

# Wave 7: Marketing Post COVID-19 & Social Unrest

June 25, 2020

The Voice of Female Consumers &  
Influencers

# SHE SPEAKS



**WOMEN**  
**OWNED**



# Welcome!



Aliza Freud  
Founder & CEO, SheSpeaks

# SHE SPEAKS

[www.shespeaksinc.com](http://www.shespeaksinc.com)

**WOMEN  
OWNED**





# Who We Are

SheSpeaks launched in 2008 as a platform designed to help brands understand women and tap in to the power of their voices.

We are now the largest community of female influencers reaching 300 million consumers per month.



**P&G**

**PHILIPS**

**Aflac**

**Kraft**

**HERSHEY'S**

**citi**

**Coca-Cola**

**L'ORÉAL**

**Prudential**

**Campbell's**





## Study Overview & Methodology

In an effort to better understand how shoppers are reacting to the impact of the Coronavirus, SheSpeaks asked women in our community age 18+ across the US to share their thoughts and experiences related to sentiment, attitude and purchase behavior.

This is the seventh survey in our series related to Shopper behavior since the country began to shut down in mid-March.

SheSpeaks surveys were fielded online:

- **COVID Survey:** June 17-22, 2020 and 1,473 respondents completed the survey
- **Social Unrest Survey** also fielded June 17-22 with 1,121 respondents
- Throughout this report we will supply comparison to past waves of our study series.

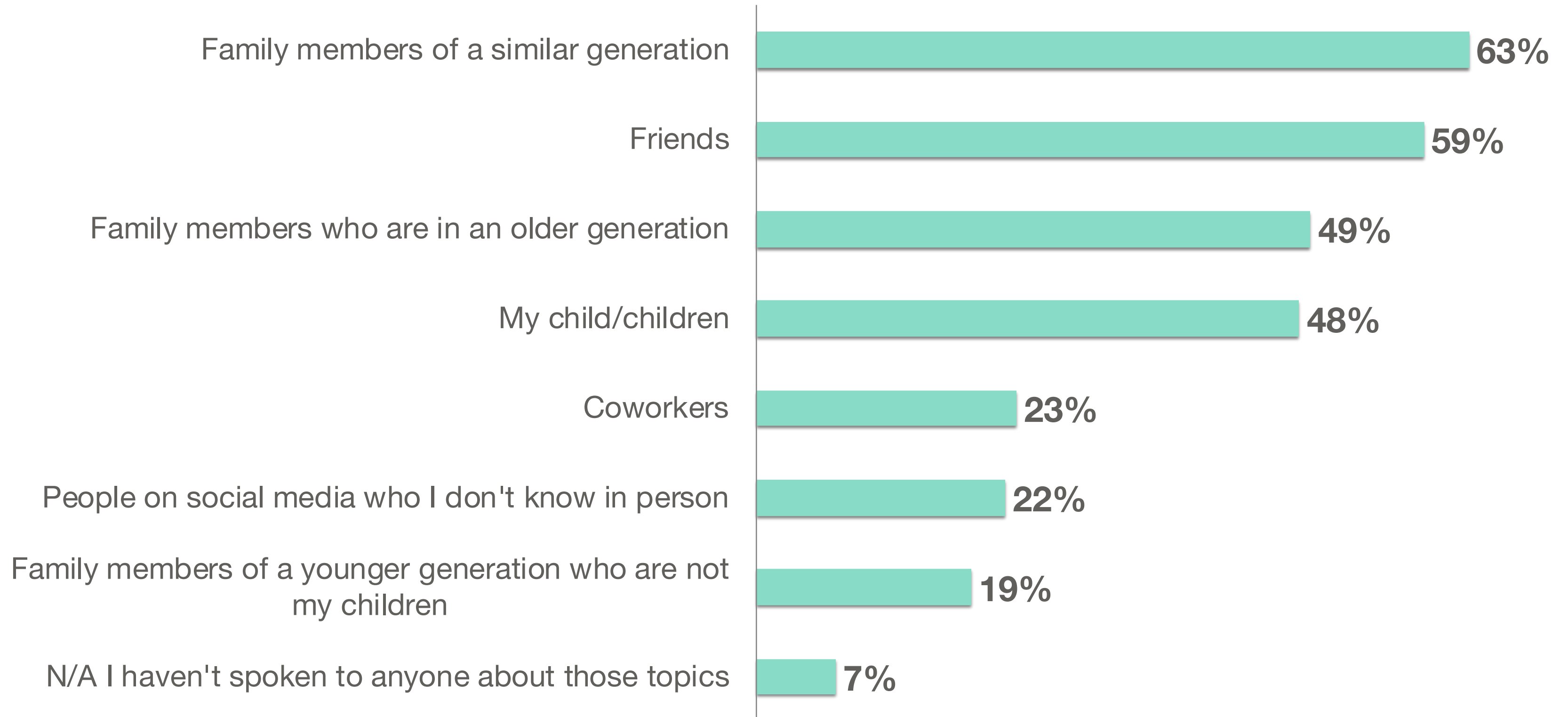




# Social Unrest/Protest Survey Responses: Consumers React

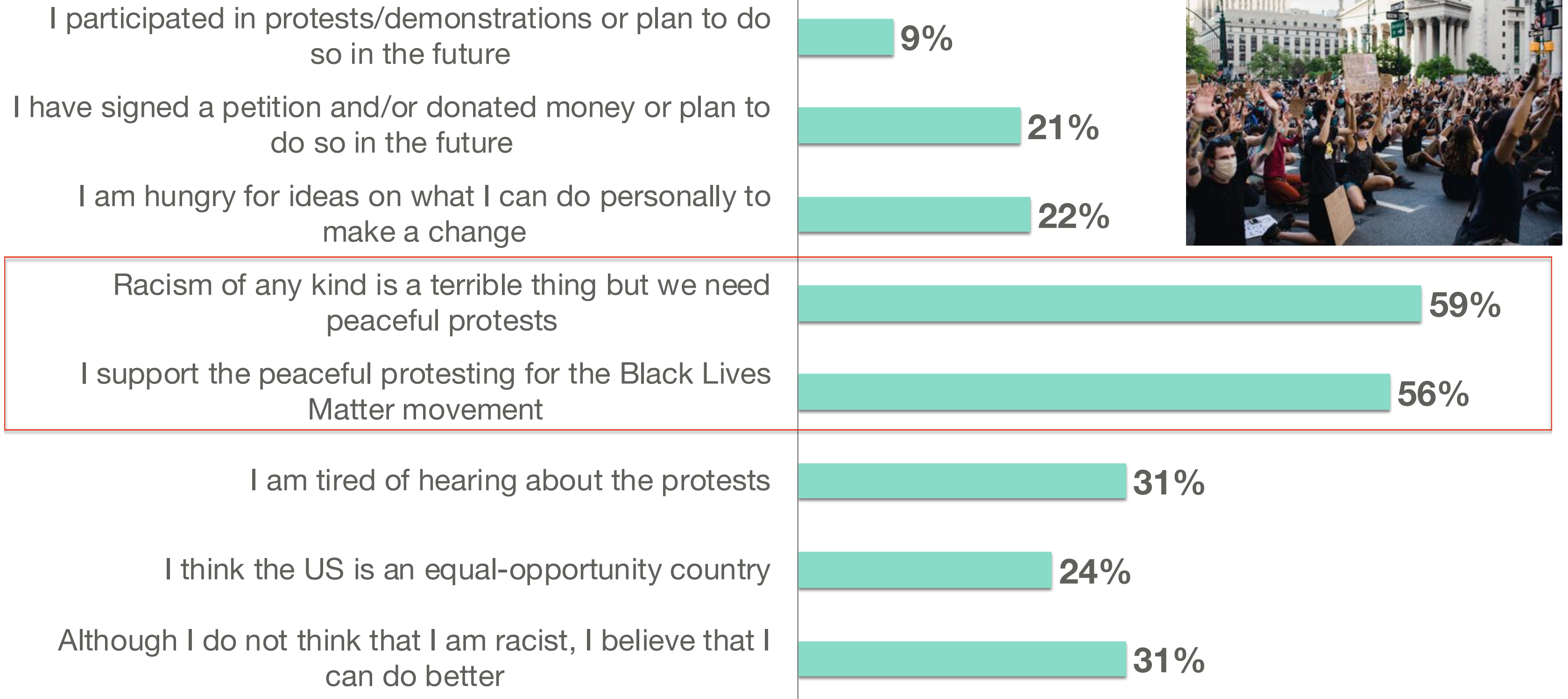


## Who have you discussed the protests/demonstrations and/or racism with in the last two weeks (either in-person, or virtually)?





## Which of the following statements do you agree with about the last two weeks?





## To what extent do you think there is systemic racism in the US in the following areas? Scale 1=not at all – 5=very much

	Top 2 Box	Bottom 2 Box
Education	42%	27%
Healthcare	42%	29%
Housing	50%	23%
Employment/Advancement	48%	24%
Your local police	36%	33%
Overall police in the US	48%	23%
National government	46%	25%
Your local government	32%	35%

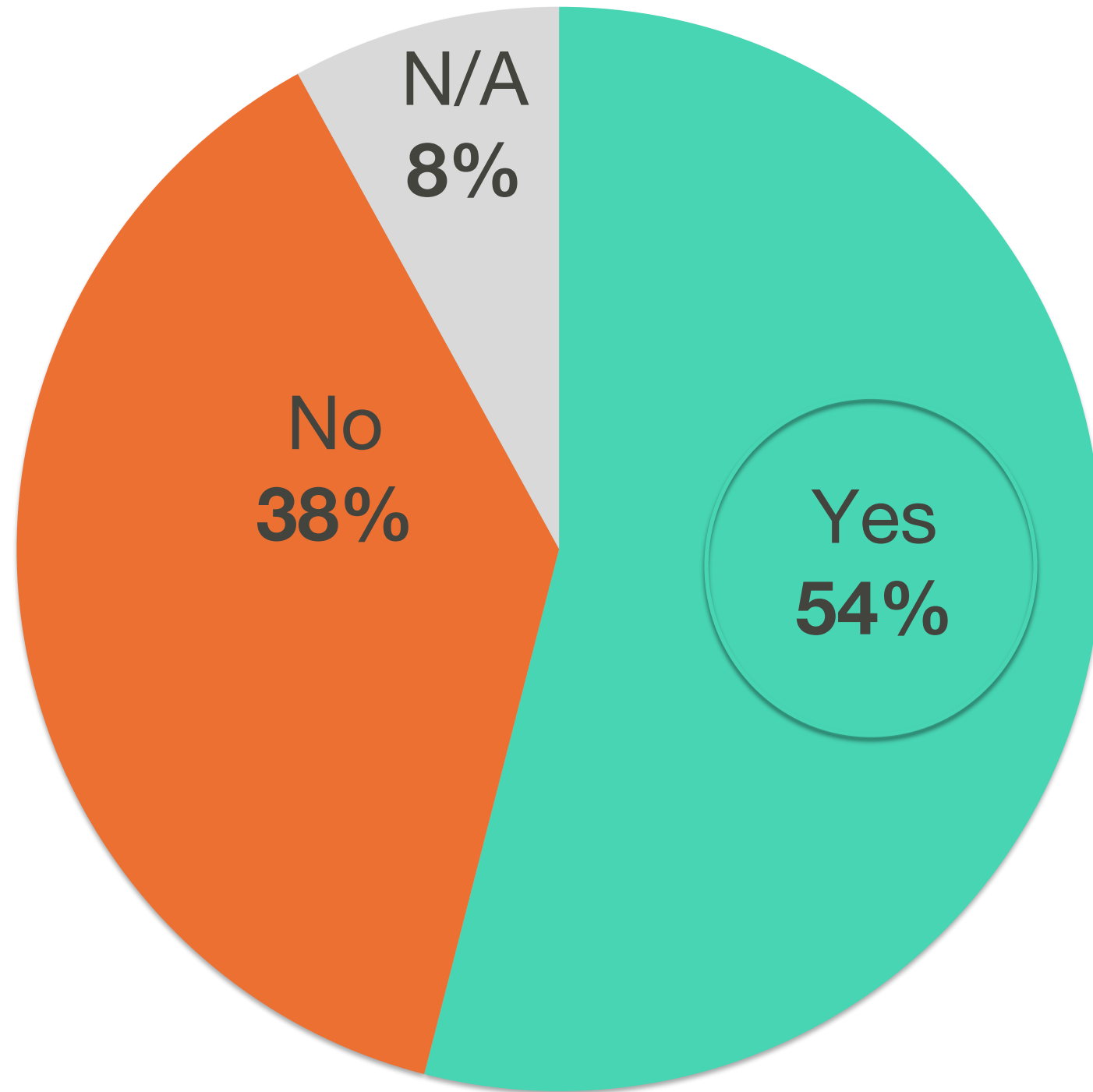
***\*Systemic racism is the institutional policies, practices, structures and social norms that result in inequalities and discrimination toward minorities.***



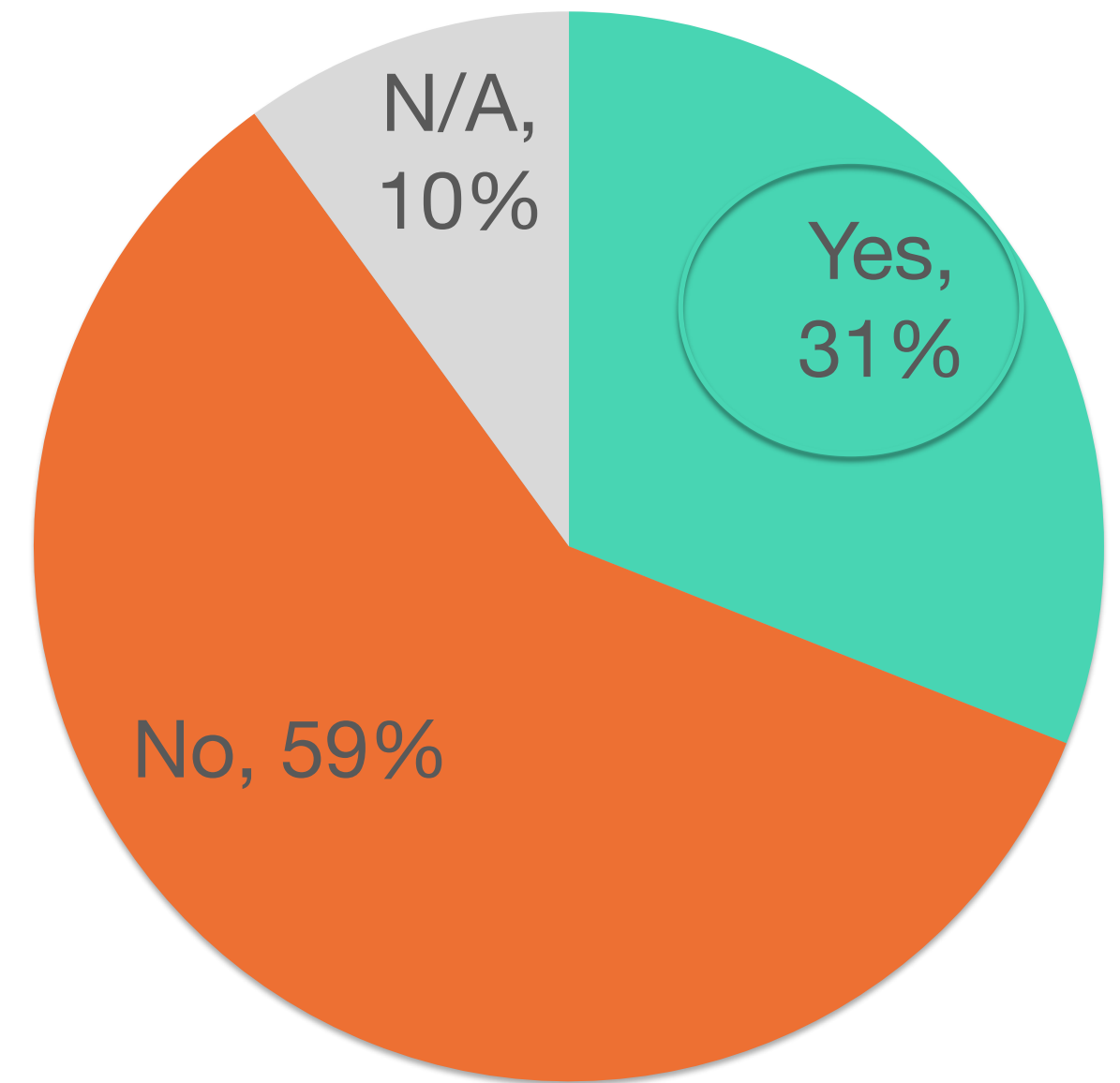


# Do you think the protests will help bring change to the US?

June 22 Survey

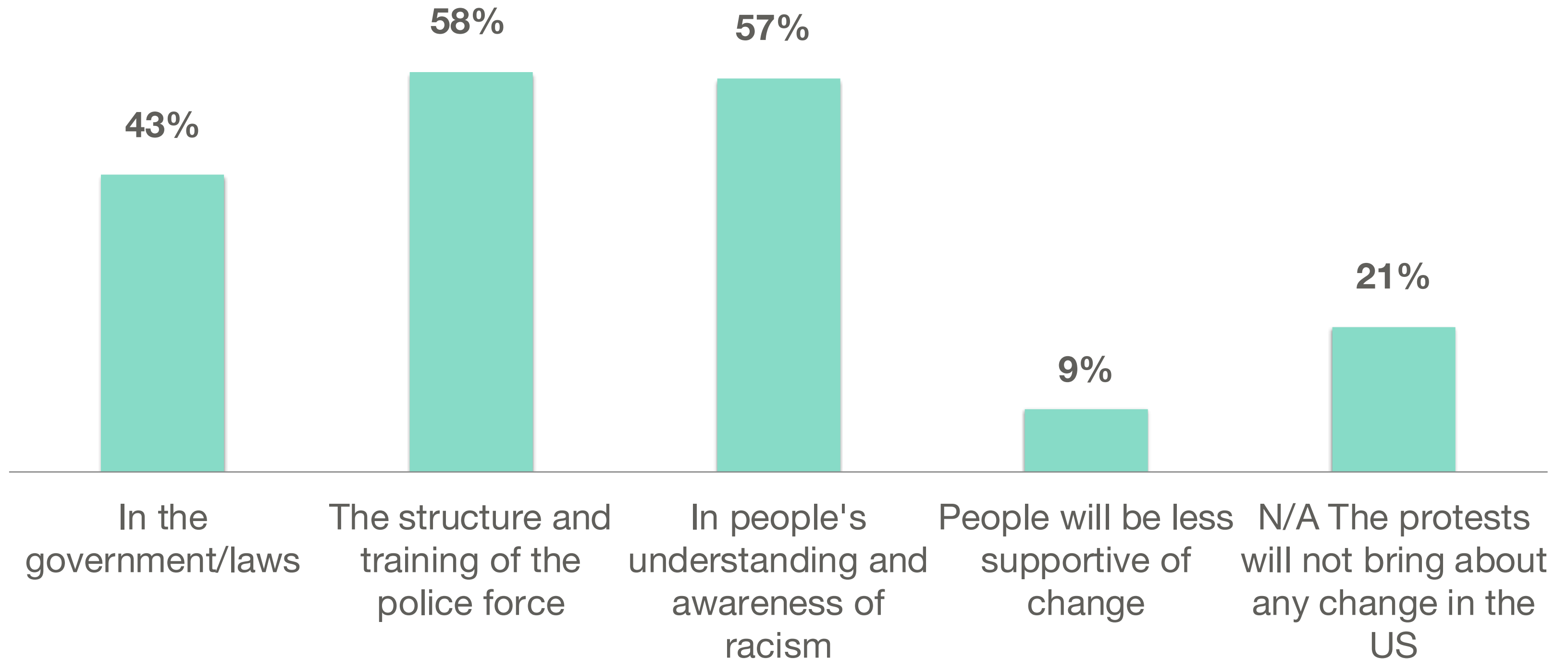


**BIG CHANGE**  
vs. June 2 Survey



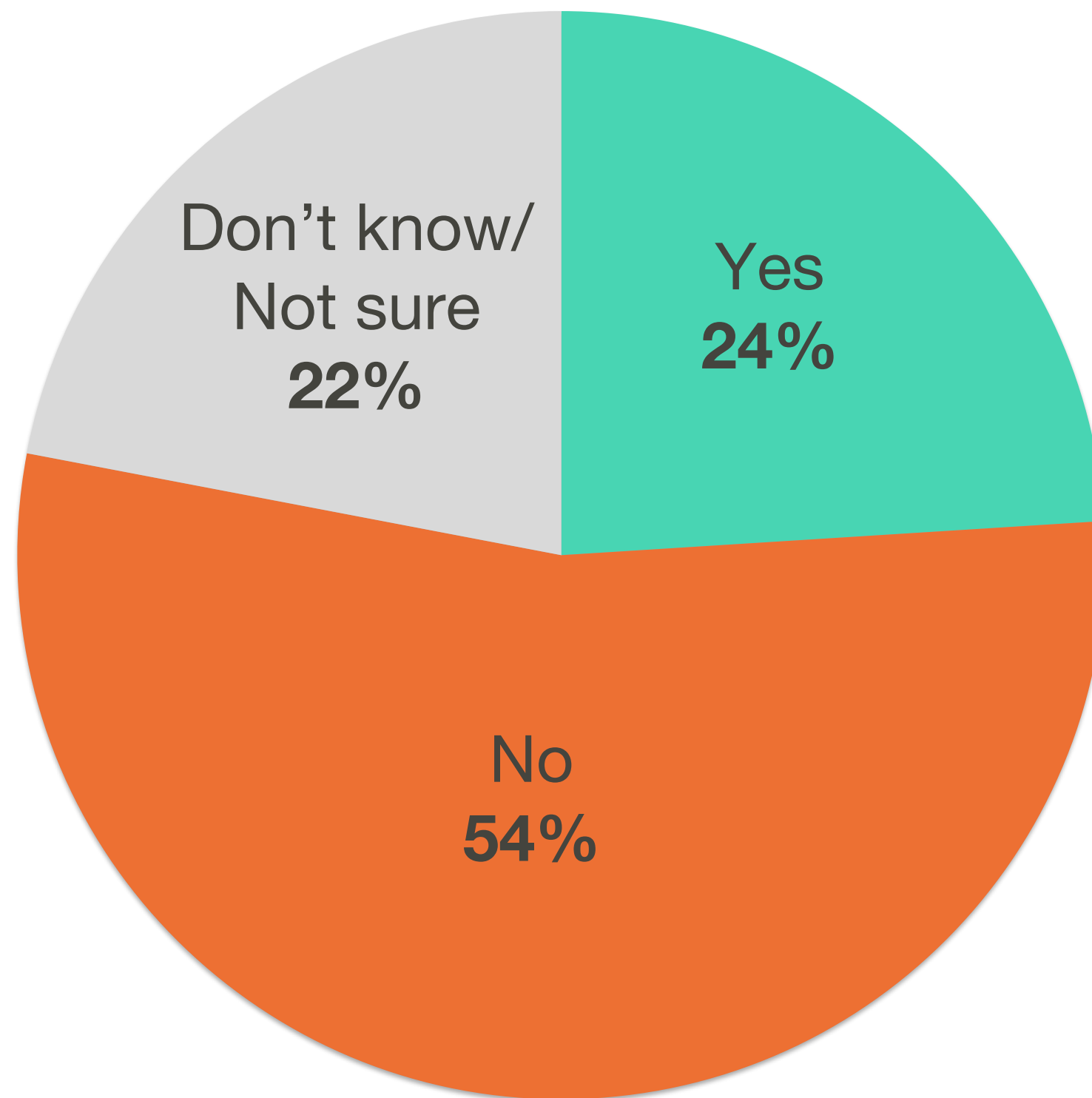


## How do you think the protests/demonstrations will help bring change in the US?





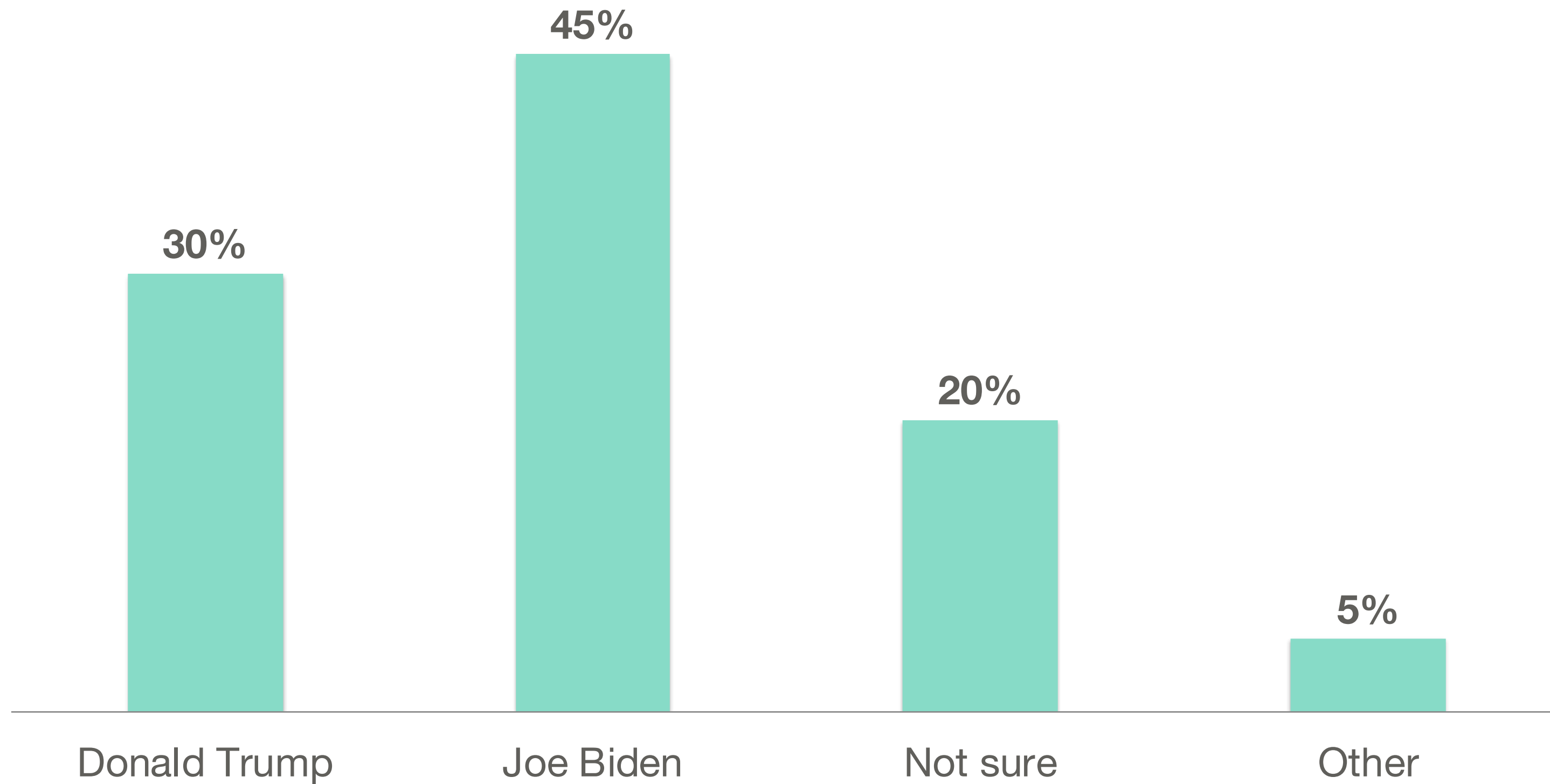
## Do you support the efforts to defund, disband and/or downsize police departments?







## If the 2020 Presidential election was tomorrow, who would you vote for?



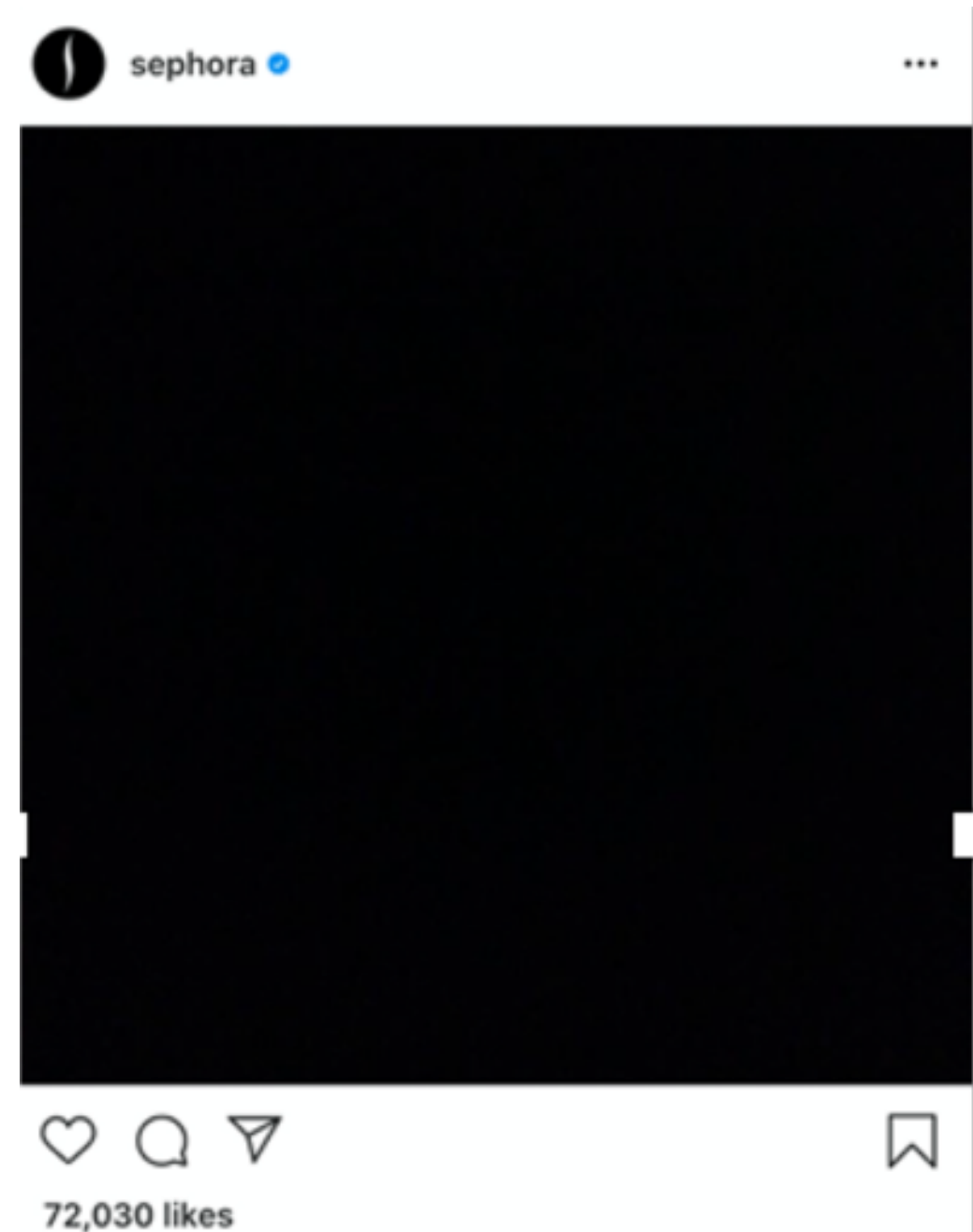


## Brands Are Getting Involved

Nike



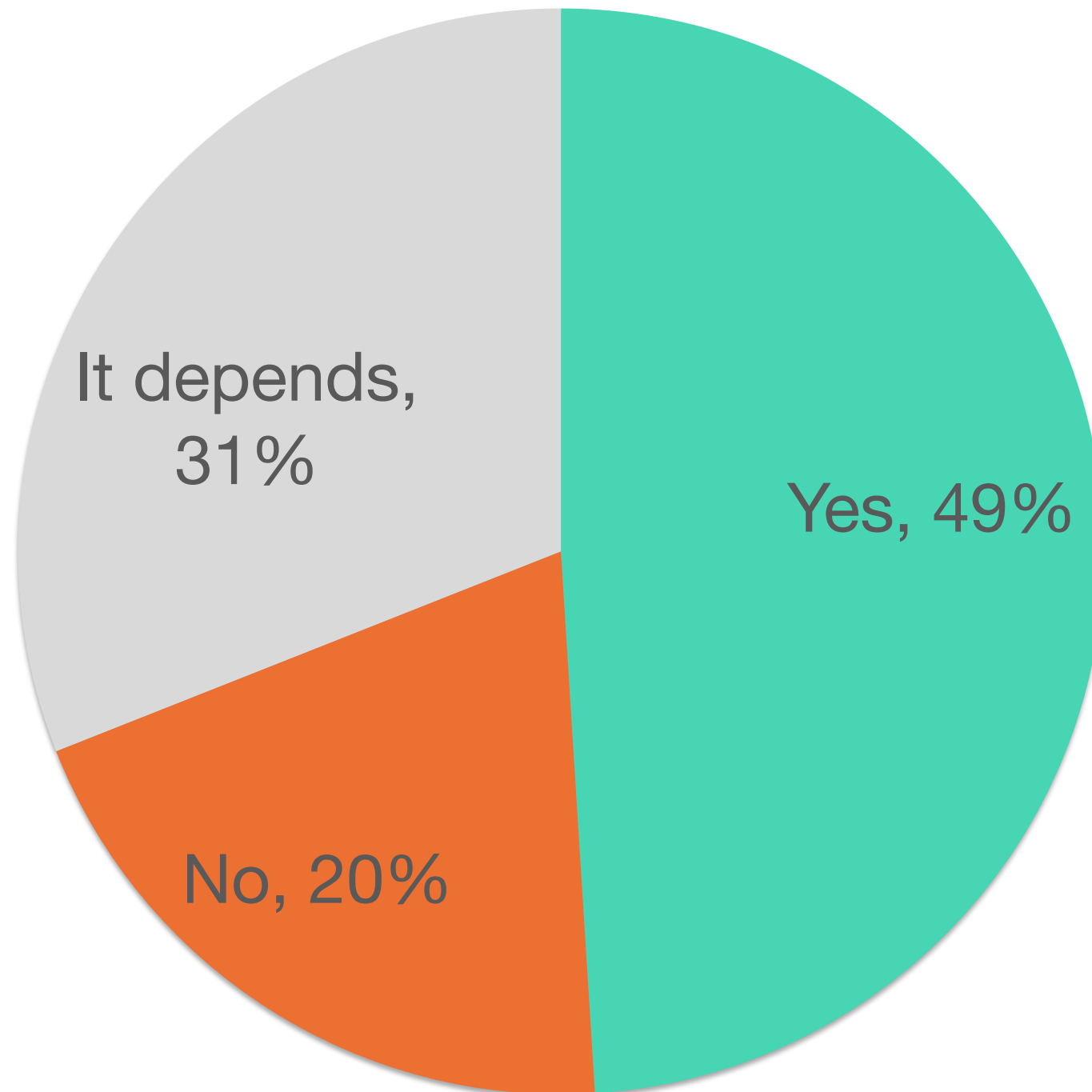
**#BlackOutTuesday:**  
28.5 Million posts on  
Instagram Alone





**Several companies, like Nike, have released new messages that focus on tackling racism in the US in the wake of George Floyd's death. Do you agree that companies should get involved and speak up about this issue?**

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# Coronavirus Study Wave 7: Consumers React



# Uncertainty remains the #1 emotion and will be a theme throughout

**UNCERTAIN**



**56%**

**HOPEFUL**



**38%**

**FRUSTRATED ANXIOUS/SCARED**



**37%**



**37%**

**BIG CHANGE**  
**vs. March 27<sup>th</sup> survey**

**69%**

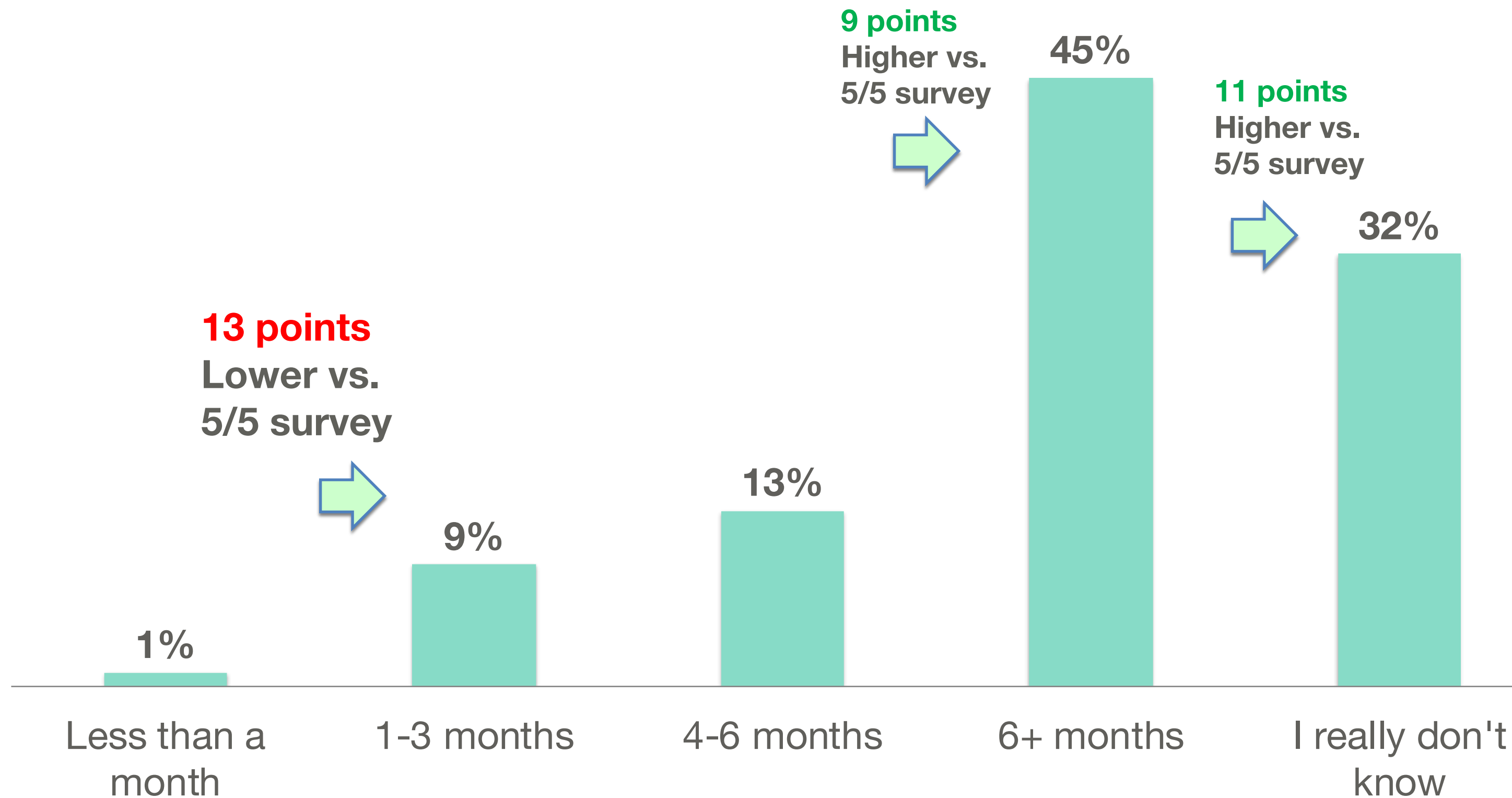
**29%**

**42%**

**55%**



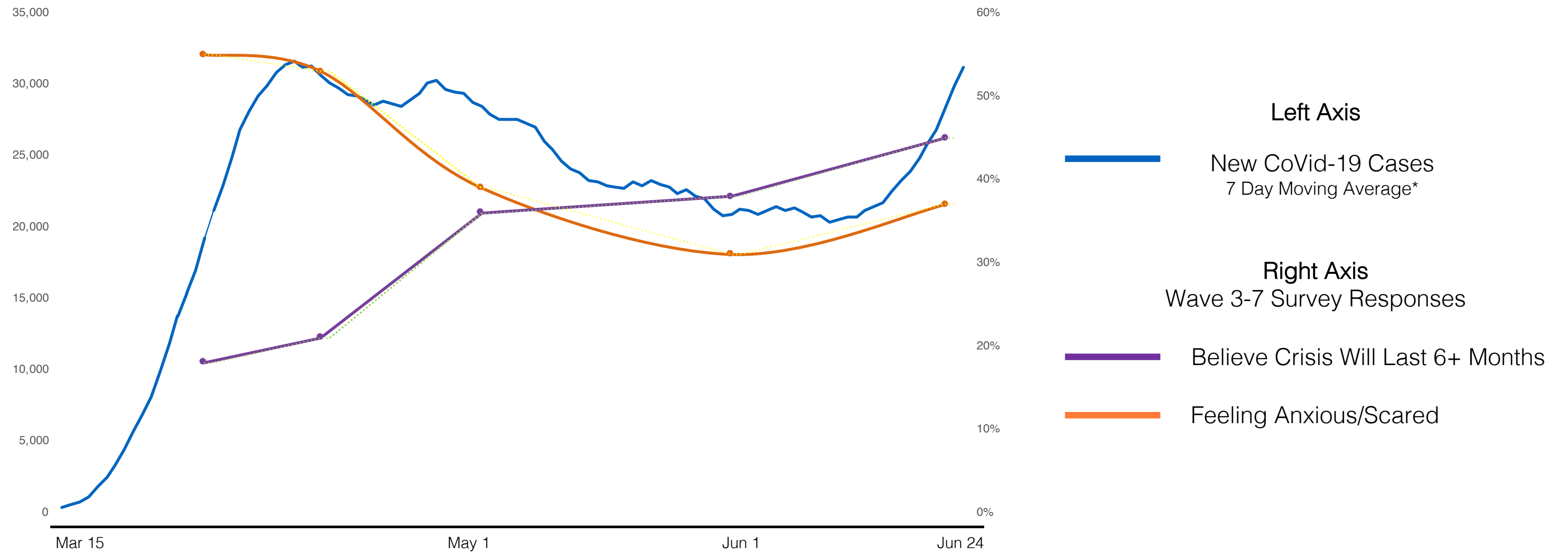
## How much longer do you think the Coronavirus crisis will last?







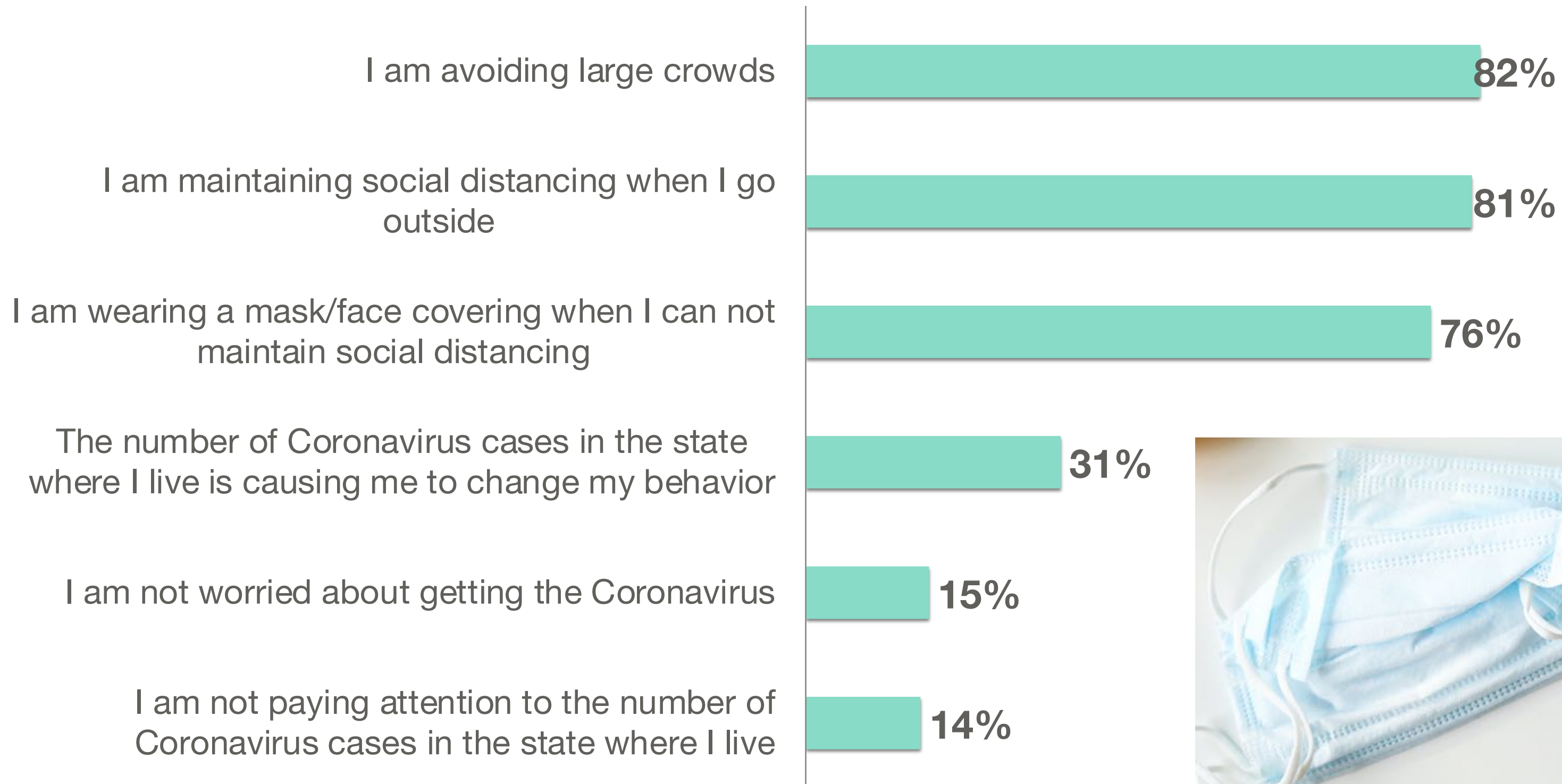
# Respondent Responses Across Multiple Waves of Surveys Track US New Case Growth



\*Source: COVID-19 Data Repository by the Center for Systems Science and Engineering (CSSE) at Johns Hopkins University



## Which of the following statements do you agree with?





## Which of the following do you think needs to happen in order for you to consider the Coronavirus crisis to be over?



When there is a vaccine

**64%**



When there is medication to treat the virus

**60%**



When there are no new cases

**51%**



When the number of new positive cases declines

**48%**



When the number of deaths decline

**44%**



When there are no more deaths from the virus

**41%**



When most businesses and schools reopen

**29%**



When the federal government announces the crisis is over

**16%**



When the local government announces the crisis is over

**16%**





**On a scale of 1 to 5, how likely are you to do the following once you feel comfortable that the Coronavirus crisis is over?**

	<b>Top 2 Box June 22</b>	<b>Top 2 Box June 1</b>
<b>Go to friends' and/or families' homes</b>	68%	71%
<b>Go to a public park</b>	67%	61%
<b>Go back to a work office</b>	57%	40%
<b>Go to a public beach</b>	55%	40%
<b>Go out to eat</b>	48%	42%
<b>Stay at a hotel</b>	39%	36%
<b>Go to a movie theater</b>	32%	27%
<b>Take a flight</b>	30%	23%
<b>Go to a show</b>	29%	24%
<b>Go to a concert</b>	27%	20%
<b>Visit another country</b>	22%	15%

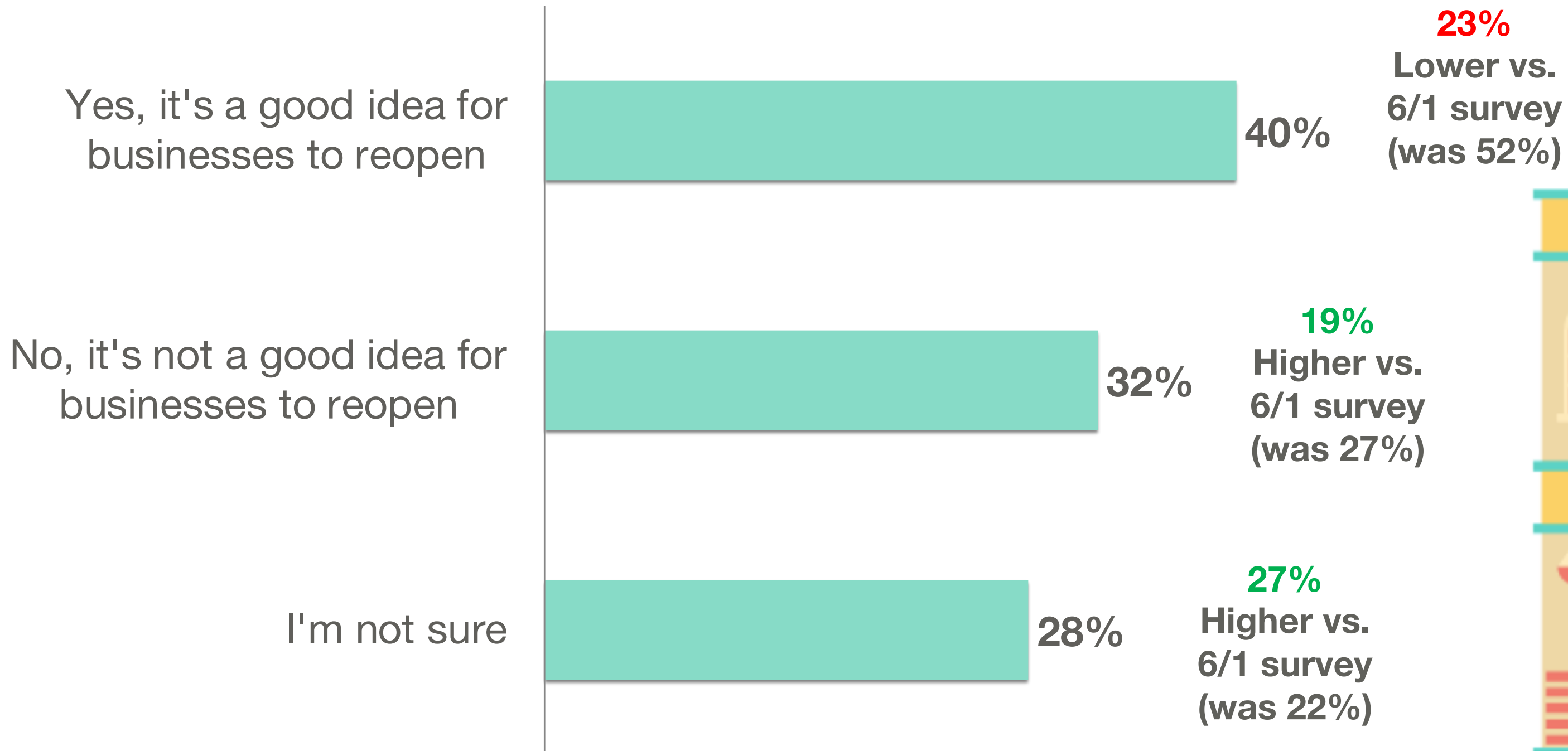


## Consumers Venture Out: What have Consumers done in the last two weeks?

	Yes	Not yet, but planning to in the next week	No	"YES" vs. 6/1 survey
Go to friends' and/or families' homes	44%	13%	43%	+4pt
Go to a public park	28%	12%	60%	+7pt
Go back to a work office	23%	6%	70%	+1pt
Go out to eat	28%	9%	63%	+11pt
Gone to Hair or Nail Salon	21%	12%	67%	+11pt
Go to a public beach	9%	12%	79%	+4pt
Stay at a hotel	6%	6%	88%	+3pt
Go to a movie theater	1%	6%	92%	-
Take a flight	1%	5%	94%	-
Go to a show	1%	5%	94%	-
Go to a concert	1%	17%	19%	-



# The country has been reopening for several weeks. Do you think this is a good idea?

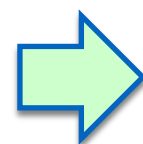




## Have you gone (or will you go) into the businesses and/or stores that have reopened?



**42%**  
Higher vs.  
6/1 survey  
Was 36%



Yes, I have

51%

I haven't yet, but I will soon

20%

No, I haven't and I don't plan  
to soon

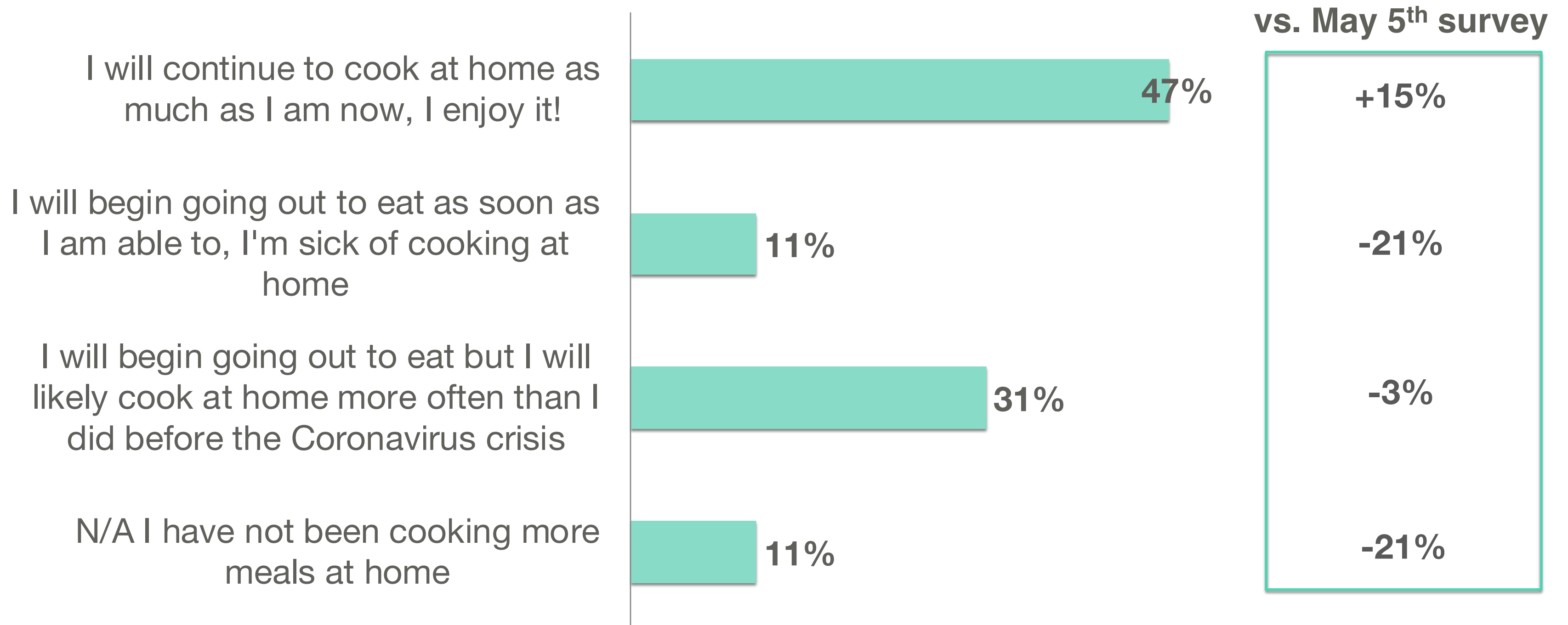
30%

**14%**  
Lower vs.  
6/1 survey  
was 35%



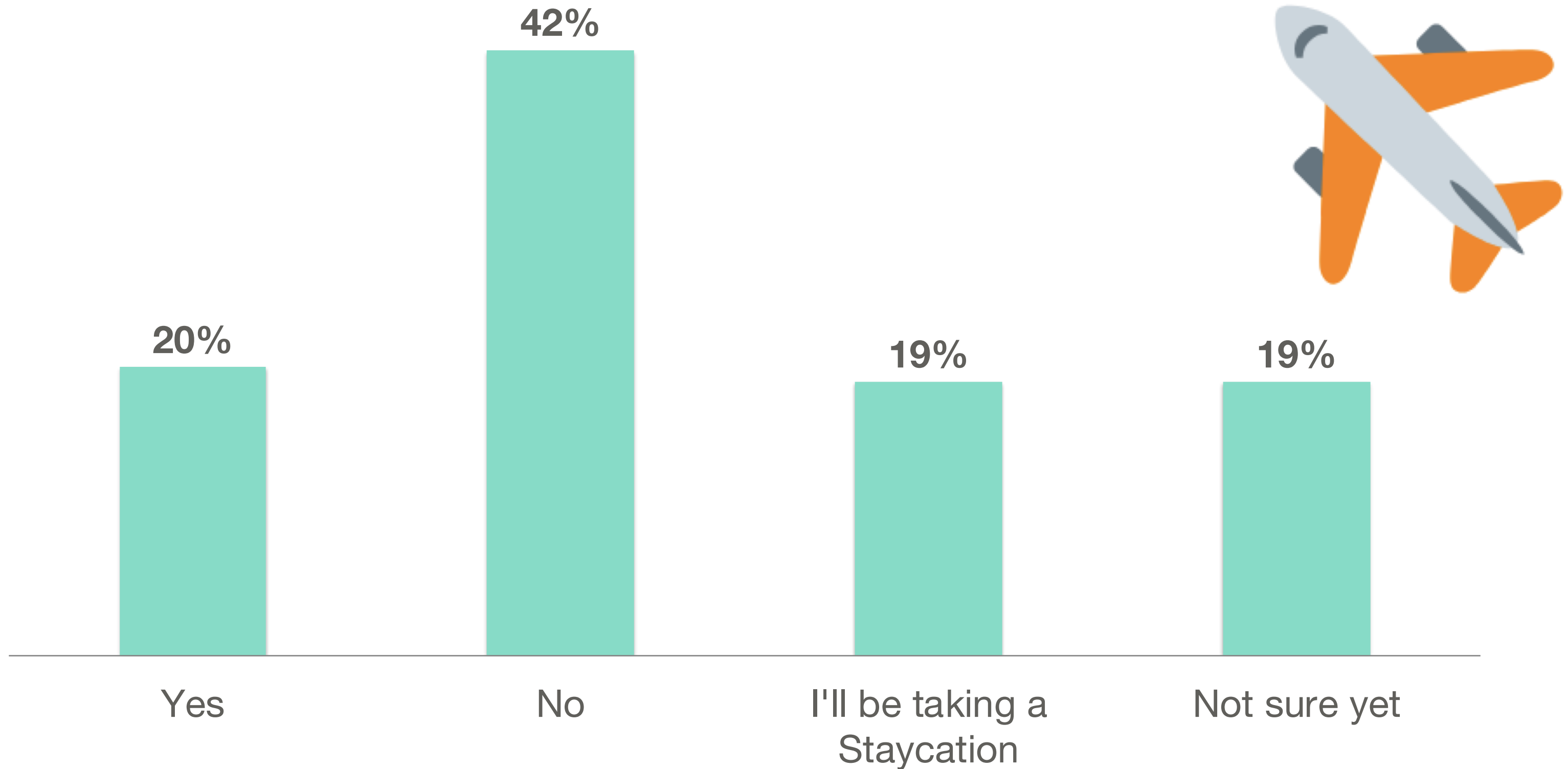


## If you have been cooking more meals at home due to Coronavirus stay at home orders, how will this change after the Coronavirus crisis is over?





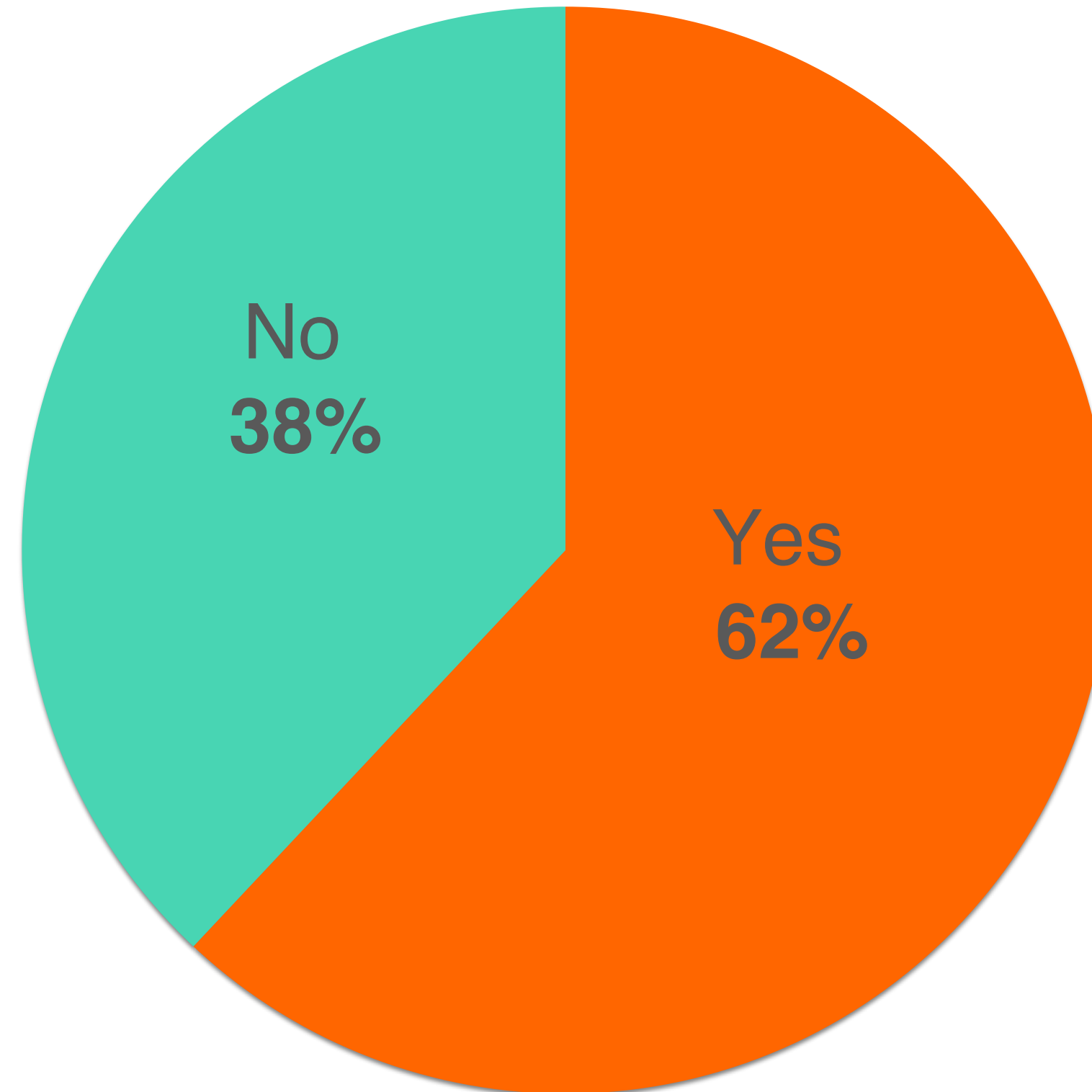
## Consumers Are Pulling Back on Vacations & Undecided





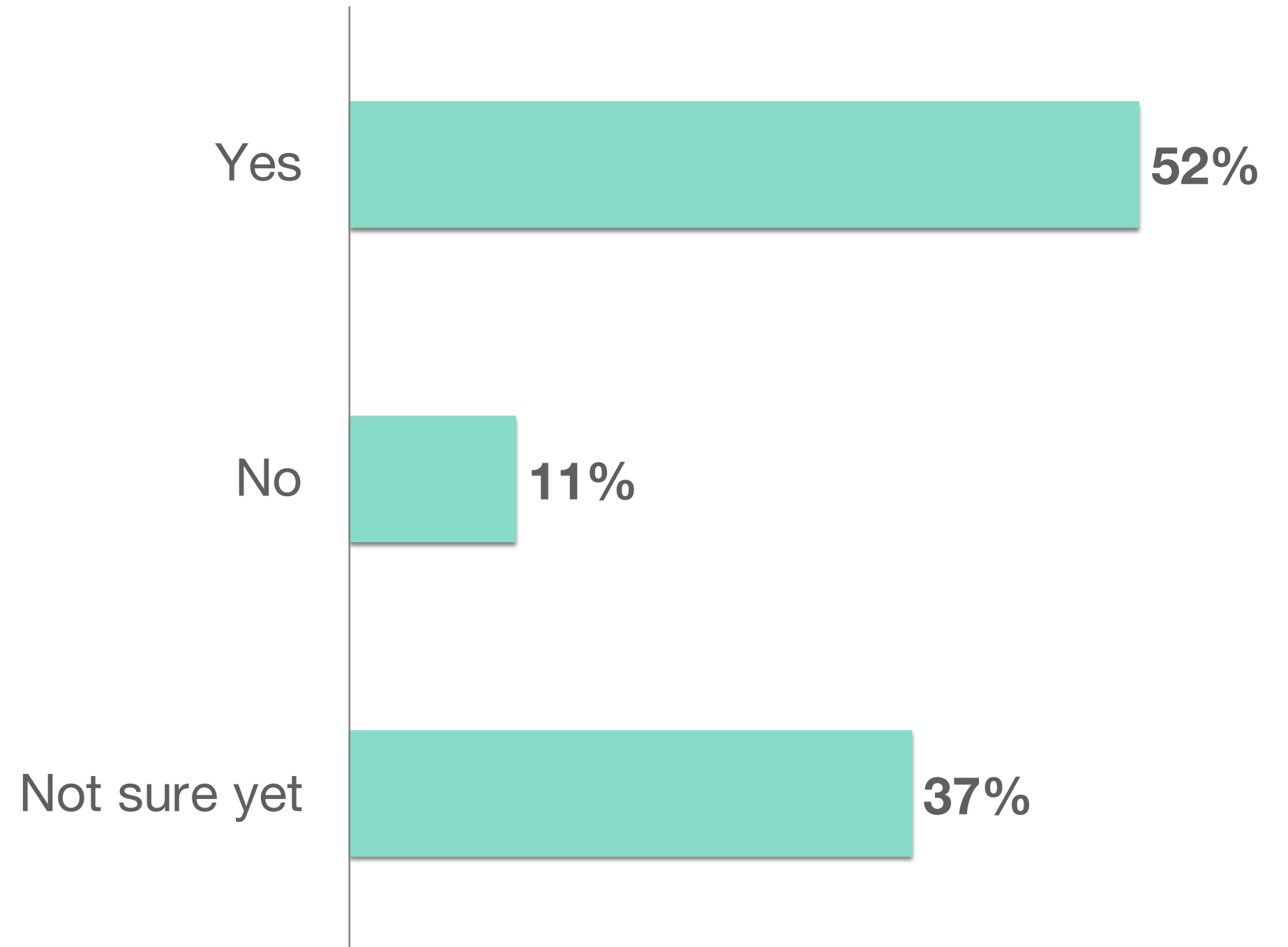
**If you have children at home, are you concerned about them having enough activities to occupy them this summer?**

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## If schools (K-12 and college) re-open in the fall, do you plan to send your children?







## Do you plan to get together with friends or family over the following days?

	Yes	Yes – but while keeping social distance	No	Not sure yet
 <b>Fourth of July</b>	22%	18%	40%	20%
 <b>Labor Day</b>	17%	13%	39%	31%
 <b>Summer Days</b>	25%	24%	30%	21%
 <b>Halloween</b>	20%	11%	35%	34%
 <b>Thanksgiving</b>	36%	13%	14%	37%
 <b>Christmas/Hanukkah/Kwanzaa</b>	38%	13%	13%	37%



## Which of the following products are you considering buying over the next 3 months?

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Home furnishing  
**56%**



Electronics  
**48%**



Large kitchen appliance  
**28%**



Home entertainment  
**27%**









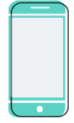



Car  
**19%**



Home  
**13%**

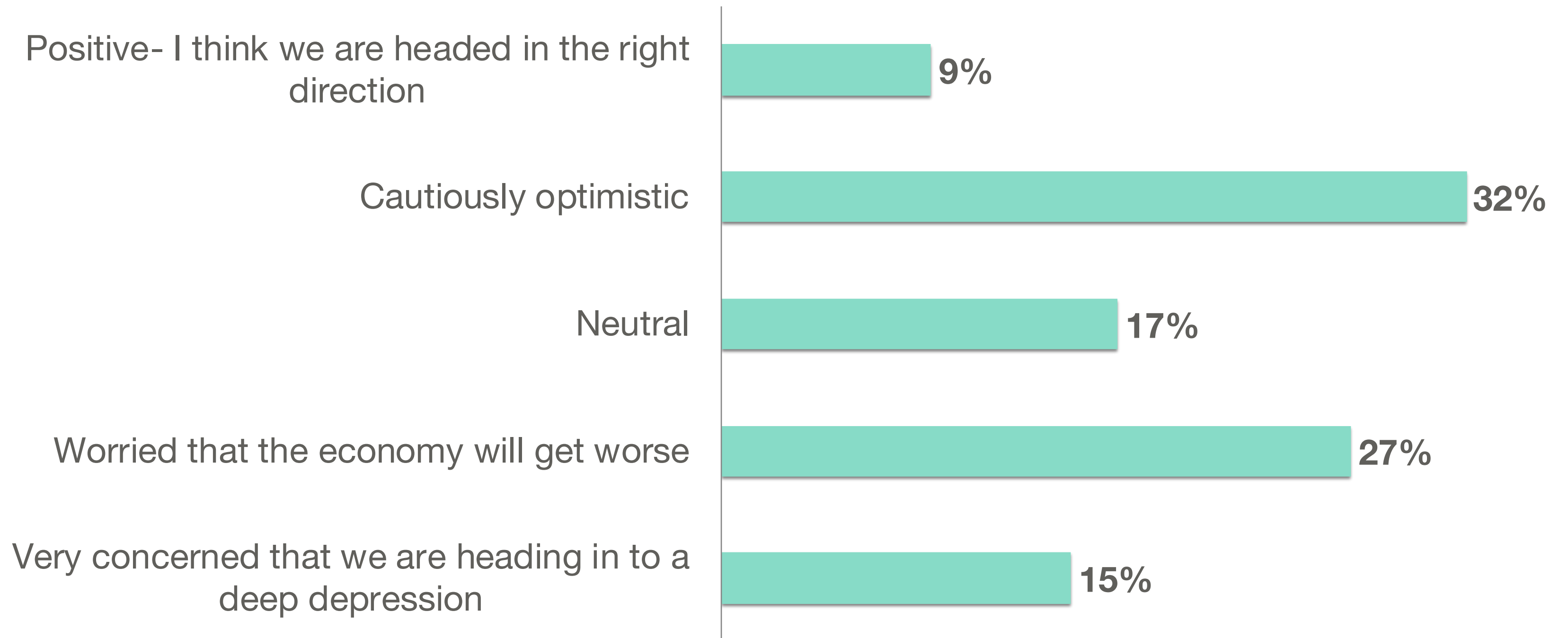


## How will your purchase of the following change over the next 3-6 months?

	Increase	Decrease	Stay the same
 <b>Clothing/Shoes</b>	13%	22%	63%
 <b>Entertainment</b>	13%	24%	55%
 <b>Beauty Products</b>	10%	16%	69%
 <b>Beauty Services (salon, mani/pedi, massage)</b>	9%	28%	46%
 <b>Furniture</b>	9%	15%	58%
 <b>Kids toys</b>	9%	11%	38%
 <b>Electronics</b>	8%	14%	69%
 <b>Travel</b>	7%	33%	41%
 <b>Automobiles</b>	5%	11%	52%
 <b>Real Estate</b>	2%	10%	33%



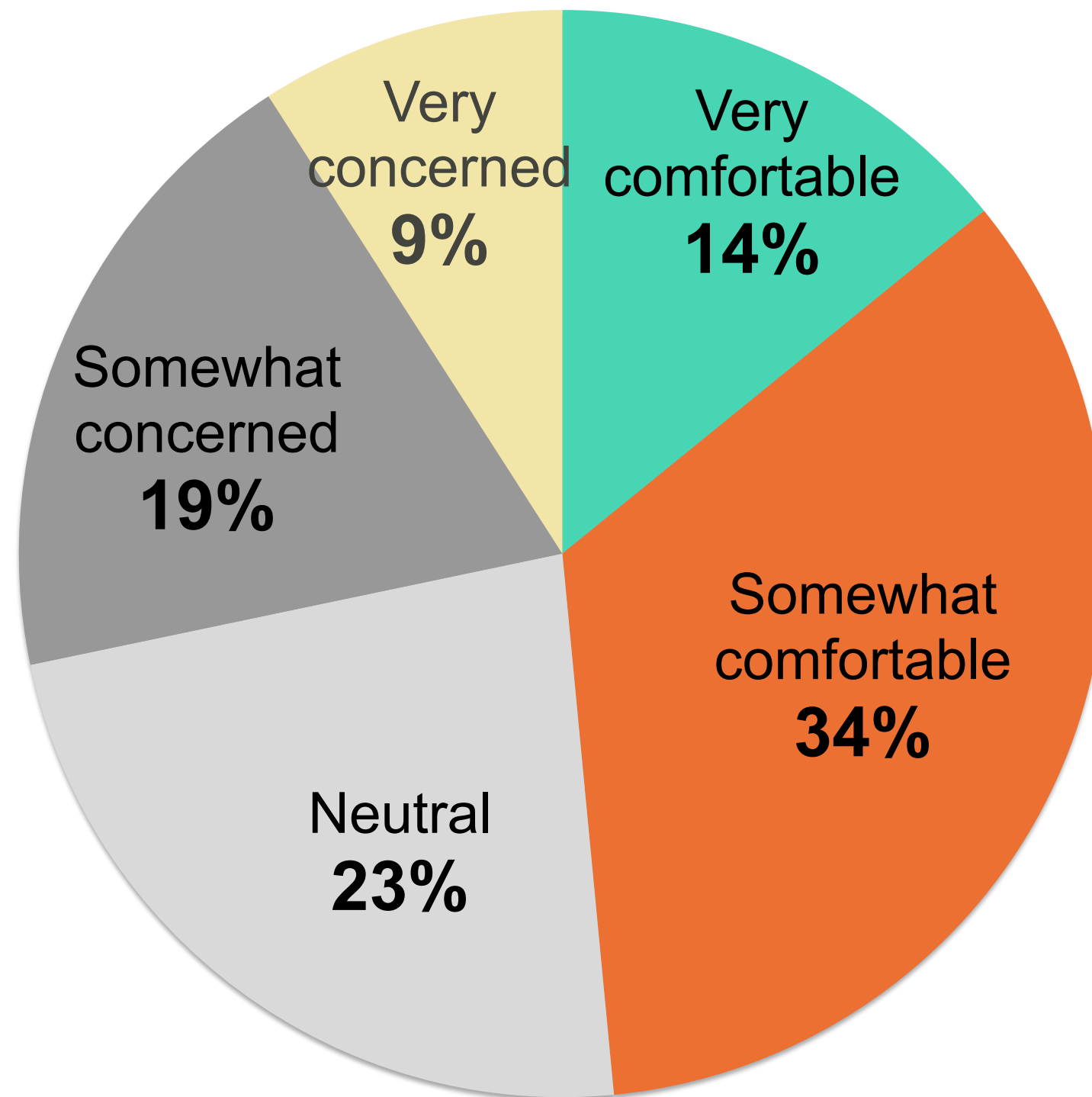
## Consumers are cautiously optimistic about the economy over the next 6 months







## Most consumers feel somewhat comfortable about their family's financial situation





## Brands Are Content Creators – Provide Helpful Information

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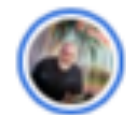


**Eva Longoria  
for L'Oreal**





# Brands Are Content Creators – Brand as Ingredient



**Chef Art Smith**

6 hrs · 🌐



"Danger Will Robinson, this Mac & Cheese is coming in H🔥T!!" 🍷🍷  
Join me as I show you how to make my famed Mac & Cheese along with special guest, [Maxwell Jenkins](#) (AKA Will Robinson) of [Netflix's Lost in Space](#)!!

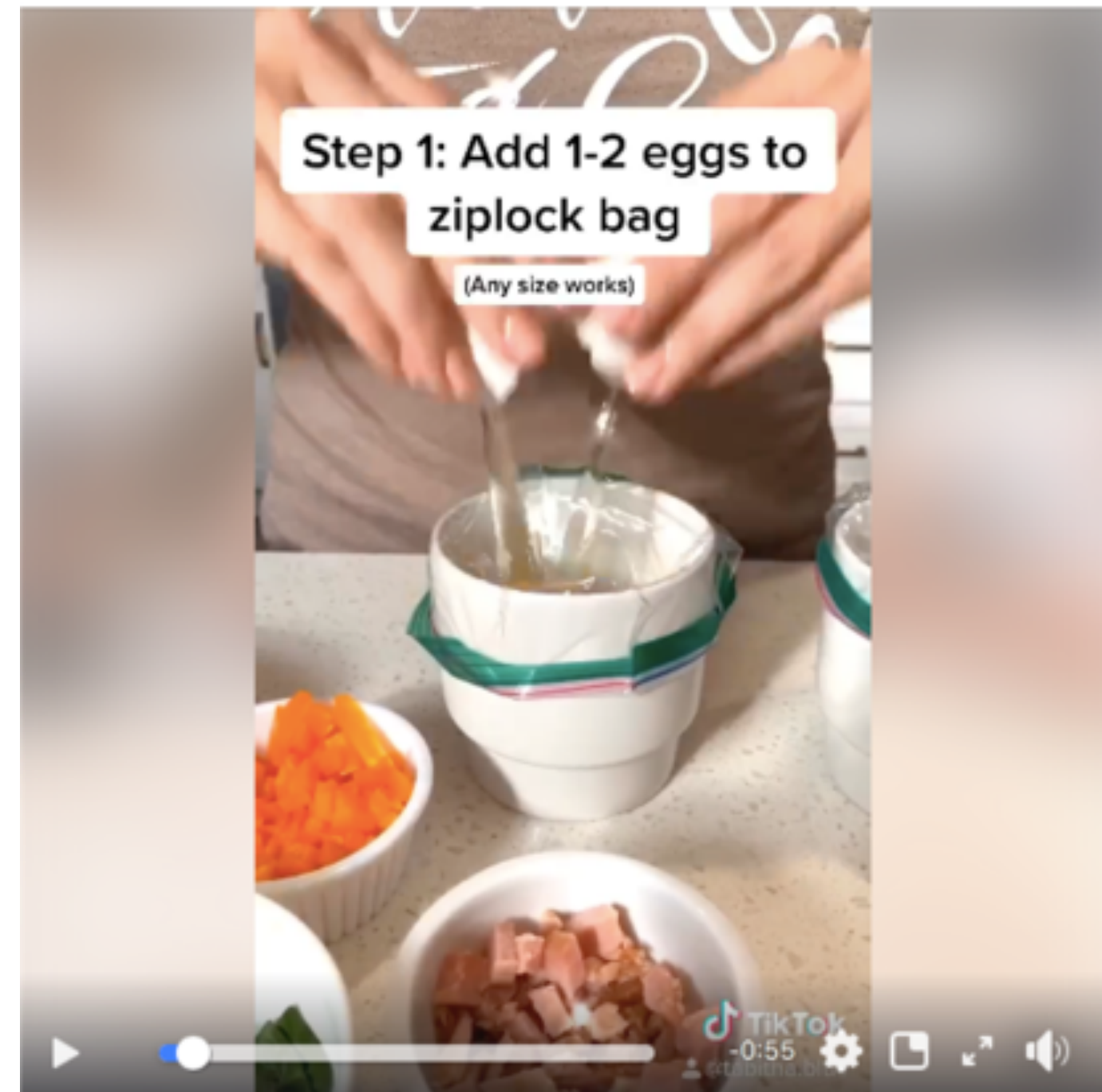


**Tabitha Blue**

April 15 at 3:55 PM · 🌐



Have you made omelets like this before?! Mind-blowing... and fun too!



8,940 Views





# Brands are using Influencers to reach audiences with Live and engaging content



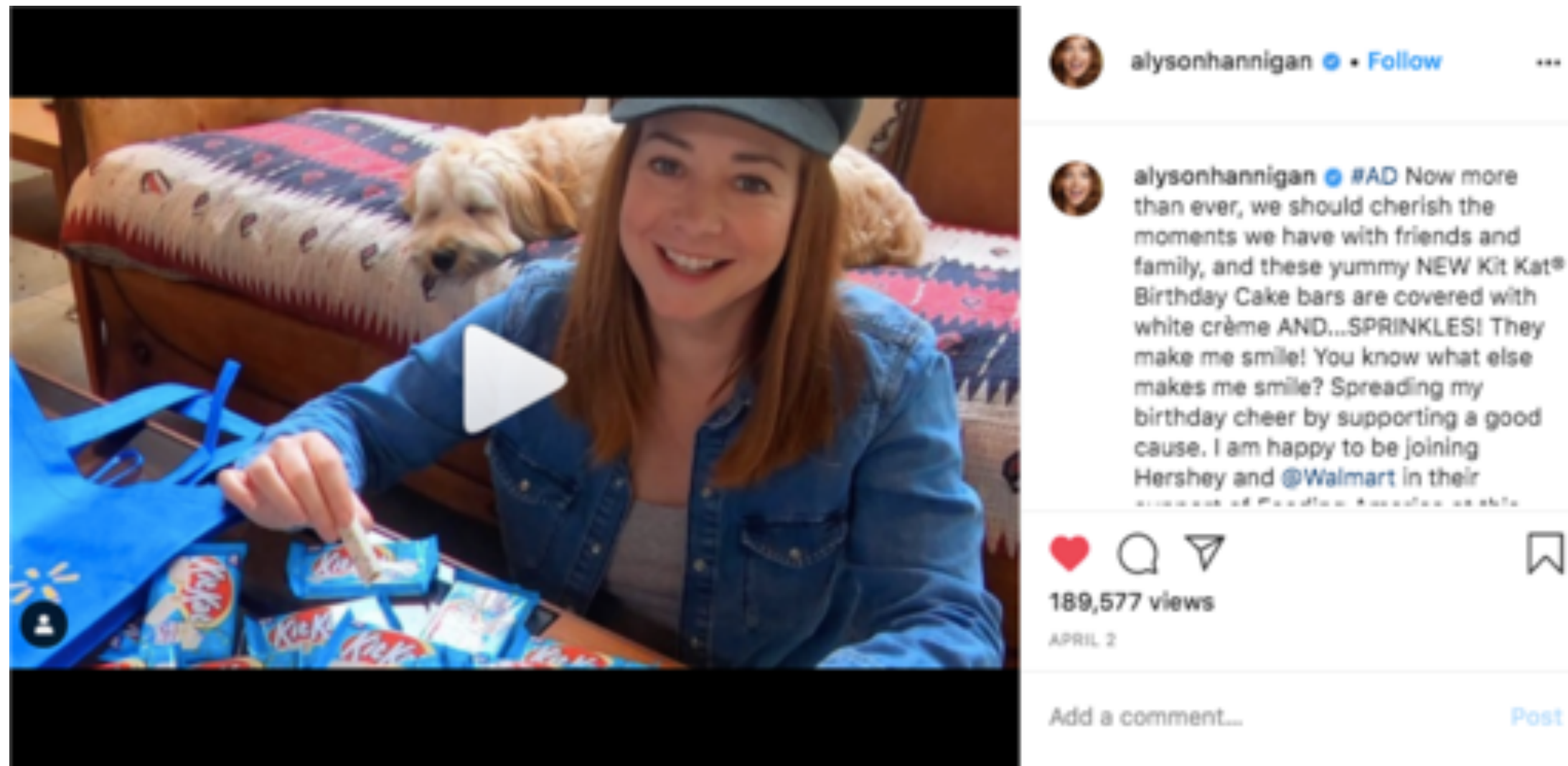




# Brands are Carefully Engaging Influencers with Big Returns

The post has earned a **25%** engagement rate representing a 1,500% increase over the typical 2% celebrity engagement rate on Instagram.

- 1) **Influencer Product Relevance**: The post makes clear a direct connection between Alyson and the product
- 2) **Recognizes the Current Environment**: Alyson mentions that we can all use some cheer right now like a chocolate treat.
- 3) **Feel Good**: Alyson references the brand and retailer's commitment to Feeding America and her participation with the Organization.





## Brands Are Getting Creative & Going LIVE!



## American Eagle Gives Shoppers a Virtual Prom

# Q&A

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# The Coronavirus has had a huge impact on how people feel and behave.

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## Shift in Online Shopping & Use of Social Media



**44% increase**  
in online shopping



**53% increase**  
in use of social media