Brand insight #2: People expect brands to deliver real value, act responsibly, and do right by the community, including their employees. Brands who are able to deliver purpose in an ethical way saw their value grow twice as much as average brands.

COVID-19

What do consumers expect from brands?

As we enter a new phase of the COVID-19 outbreak, the situation shows no immediate signs of improving and new cases continue to emerge as the virus spreads across the world. In these trying times, find out how brands can provide what people really need and help address the situation.

As consumers’ awareness for their own safety has heightened, they expect the same with brands on the products and services they offer.

Top concerns from consumers about the COVID-19 situation

<table>
<thead>
<tr>
<th>Concern</th>
<th>30%</th>
<th>34%</th>
<th>46%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fear of running out of essentials</td>
<td>30%</td>
<td>34%</td>
<td>46%</td>
</tr>
<tr>
<td>SARS</td>
<td>COVID-19</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Financial impact</td>
<td>People feeling sick</td>
<td>People losing jobs</td>
<td></td>
</tr>
</tbody>
</table>

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About the study

Kantar’s report is based on an online survey of 3,000 consumers between the ages of 18 and 60 across six countries in the region: Singapore, Indonesia, Philippines, Korea, Japan, Thailand. Fieldwork was conducted between 25 and 27 February 2020. Kantar’s panel data and social media analysis over the period between 18 Dec and 27 February 2020 complements the survey.

About Kantar

Kantar is the world’s leading evidence-based insights and consulting company. We have a complete, unique and rounded understanding of how people think, feel and act; globally and locally in over 90 markets. By combining the deep expertise of our people, our data resources and benchmarks, our innovative analytics and technology, we help our clients understand people and inspire growth.

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70% believe this is going to be worse than an economic recession with the risk of people losing jobs.

34% feel the situation demands them to be even more proactive about financial planning and security for the future.

30% are worried about falling sick.

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