brand value and deliver superior shareholder returns **but also to recover much faster during difficult economic times.**

2. Manage the short term – easy to mind, easy to hand

Right now, if your category is not inactive due to 'lockdown' policies, you need to ensure your brand retains strong mental and physical availability, but without compromising its core positioning and values.

3. Plan for the long term – optimise Meaningful Difference

Meaningful Difference remains **the** best indicator of long term brand value growth.

Salience brings a brand into the conversation **but a clear, meaningful difference activates the brand at decision time.**

4. Trust and integrity are a powerful platform – be sincere, empathetic and consistent with values

Ensure your corporate reputation is not compromised. Be careful with reactive statements – immediate actions, comments and announcements can have long-term ramifications for better and worse.

What to do right now

1. Plan for the new reality, now
2. Ask yourself what are the long term implications for your category
3. Stay close to your consumers and consider how to re-engage different tribes
4. Track weak signals to know when to act
5. Know your meaningful difference

Q&A



We are here to help – additional resources and further content

1

There is a huge amount of content on **Kantar.com/inspiration/coronavirus**.

2

Our **C19** barometer understanding the impact for brands is running in over 60 markets.

3

Ask us about our **TRIBES segmentation**

4

Covid-19 Shopper Tracking

Daily Footfall tracking, shopper panels, and weekly questionnaire to category shoppers.

5

Global Monitor ongoing cultural insight.

6

Bespoke workshops and webinars – we can tailor the content to your category/brand

A pertinent thought in challenging times

“ It is not the strongest of the species that survives, nor the most intelligent, but the one that is most adaptable to change ”

Leon C Megginson

Thank you

