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COMMUNICATING DURING COVID-19

what consumers want from brands

Among the changes triggered by the COVID-19 pandemic are shifts in the way brands need to engage and message.

Below are recommendations for brands based on our real-time proprietary surveys, editorial expertise and content creators at Foundry and Foundry 360.

What We Know

76%

of consumers are paying attention to what brands are doing during the COVID-19 crisis

“ I just want brands to keep being reassuring and positive. Keep reminding us that this will pass and these companies will be waiting for us (our business) when it does. ”

Four Ways Brands

How Our Ways Brands Can Resonate Right Now

1

HELP THE GREATER GOOD

Be humble, supportive, sensitive, clear and reassuring.

“Think about what everyone as a whole is going through rather than just your specific brand/company.”

2

DO MORE, SAY LESS

Be action-driven, practical, brief, supportive and charitable.

“Tell us what is being done. A plan of action, not just rhetoric.”

3

PREPARE FOR THE FUTURE

Be present for consumers now to have more success when life normalizes.

“Show us how you are adjusting to COVID-19 to meet the country’s needs while we all stay at home dealing with the pandemic.”

4

STAY AUTHENTIC

Be true to your brand promise while blending current consumer needs.

“Don’t pretend that nothing is going on.”

Make Your Content Count

Here's a look at recent pandemic-appropriate campaigns that apply the insights to better connect with consumers now.



MASSACHUSETTS
GENERAL HOSPITAL

SUPPORTIVE, SENSITIVE AND CLEAR

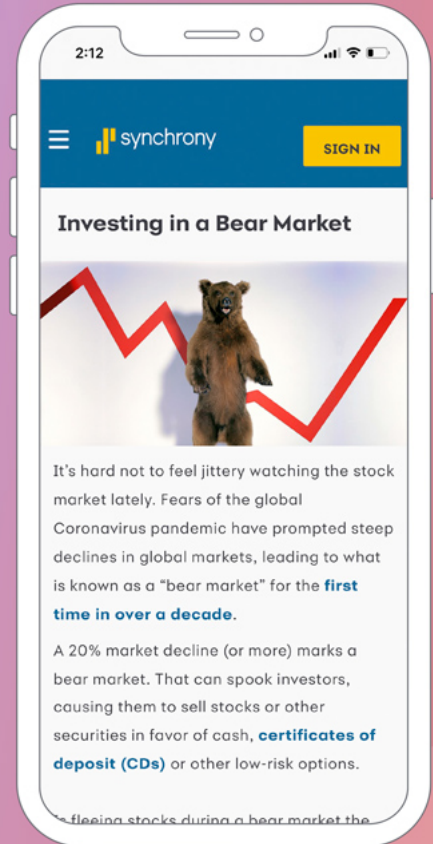
For 15 years we've produced the award-winning Proto content hub to showcase MGH's work. Recent articles explain the research around ["Why Do Young, Healthy People Die From COVID-19?"](#) and a respected doctor's views on ["When Will We Get a COVID-19 Vaccine?"](#)

SO WHAT? A lot of information and misinformation is circulating right now on every topic, especially health. It's important to be a trusted resource that provides clear and supportive messaging.

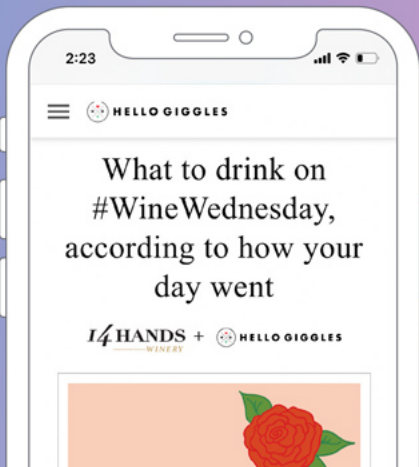


ACTION-DRIVEN, PRACTICAL, BRIEF

The financial industry is reeling from the impact of COVID-19. This is not a time to stick to “business as usual” marketing messages. So Synchrony stepped up with articles that aid investors, including [Investing in a Bear Market](#).



SO WHAT? This is a time for brands to focus on **upskilling** rather than upselling. Brands can show up best by providing practical messaging that educates consumers and helps them cope.



CONTRIBUTING TO “LIFE ON LOCKDOWN”

SMWE's 14 Hands Winery brand partnered with HelloGiggles for



“What to Drink on #WineWednesdays, According to How Your Day Went.”

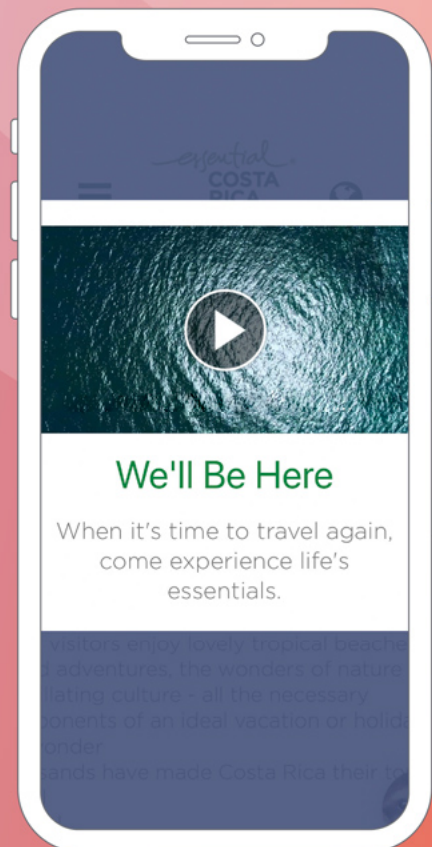
The social-first activation offers women playful advice about ordering up the perfect glass, no wine bar needed.

SO WHAT? Rather than adding to the huge volume of noise telling people to stay at home, think about how you can help consumers have fun and stay sane while they’re doing so.



ALLEVIATING THE SITUATION BY PROVIDING HOPE FOR THE FUTURE

Visit Costa Rica is among the few travel & tourism organizations that are active with messaging that encourages consumers to dream about a time when travel will again be possible.



SO WHAT? Stay in your lane and don’t solve the world’s issues. Participate in making the world a better place in areas where your brand has legitimate credibility.

Want to know more about the impact of COVID-19 on content?

Want more insights on consumer behavior?
Please reach out to your Meredith Sales Contact.

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For Foundry and Foundry 360 inquiries, please email
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Source: Meredith's Real Women Talking® Community, n=155 Women 25-64

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