

# WHAT DO CONSUMERS WANT TO HEAR?

During COVID-19

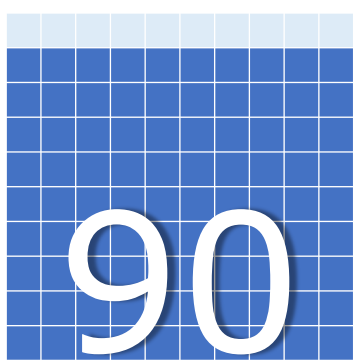
This week's insights were collected Friday, June 12 - Sunday, June 14 among a general population of n=300 U.S. consumers age 21+.

## Consumers still want to hear about COVID-19 practices

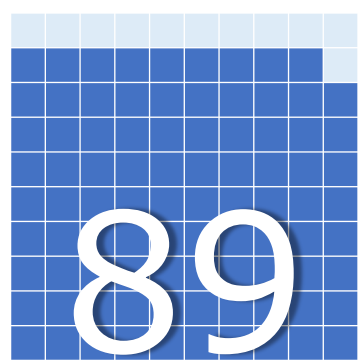
Information about how companies are protecting their customers and employees are the most important messages to share. The tone of messaging should be serious and informative rather than funny.

## Importance of Specific Messages

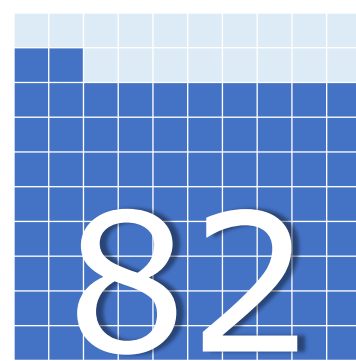
% Extremely/Very Important on a 5-Point Scale



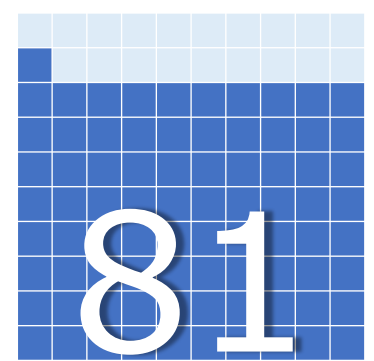
How are they protecting customers from COVID-19 exposure



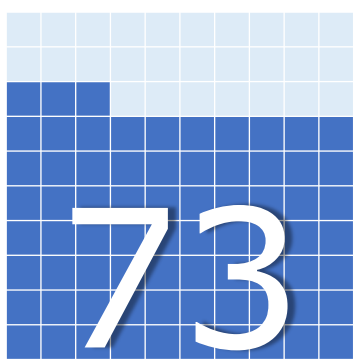
How they are protecting employees from COVID-19 exposure



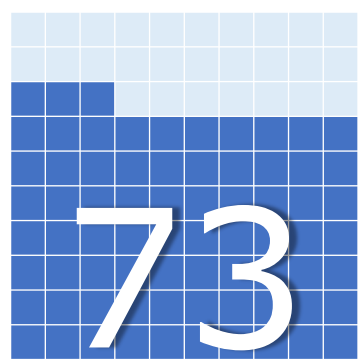
How they are **treating/handling employee needs** (benefits, sick leave, layoffs, etc.)



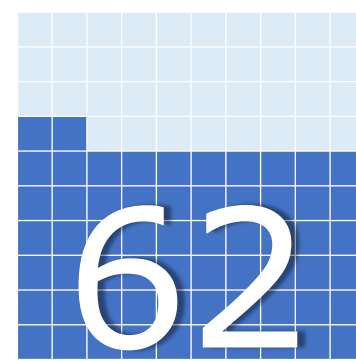
Updates on product availability



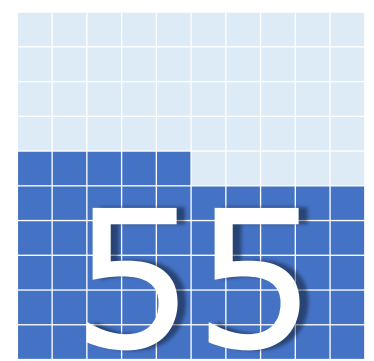
What they are **donating to the community** in terms of goods or services



How they are **assisting the medical community**



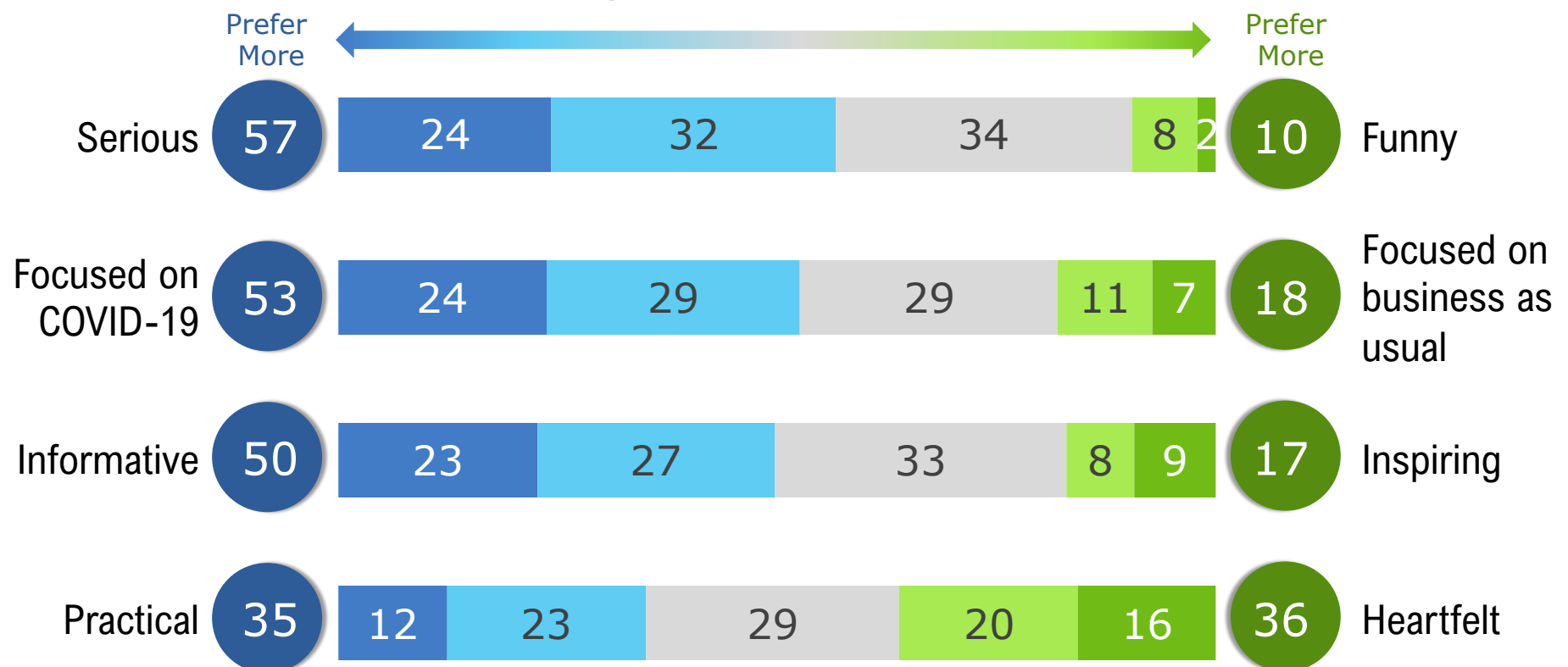
**Words of support/encouragement** instead of traditional advertising campaigns



Information on new product launches

## Preferred Tone of Messages

% Selecting Point Across 5-Point Scale



Base: Total (N=300)

Q1: Thinking about the current situation, how important is it for you to hear the following information from companies? By companies we mean companies who manufacture or produce products you buy or have stores where you shop.

Q2: What tone do messages from companies need to convey to you right now?