

Wave 7: Marketing Post COVID-19 & Social Unrest

June 25, 2020

The Voice of Female Consumers &
Influencers

SHESPEAKS



WOMEN
OWNED



Welcome!



Aliza Freud
Founder & CEO, SheSpeaks

SHE SPEAKS 

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

citi

PHILIPS

Coca-Cola

Afta

L'ORÉAL

Kraft



Prudential

HERSHEY'S

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.

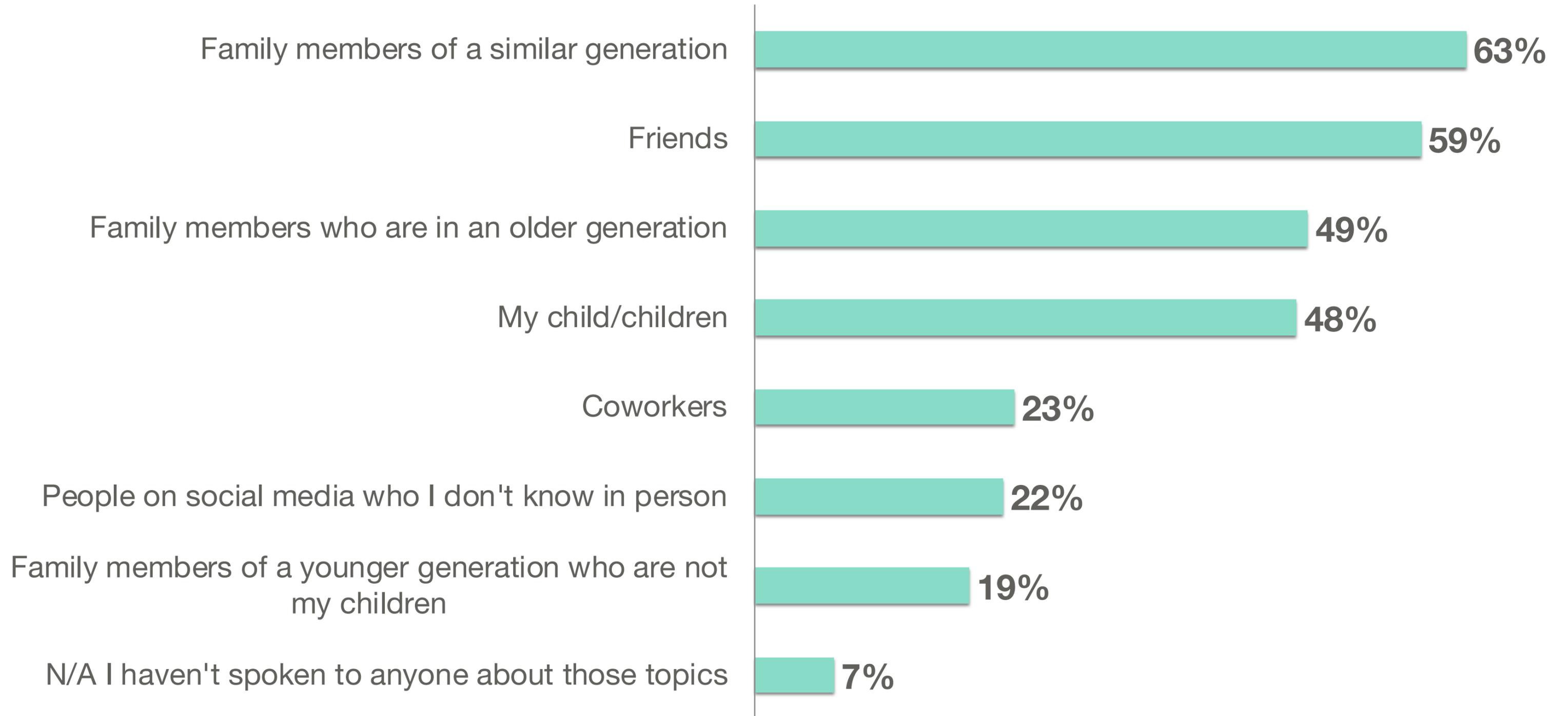




Social Unrest/Protest Survey Responses: Consumers React

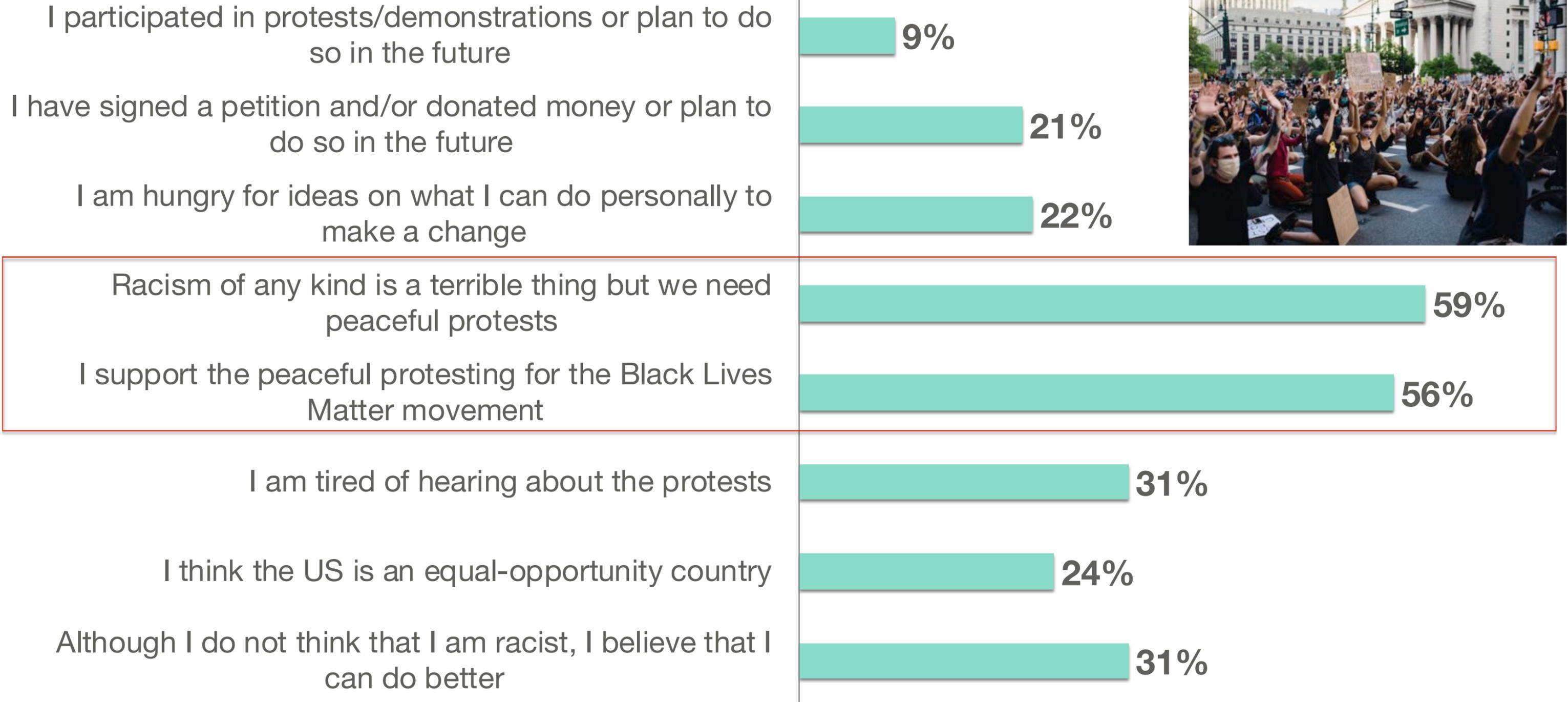


Who have you discussed the protests/demonstrations and/or racism with in the last two weeks (either in-person, or virtually)?





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

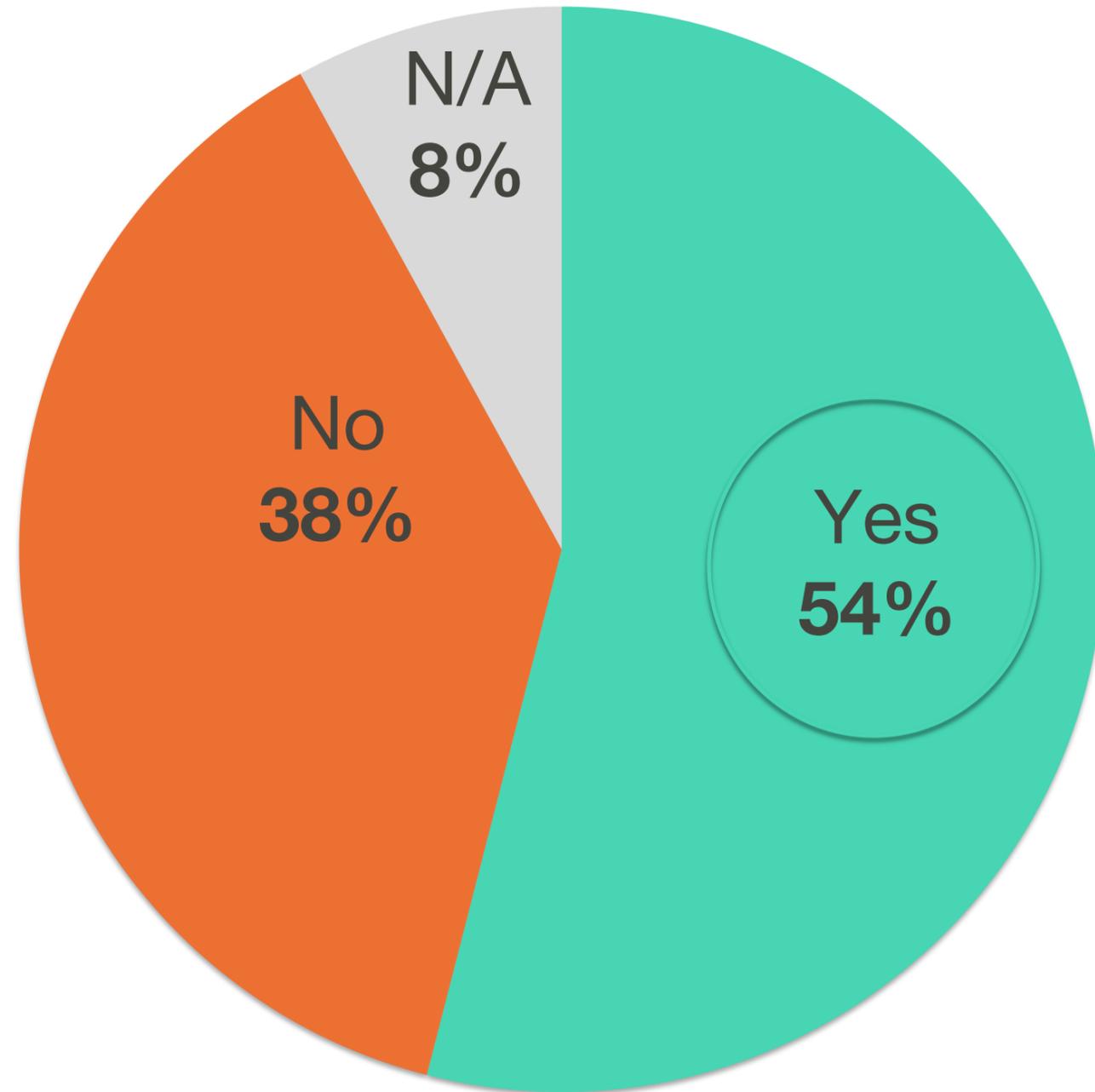
	Top 2 Box	Bottom 2 Box
Education	42%	27%
Healthcare	42%	29%
Housing	50%	23%
Employment/Advancement	48%	24%
Your local police	36%	33%
Overall police in the US	48%	23%
National government	46%	25%
Your local government	32%	35%

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

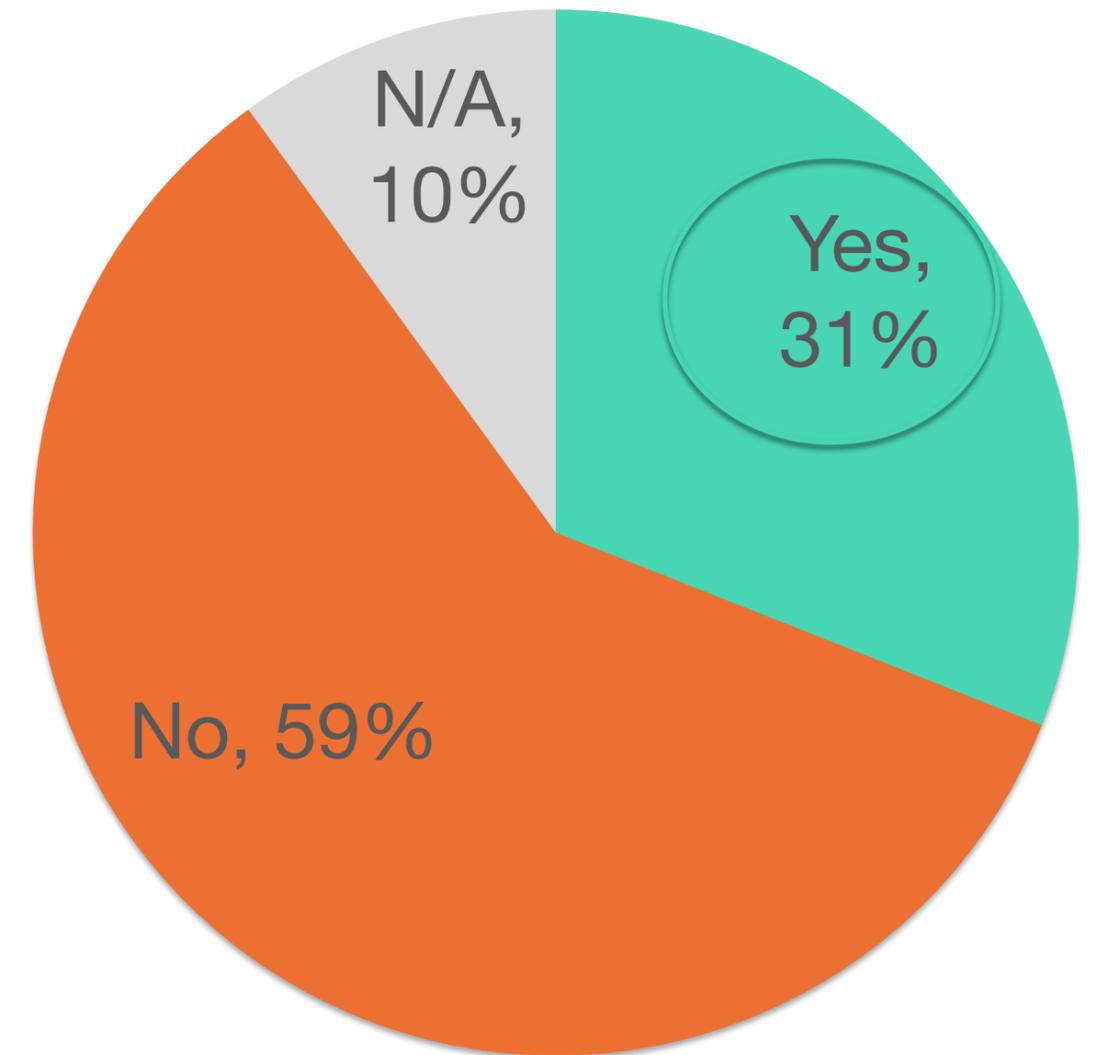


Do you think the protests will help bring change to the US?

June 22 Survey

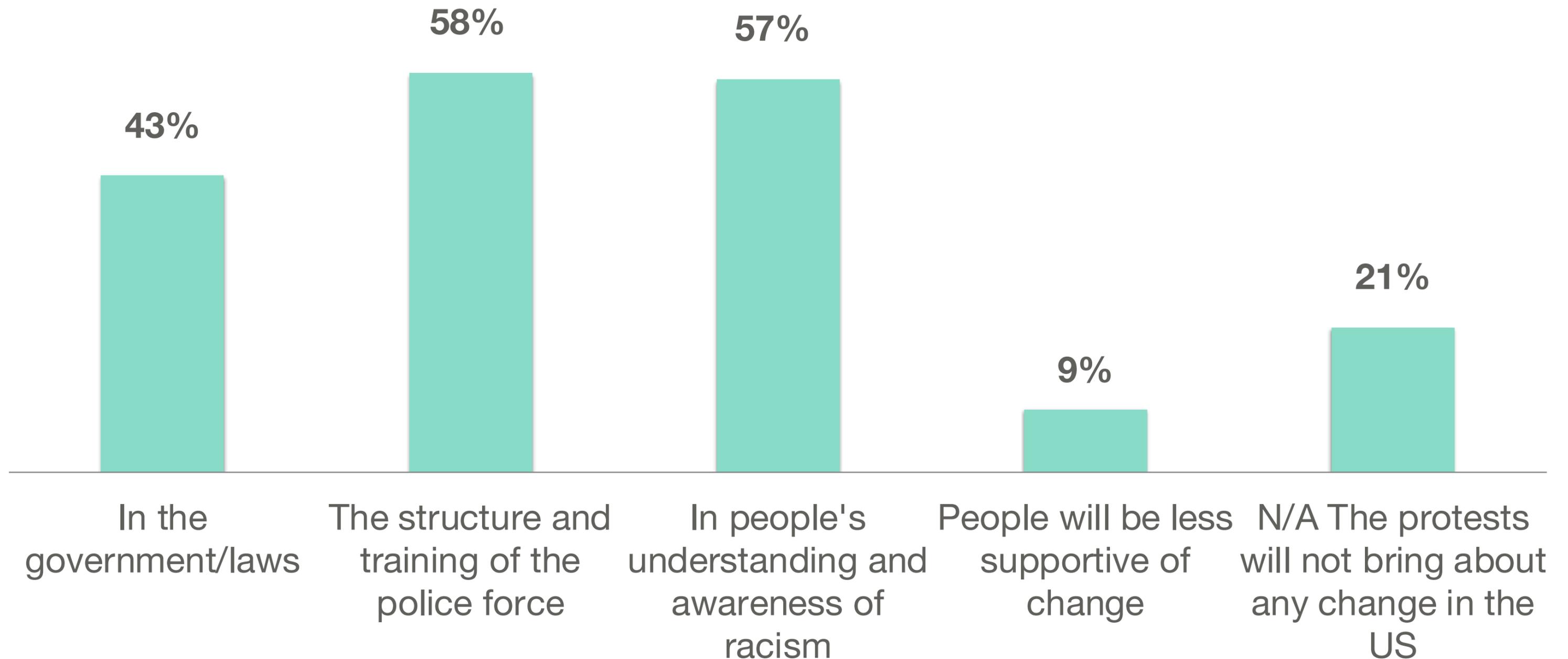


BIG CHANGE
vs. June 2 Survey



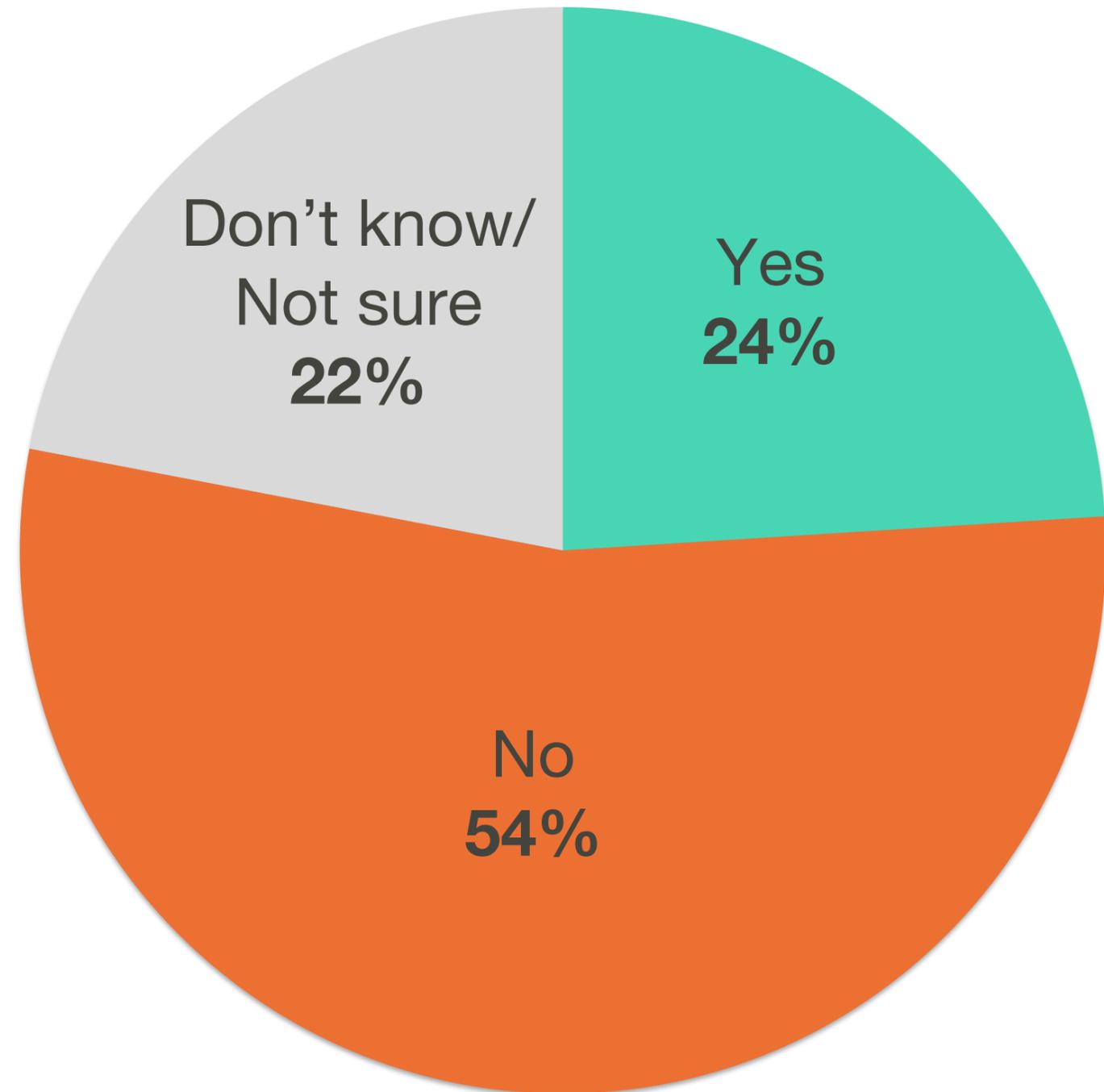


How do you think the protests/demonstrations will help bring change in the US?



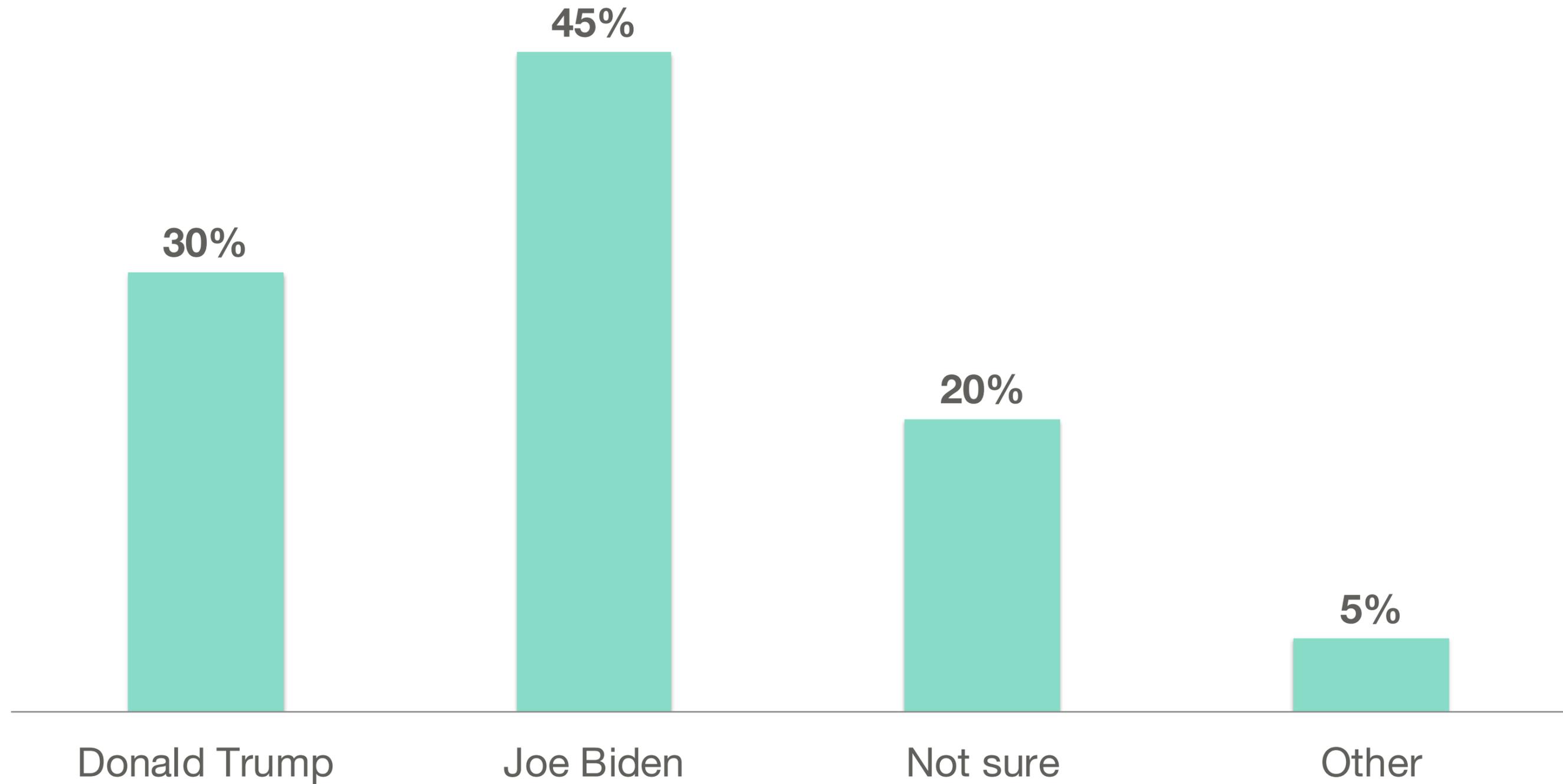


Do you support the efforts to defund, disband and/or downsize police departments?





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





Brands Are Getting Involved

Nike

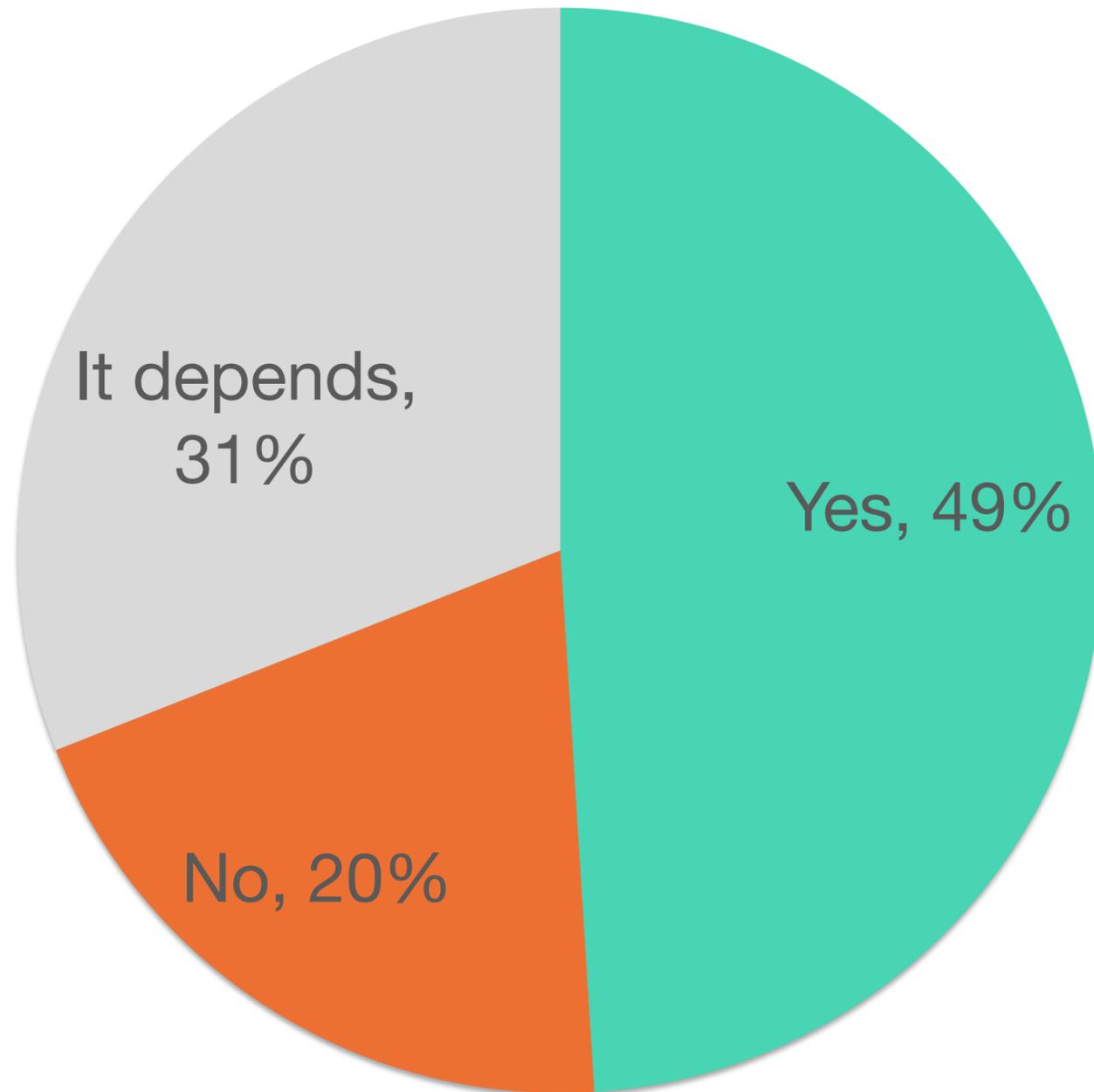


**#BlackOutTuesday:
28.5 Million posts on
Instagram Alone**





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?





Coronavirus Study Wave 7: Consumers React



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

UNCERTAIN



56%

HOPEFUL



38%

FRUSTRATED



37%

ANXIOUS/SCARED



37%

BIG CHANGE
vs. March 27th survey

69%

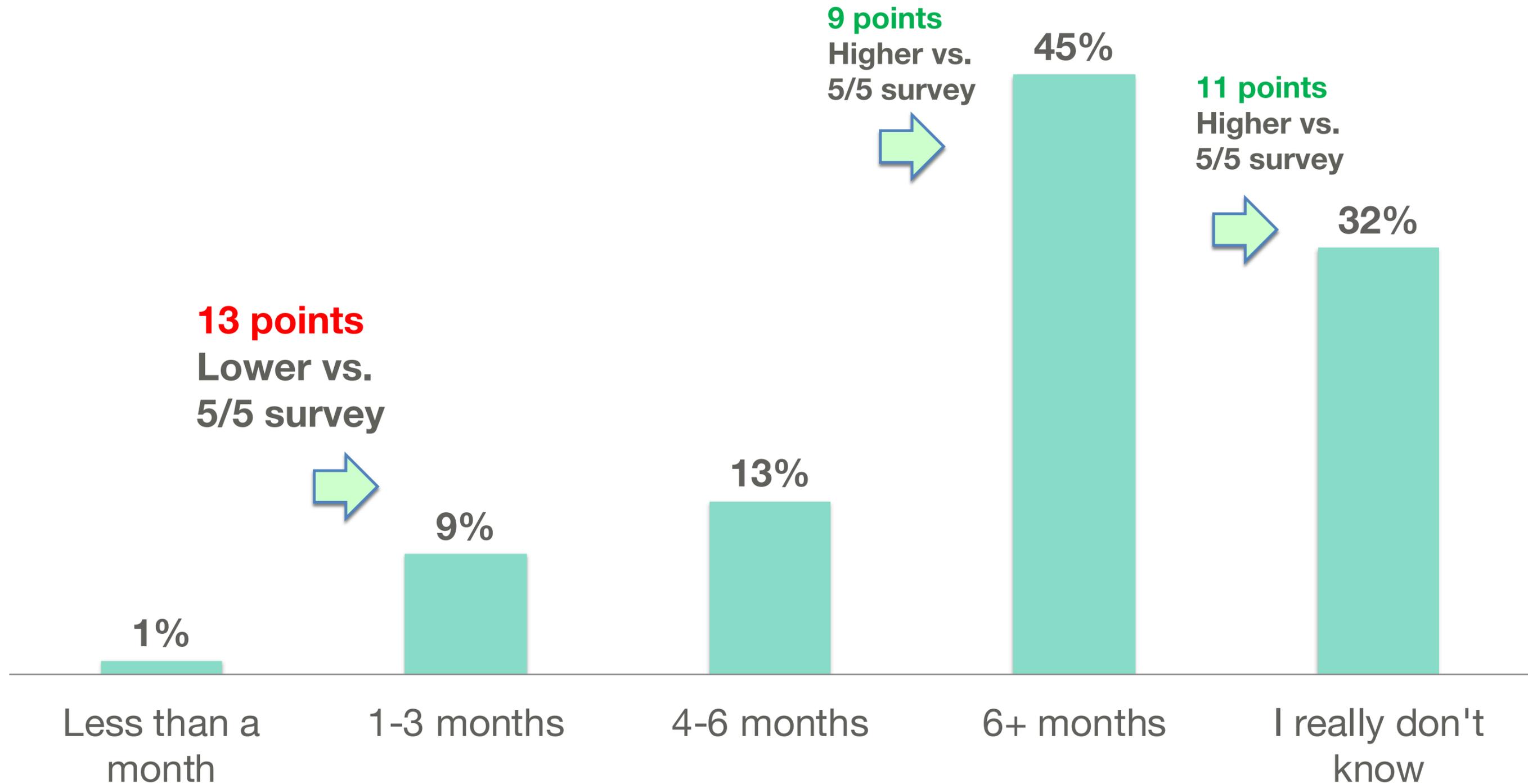
29%

42%

55%

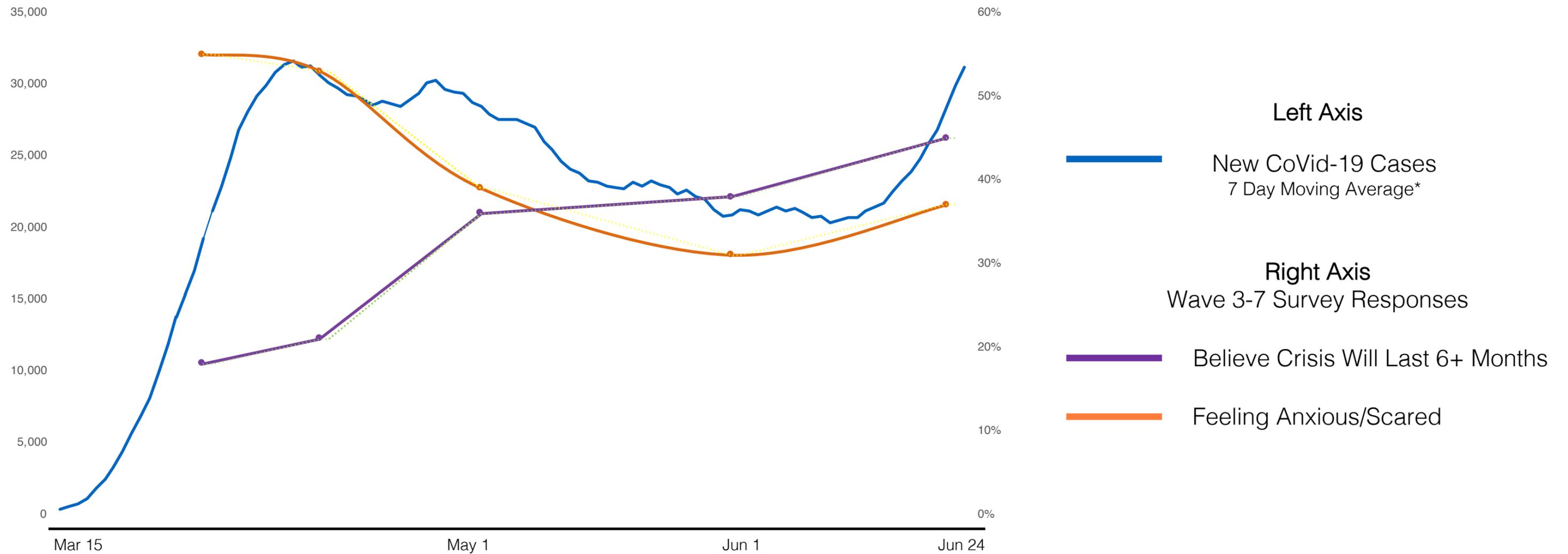


How much longer do you think the Coronavirus crisis will last?





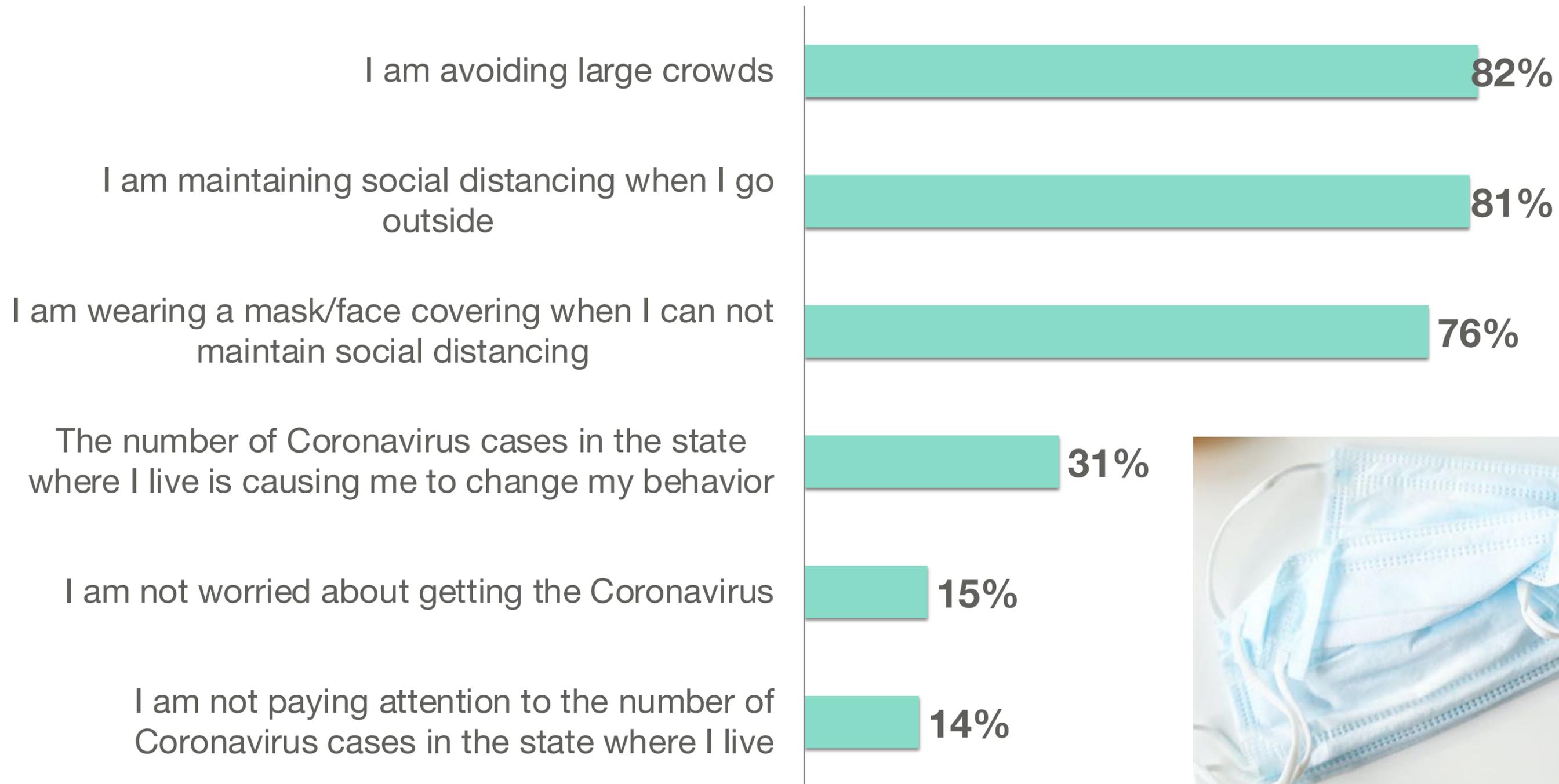
Respondent Responses Across Multiple Waves of Surveys Track US New Case Growth



*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?

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

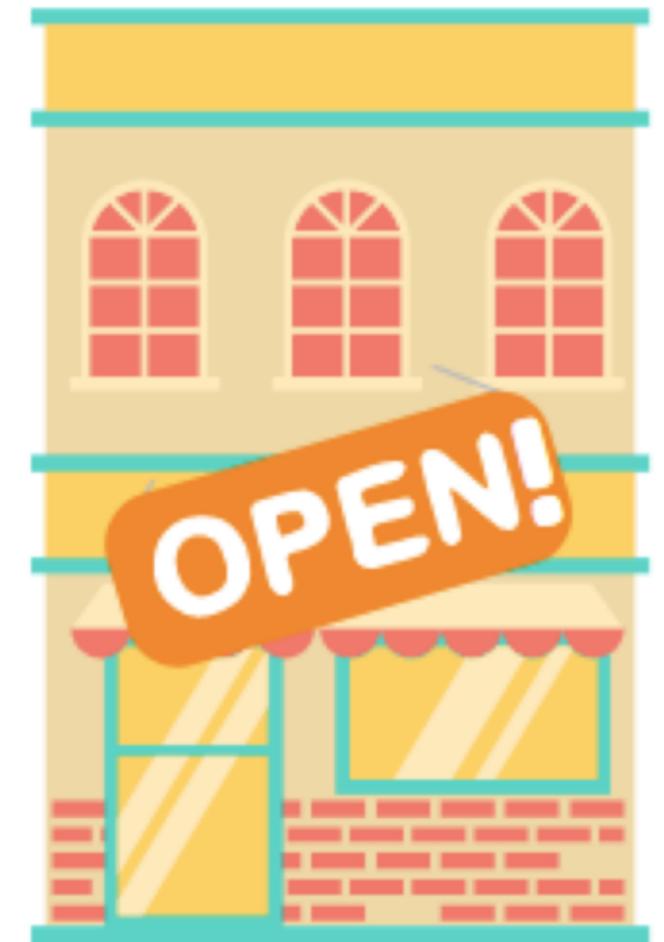
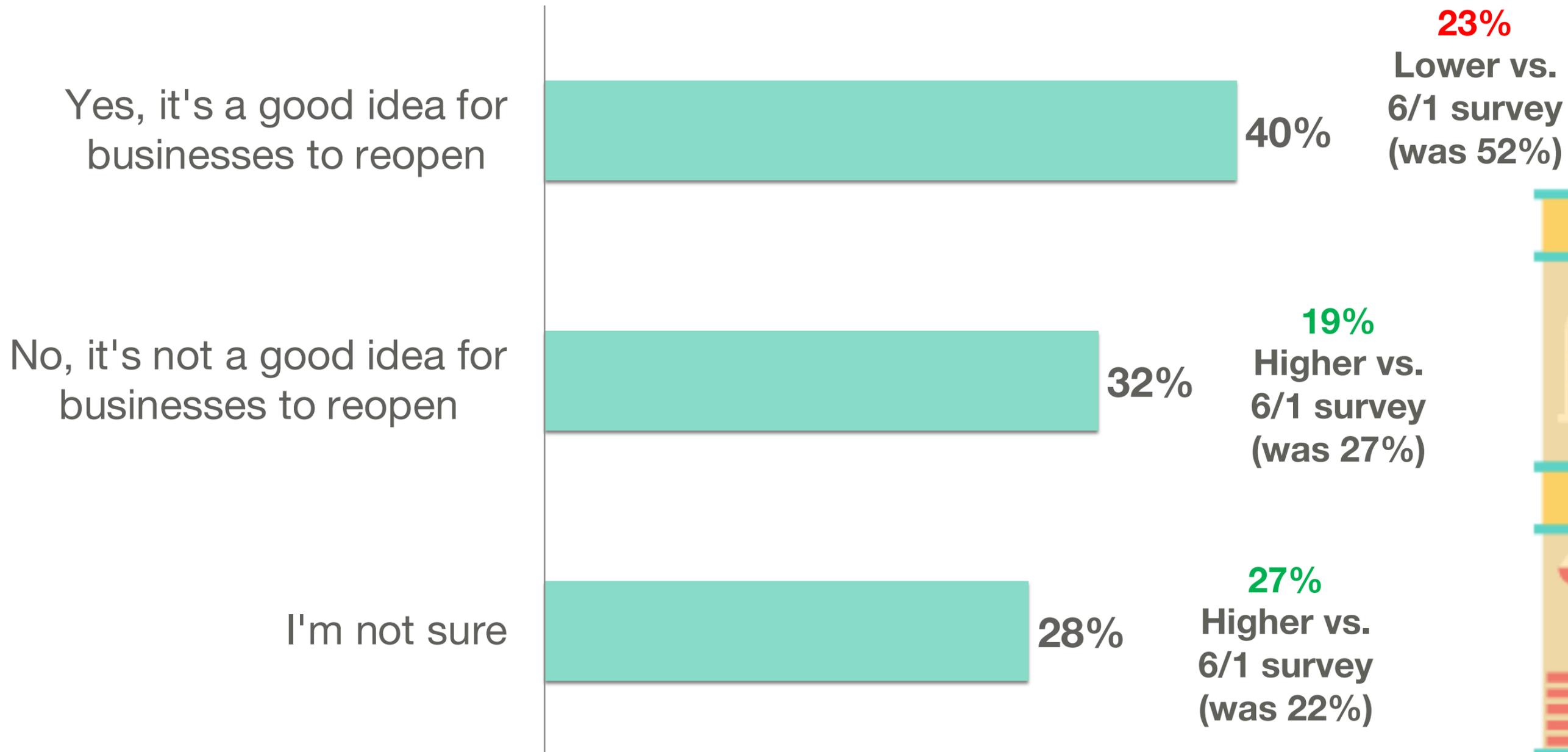


Consumers Venture Out: What have Consumers done in the last two weeks?

	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?

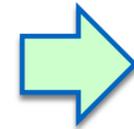




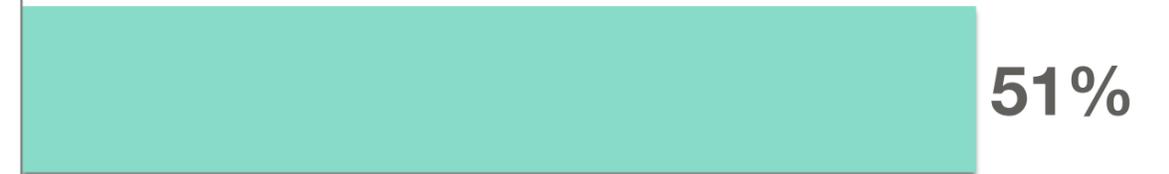
Have you gone (or will you go) into the businesses and/or stores that have reopened?



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



Yes, I have



I haven't yet, but I will soon



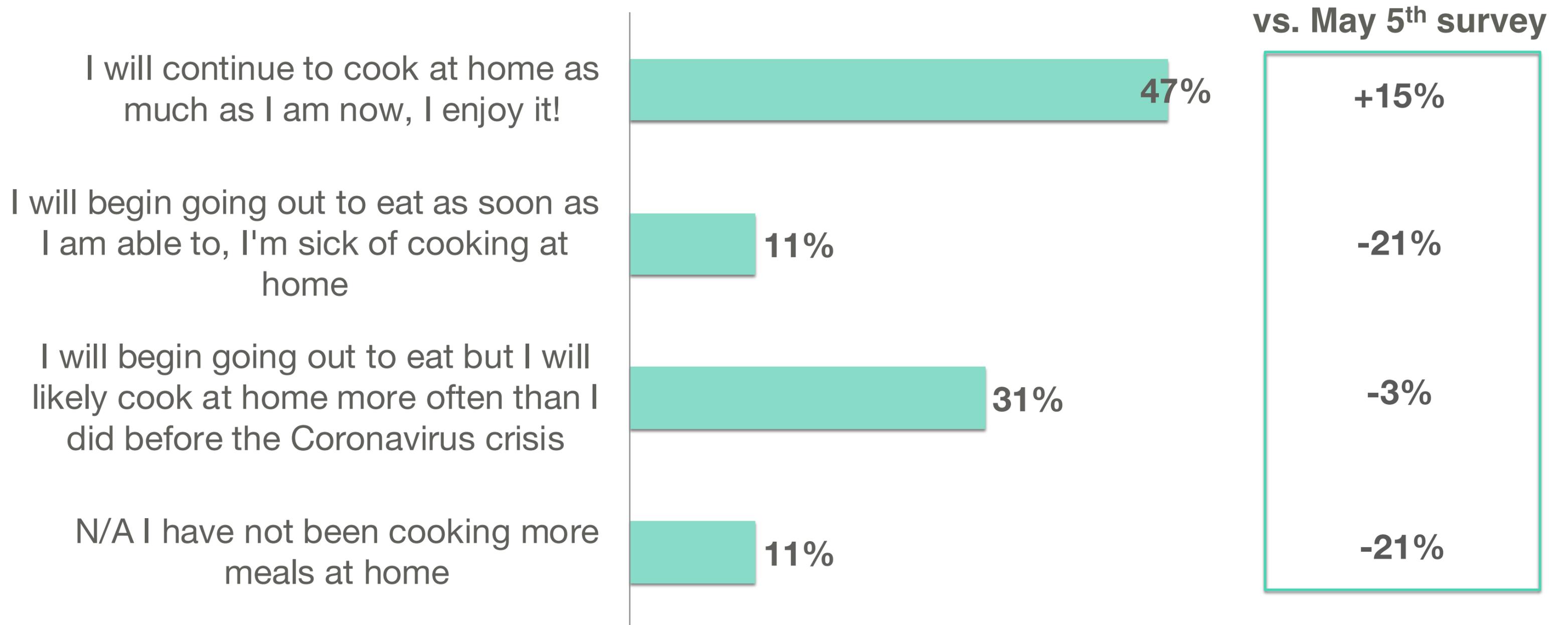
No, I haven't and I don't plan to soon



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

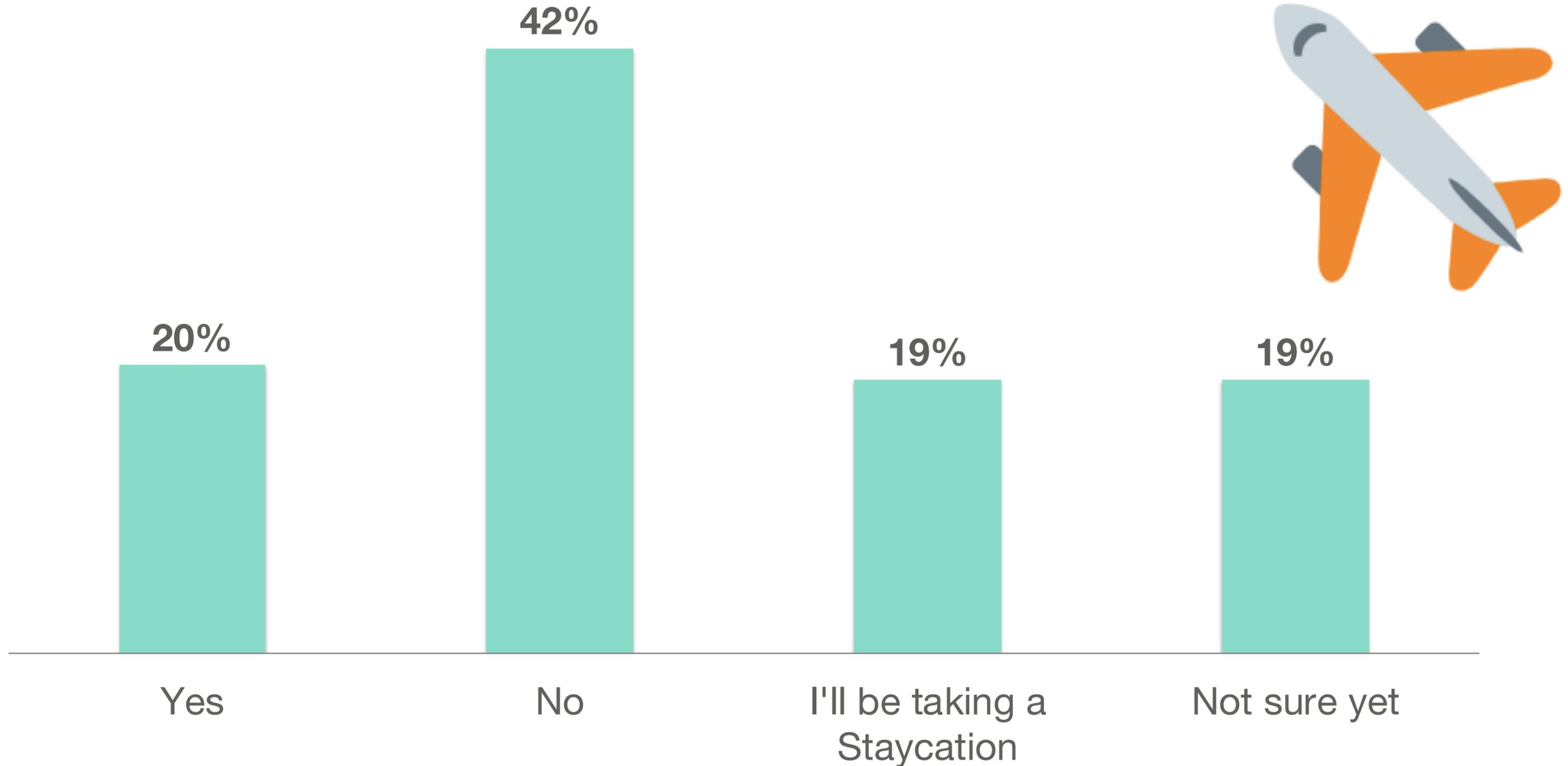


If you have been cooking more meals at home due to Coronavirus stay at home orders, how will this change after the Coronavirus crisis is over?



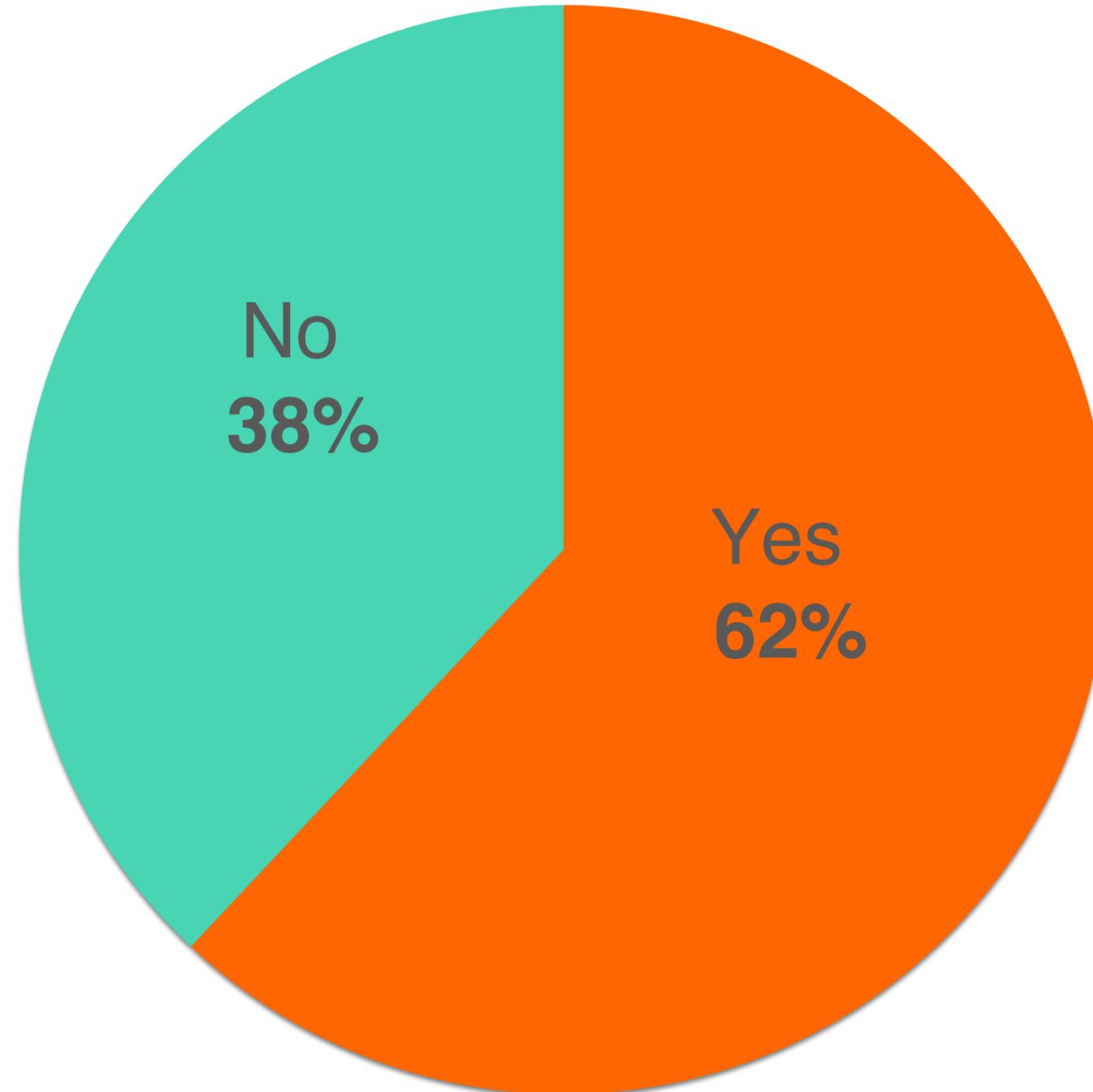


Consumers Are Pulling Back on Vacations & Undecided



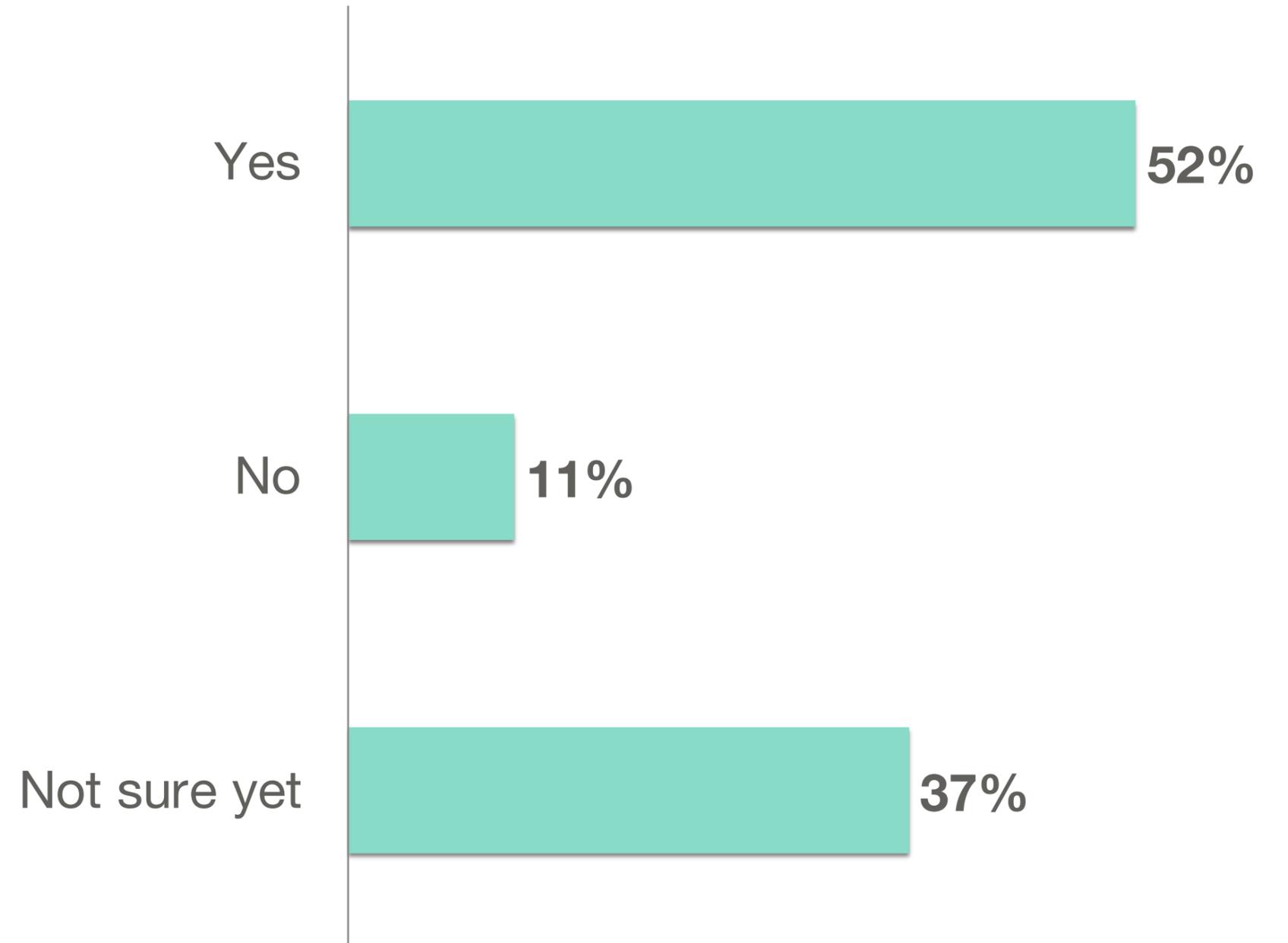


If you have children at home, are you concerned about them having enough activities to occupy them this summer?





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?

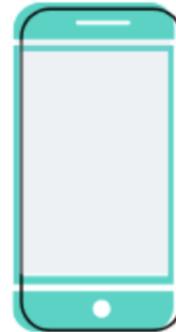
	Yes	Yes – but while keeping social distance	No	Not sure yet
 Fourth of July	22%	18%	40%	20%
 Labor Day	17%	13%	39%	31%
 Summer Days	25%	24%	30%	21%
 Halloween	20%	11%	35%	34%
 Thanksgiving	36%	13%	14%	37%
 Christmas/Hanukkah/Kwanzaa	38%	13%	13%	37%



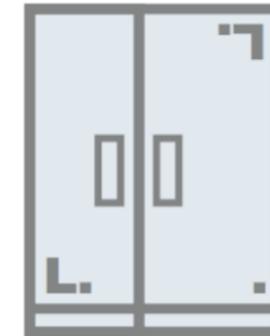
Which of the following products are you considering buying over the next 3 months?



Home furnishing
56%



Electronics
48%



Large kitchen appliance
28%



Home entertainment
27%



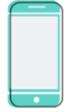
Car
19%



Home
13%

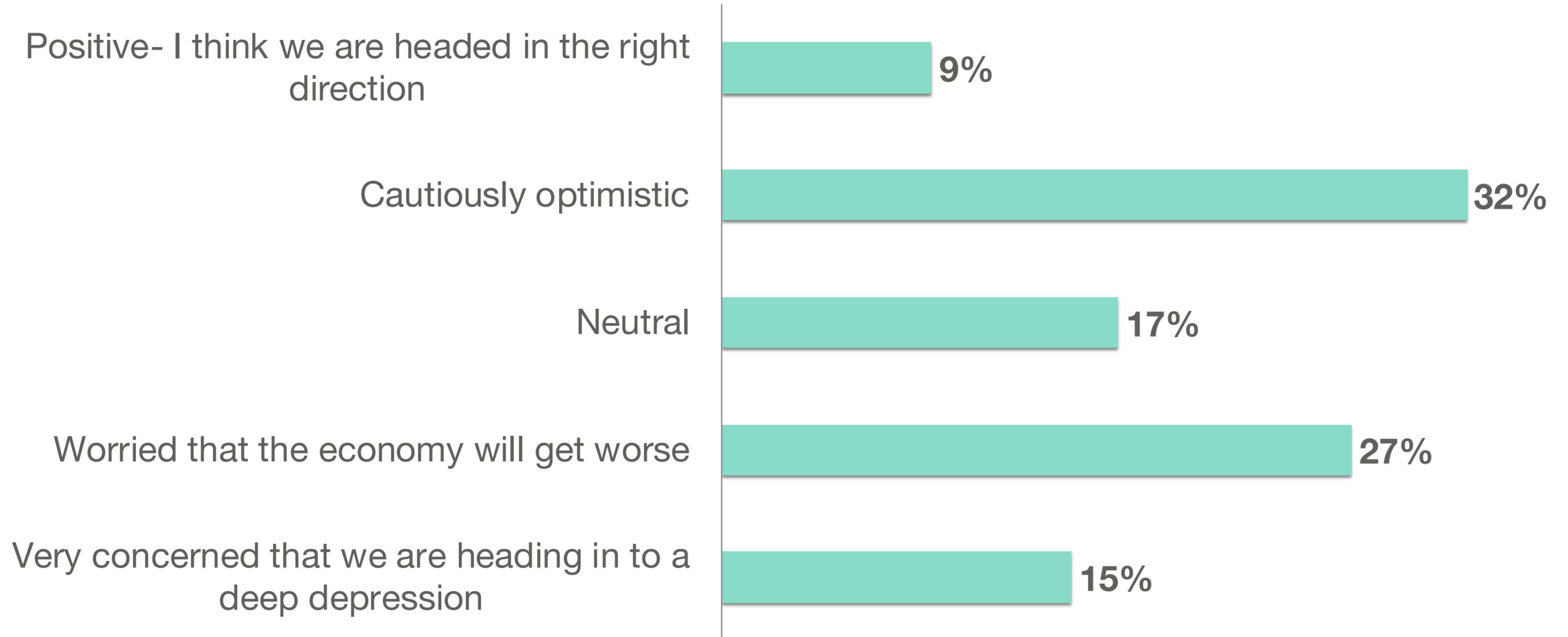


How will your purchase of the following change over the next 3-6 months?

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

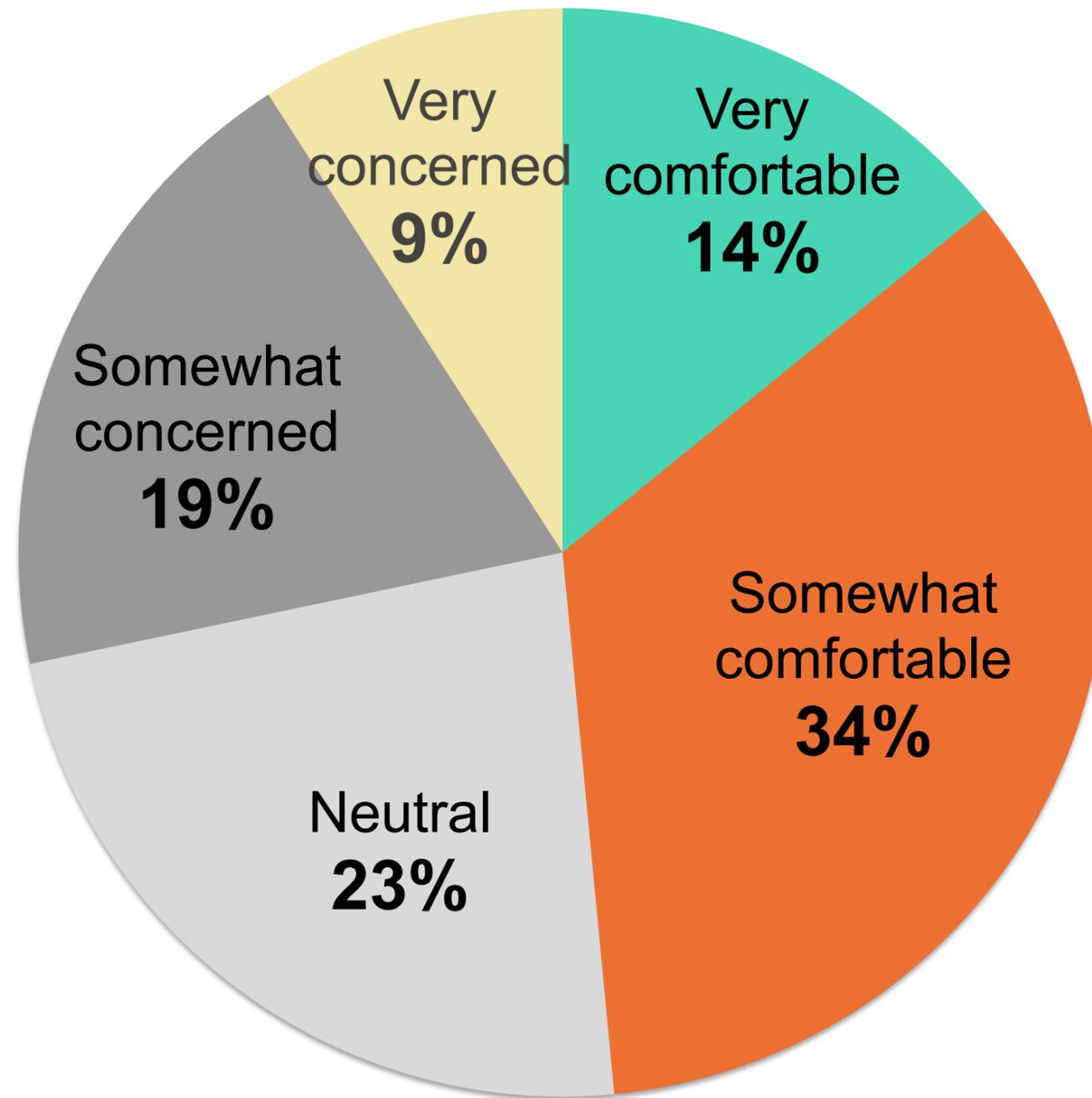


Consumers are cautiously optimistic about the economy over the next 6 months





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





Brands Are Content Creators – Provide Helpful Information



**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](#)!!

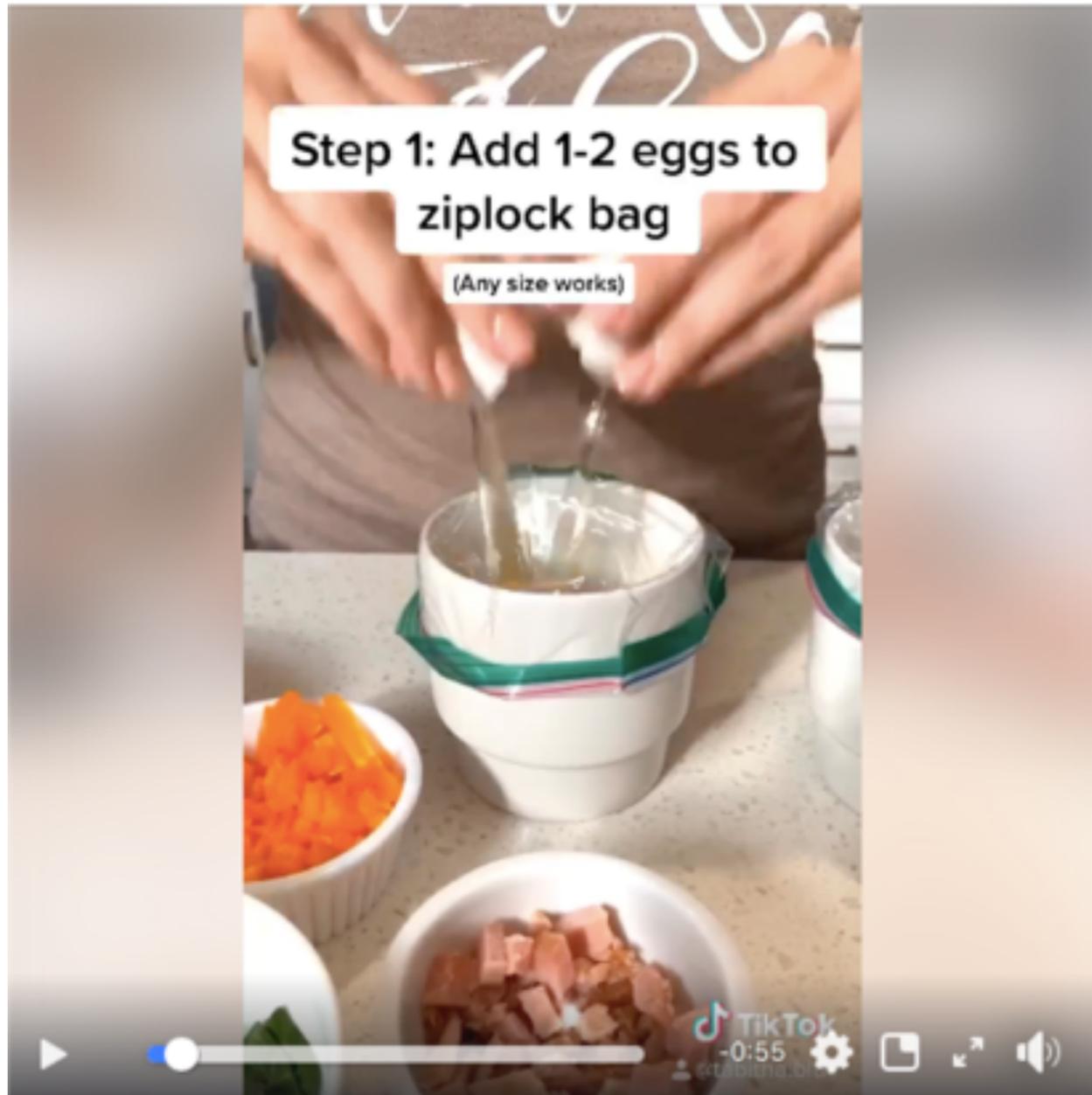


Tabitha Blue

April 15 at 3:55 PM · 🌐



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





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

Join us on Facebook Live!
View on @RUBBERMAID's page on
Wednesday 5.31 @ 1pm ET

With Hosts Vera Sweeney & Audrey McClelland

Rubbermaid
fresh works™
-PRODUCE SAVER-

f LIVE

Rubbermaid was live.
October 18 at 1:02pm · 🌐

We're LIVE sharing three easy salads that will make you look forward to lunch on the go using Rubbermaid BRILLIANCE Salad & Snacks sets. Tune in now! #BrilliantLunch



5K Views

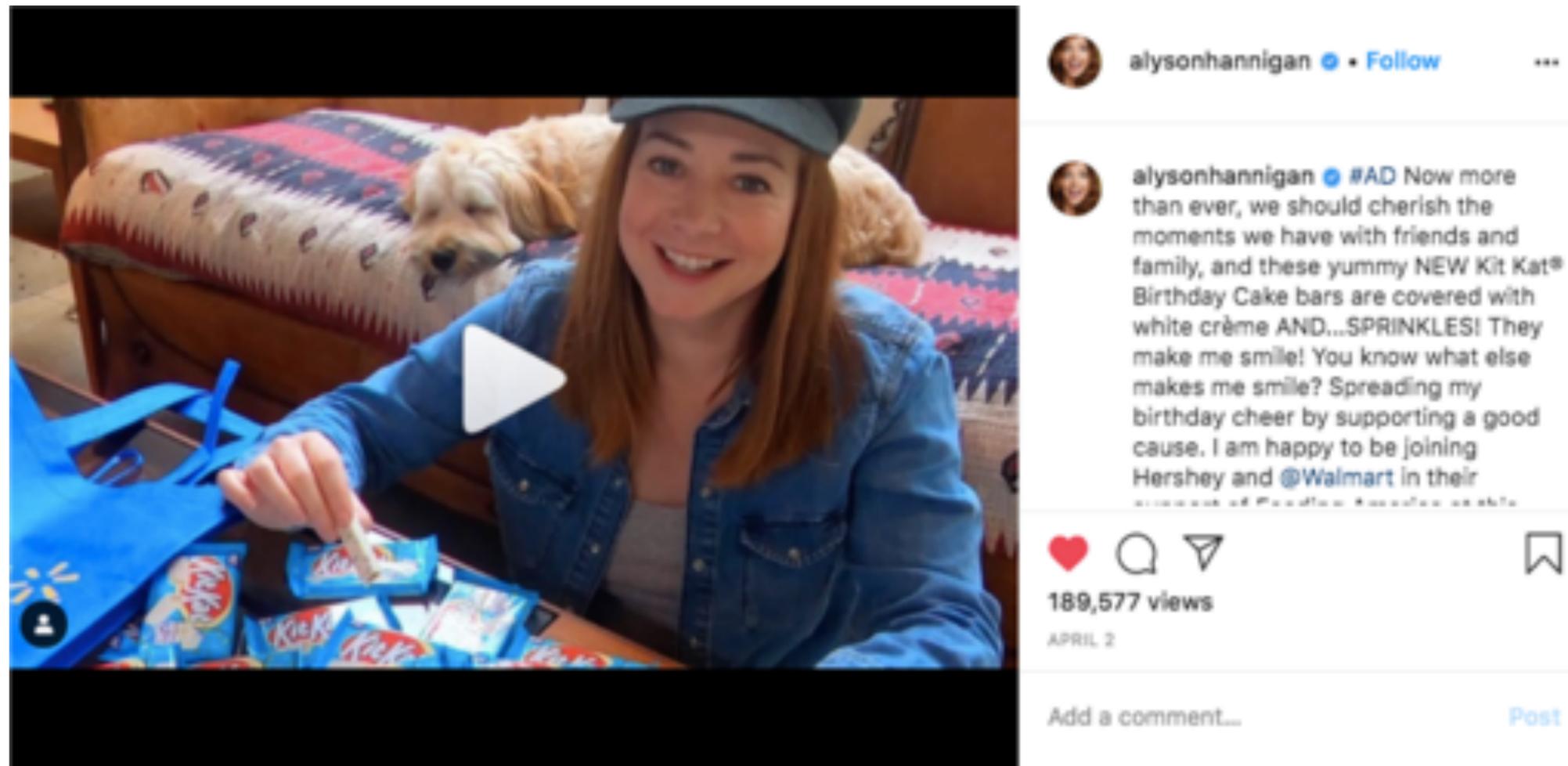




Brands are Carefully Engaging Influencers with Big Returns

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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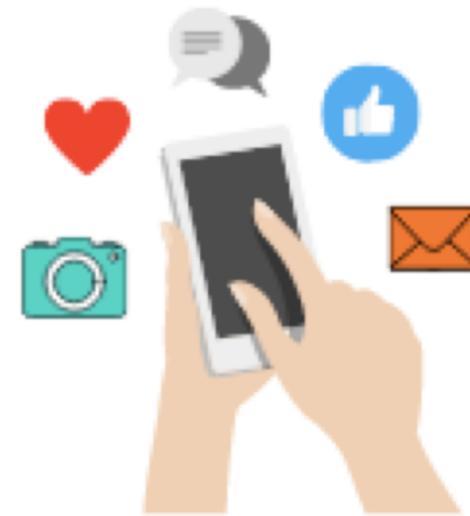


The Coronavirus has had a huge impact on how people feel and behave.

Shift in Online Shopping & Use of Social Media



44% increase
in online shopping



53% increase
in use of social media