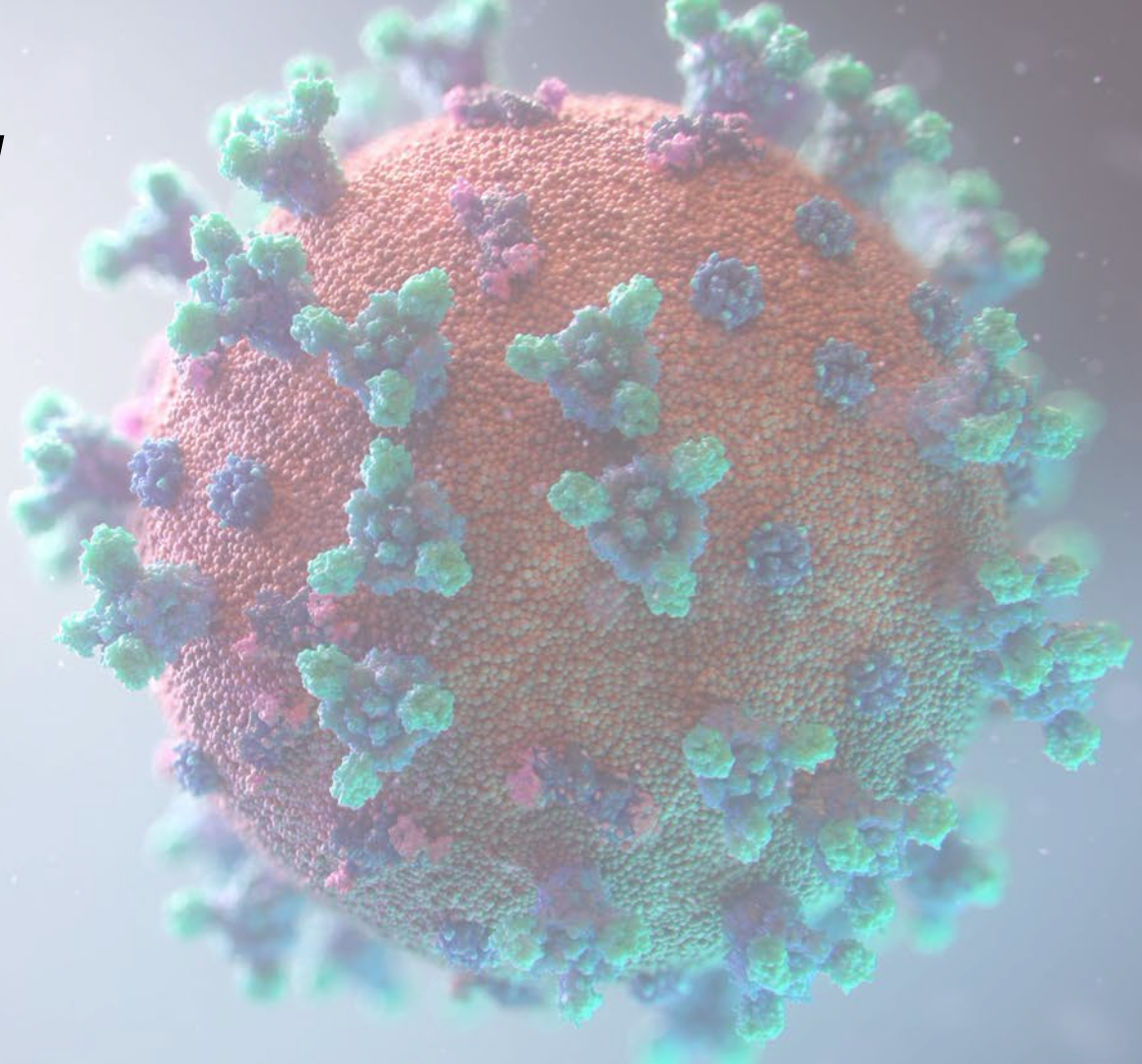


# Core Human Values in the Age of COVID-19

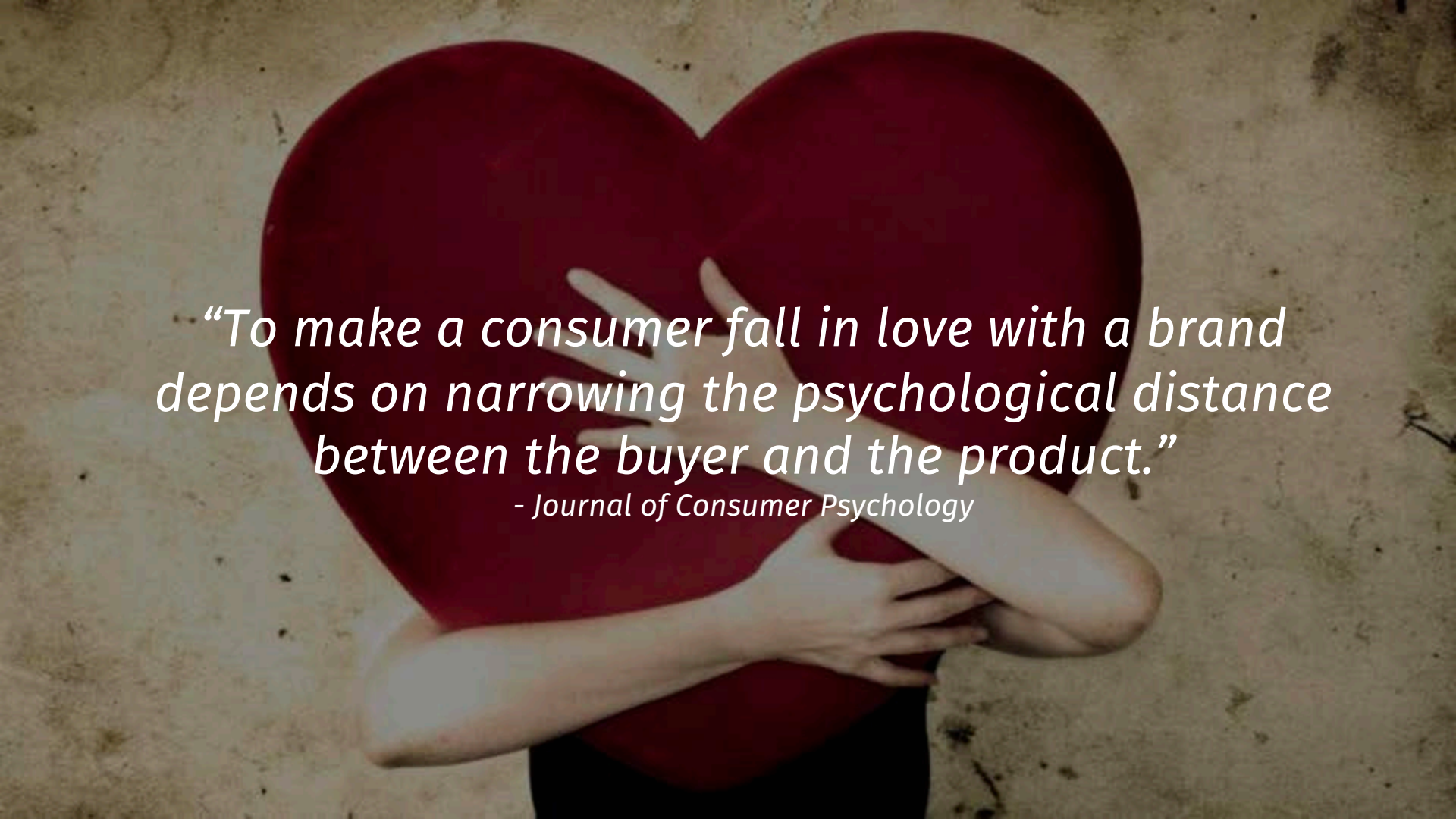
April 9, 2020

# Today's Flow

- + Relevant values
- + Shifting definitions
- + Brand connections
- + Looking ahead



**Iconic brands create  
brand craving.**

A person is shown from the chest up, holding a large, vibrant red heart against a textured, light-colored wall. The person's arms are wrapped around the heart, and their hands are visible on its surface. The lighting is soft, creating a gentle glow around the heart and the person's hands. The overall mood is romantic and affectionate.

*“To make a consumer fall in love with a brand depends on narrowing the psychological distance between the buyer and the product.”*

*- Journal of Consumer Psychology*

# Values in the age of COVID-19

**Wellness**

**Control**

**Empathy**

**Optimism**



# Wellness

(n): the state of being in good health; a dynamic process of making decisions and changes toward this goal.



**Pre-COVID-19, wellness became the central motivation in consumers' lives and its definition expanded across categories.**



# The meaning and goal of wellness moved from possibility, to control, identity and progress.

BOOMERS



Possibility  
and purpose

GEN X



Control

MILLENNIALS



Social identity

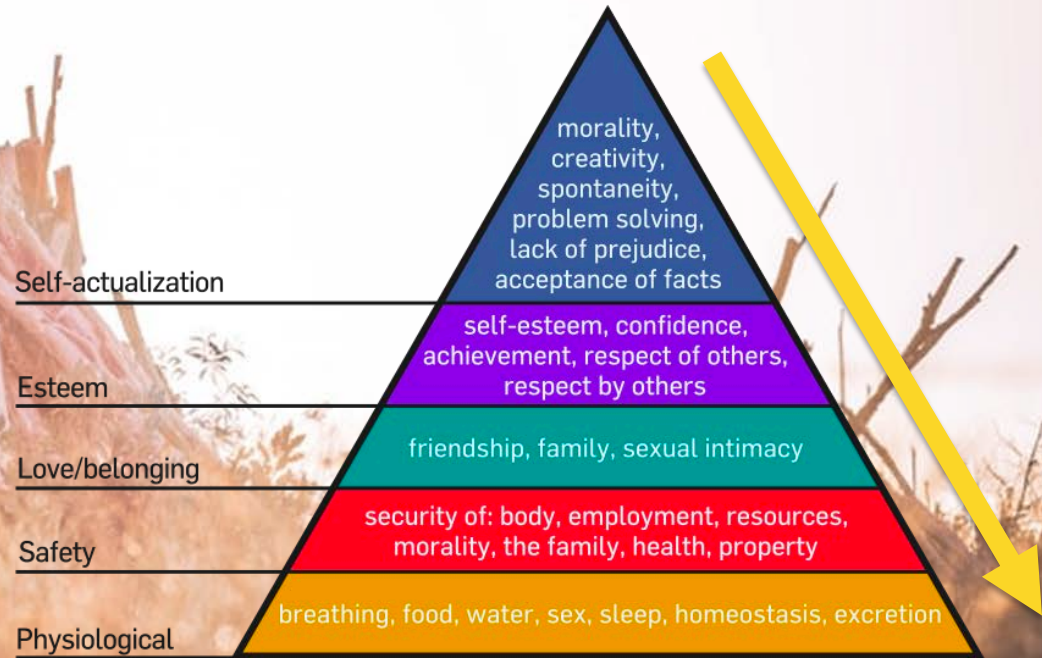
CENTENNIALS



Progress

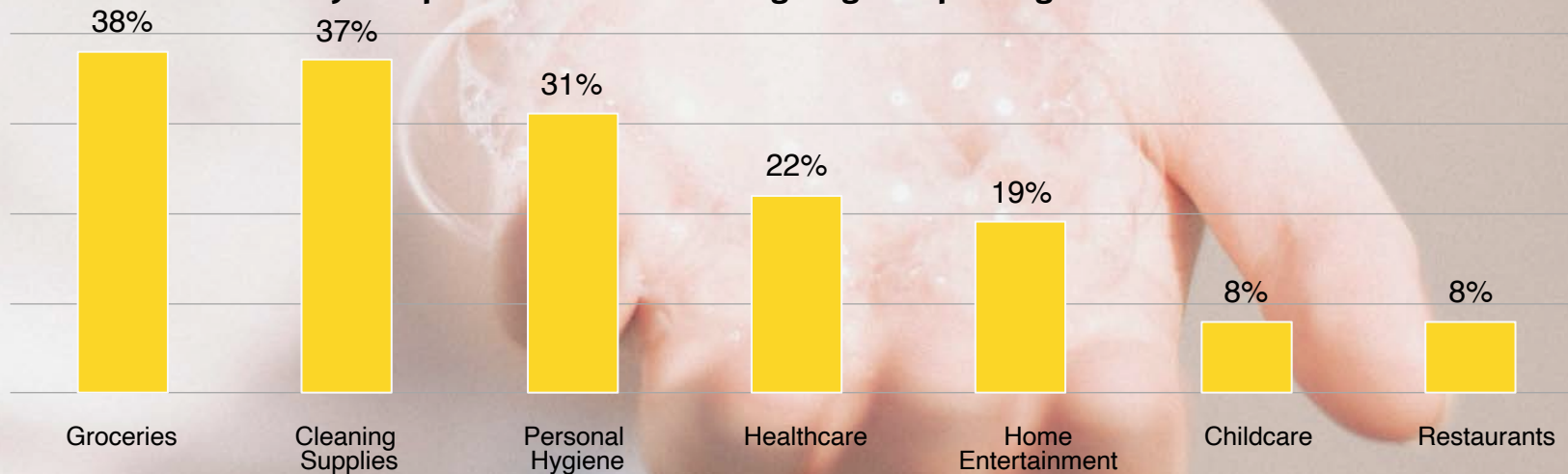


**COVID-19 has brought it back down to the most basic level, triggering our most primal instincts.**



# People are focusing more than ever on very personal aspects of health: like hygiene and cleanliness.

How you expect coronavirus to change regular spending:



# Adjacent values surfacing in response:

**Safety**

**Protection**

**Wellness**

**Security**

**Shelter**





# Control

**(n):** Able to influence one's self and surroundings as desired. Able to predict, manage, and successfully react to the occurrence of stressful events.

The craving for control was most felt related to data and privacy and was often in response to distrust in large institutions.



“If the opportunity arises, most business will take advantage of the public if they feel they are not likely to be found out.”

**The age of social media plus increasing confidence of younger generations had led to shifts in power and control.**

**“I feel I can make a difference to the world through the choices I make and the actions I take”**

**70%**  
of Centennials



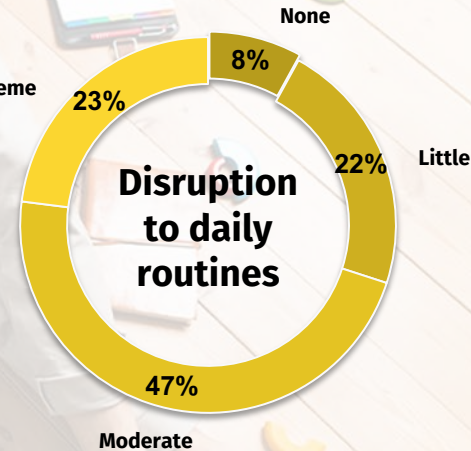
# The impact on daily life is how people are experiencing COVID-19: concern over disruption to routines outranks worry over personal health related to the virus.

**46%**

Extreme / Somewhat worried:  
Personal Health

**71%**

Extreme / Moderate:  
Disruption

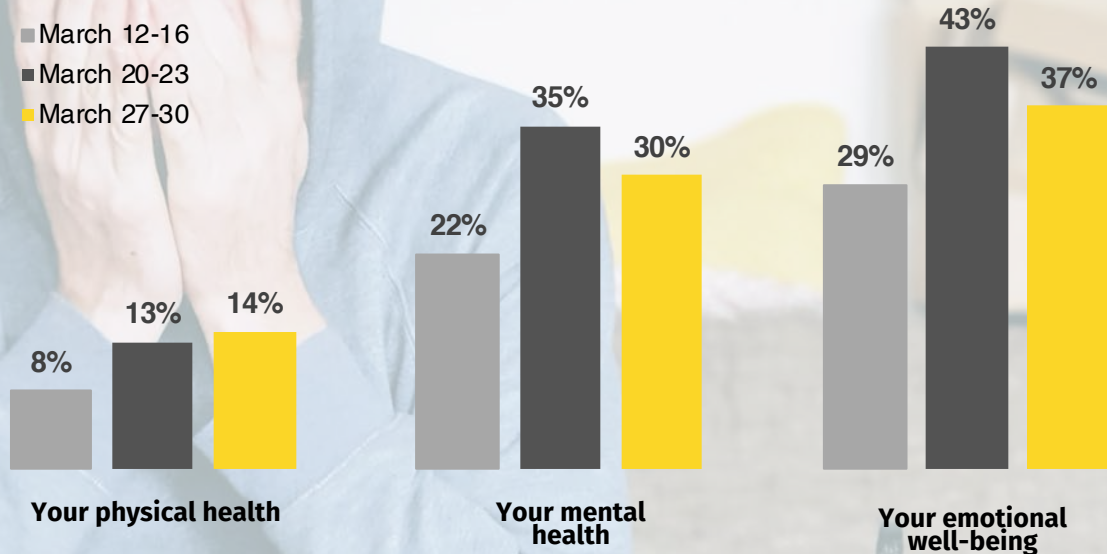


# Americans are feeling profound emotional angst as the virus takes a toll on mental, physical and emotional health

How have the following changed in the last week, if at all?

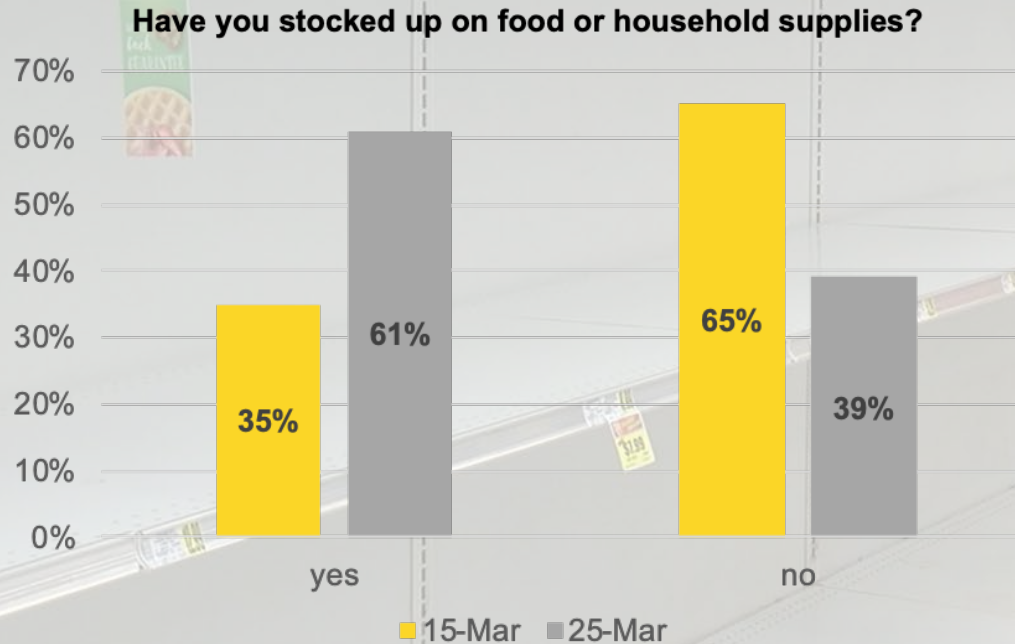
% Gotten Worse

- March 12-16
- March 20-23
- March 27-30





# Panic buying and stockpiling behavior is our way of managing our emotional state, to take back control where we lost it.



Adjacent values surfacing in response:

**Contribution**

**Autonomy**

**Control**

**Adaptability**

**Accomplishment**



**Our human values in response have not been to retreat or cower but to rise and contribute from the couch.**

**IF YOU EVER DREAMED OF PLAYING  
FOR MILLIONS AROUND THE WORLD,**

**NOW IS YOUR CHANCE.**

Play inside, play for the world.



Our elders were called to  
war to save lives.  
We are being called to sit  
on the couch to save theirs.  
We can do this.



**John** @MrLicquish · Mar 18

Replying to @NadineDorries and @MrAndrewLamb



# We're seeking structure. For brands, now is the time to spotlight the delight in things you can control today.



Online learning

Free/adaptable  
home workouts



Cooking lessons  
from famous chefs.



Tours & Livestreams

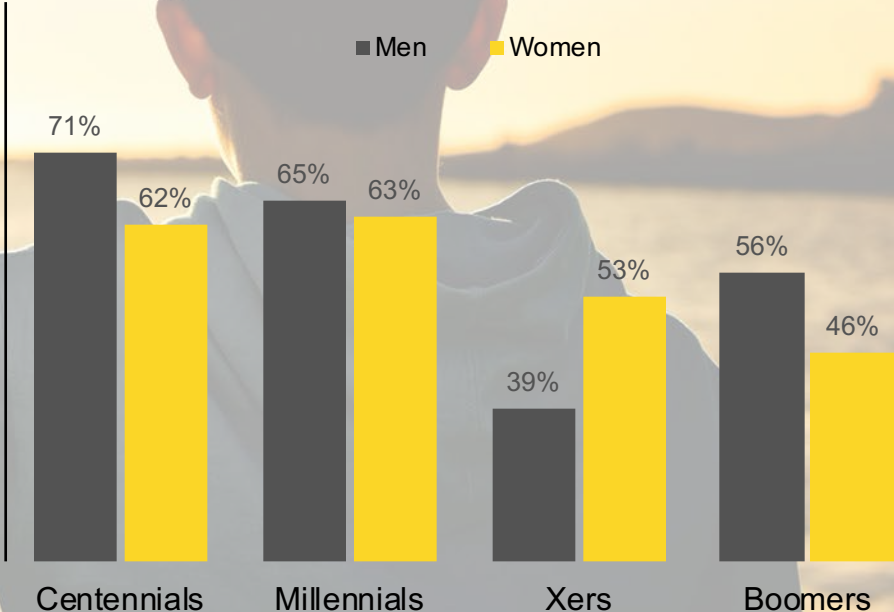


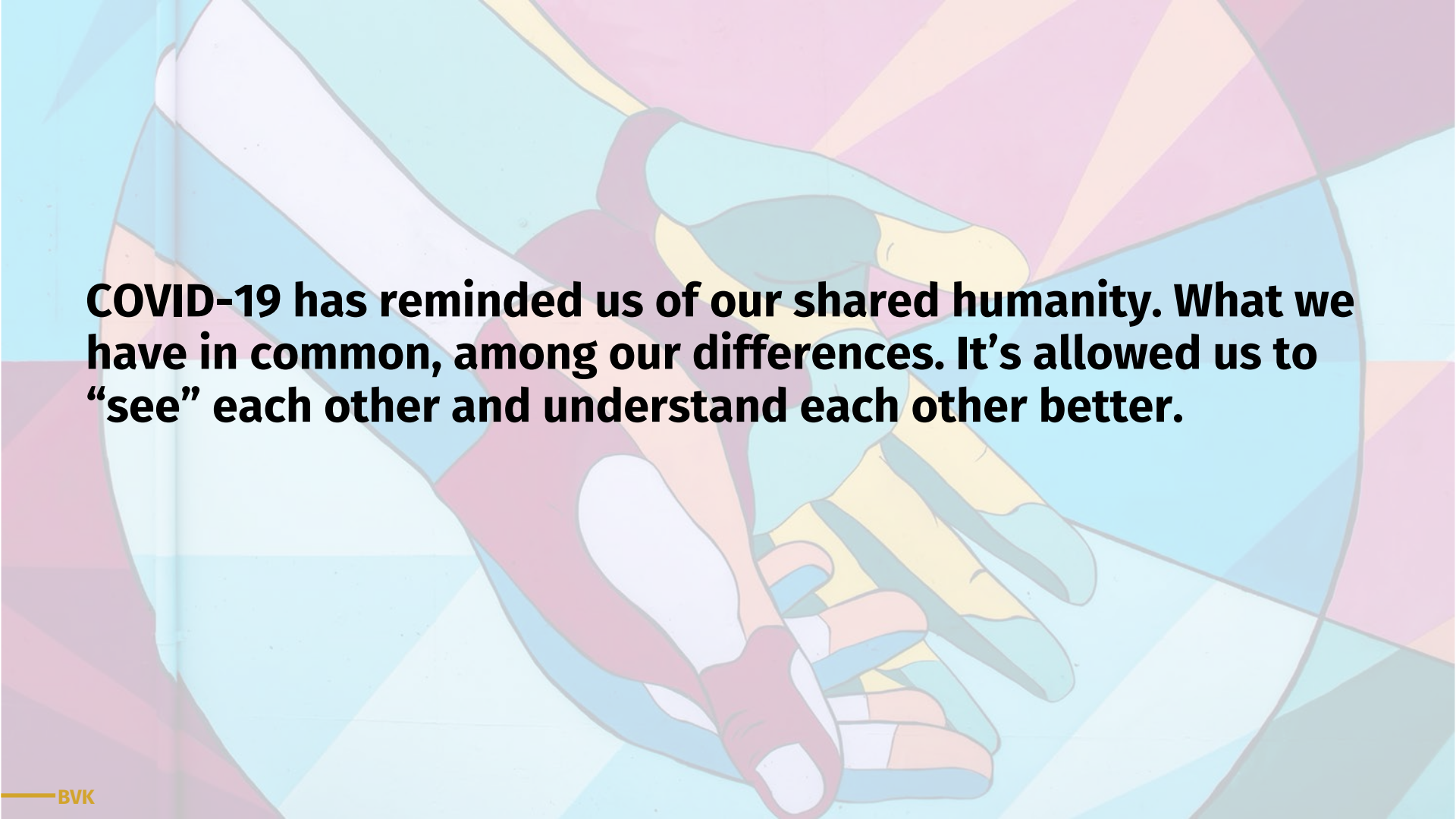
# Empathy

**(n): the ability to understand and share the feelings of another person.**

# Pre-COVID-19, empathy was a driving value leading into 2020.

**Empathy/Compassion  
Has become very/somewhat more important to  
me recently**



An illustration of two hands, one larger and one smaller, holding each other. The hands are rendered in a stylized, flat-color manner with various shades of blue, green, yellow, and red. The background consists of overlapping, semi-transparent geometric shapes in similar colors, creating a vibrant, abstract pattern. The overall composition is centered and conveys a sense of unity and support.

**COVID-19 has reminded us of our shared humanity. What we have in common, among our differences. It's allowed us to "see" each other and understand each other better.**

# Vulnerability and realness foster empathy. And the current environment is inviting and celebrating it.



 **shonda rhimes** ✓  
@shondarhimes


Been homeschooling a 6-year old and 8-year old for one hour and 11 minutes. Teachers deserve to make a billion dollars a year. Or a week.


12:12 PM · Mar 16, 2020 · [Twitter Web App](#)

---

97.5K Retweets 604.3K Likes

A 2x2 grid of photos showing healthcare workers. Top-left: A woman in a white N95 mask and yellow protective gown. Top-right: A woman with visible bruising on her face. Bottom-left: A man with bruising on his face and safety glasses on his head. Bottom-right: A woman with bruising on her face. The photos are part of a social media post from kristenanniebell.

 **kristenanniebell** • Following ...


 **kristenanniebell** • These are the faces of the doctors and nurses after wearing tight masks after 13 hour shifts. I stay home for them. #stayhome

#Repost @infobae

LOS HÉROES DEL CORONAVIRUS  
Estas son la fotos del personal médico en #Italia, luego de largas horas en cuidados intensivos. Las comparten para mostrar su esfuerzo y crear conciencia alrededor del mundo de lo importante que es cumplir la #cuarentena para evitar el contagio de #coronavirus. #QuedateEnTuCasa

17h

♥ 🗨 📌

 Liked by samtalskysmith and 715,069 others

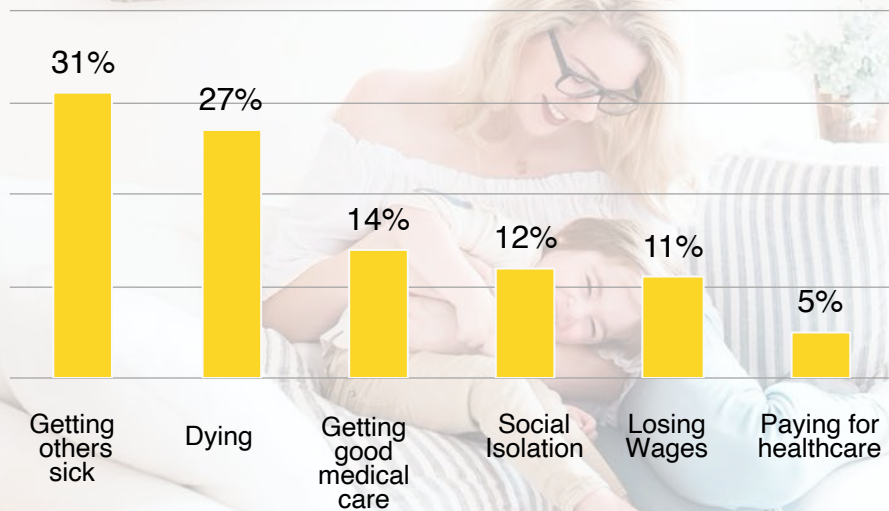
17 HOURS AGO

Add a comment... [Post](#)



# Our greatest concern is putting other's health at risk, not our own personal health.

What worries you most about potentially contracting COVID-19?



**Adjacent values surfacing in response:**

**Realness**

**Connection**

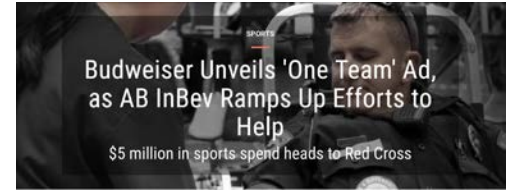
**Empathy**

**Genuineness**

**Responsibility**



# Companies are pivoting their business models to meet needs of those in need.



## Adobe Enables Distance Learning Globally for Schools Impacted by COVID-19

Free Creative Cloud tools offered to students through  
May 31, 2020



# Technology was a tool for empathy deficit and now is one of our our greatest allies.



**Make it a game night!**  
Kick off a video call with 2 truths and a lie.

**EXAMPLE:**  
**TRUTH:** My cat is watching this date right now  
**TRUTH:** I made my own Purrell this weekend  
**LIE:** I have never seen "Love Is Blind"

**Read/share each other's horoscopes.**  
♊️ **Gemini and Scorpios welcome :)**

**Just watch a movie together!**  
👯 **Because you both deserve a break.**

**NP**

**NETFLIX PARTY**  
Watch Netflix in sync with friends

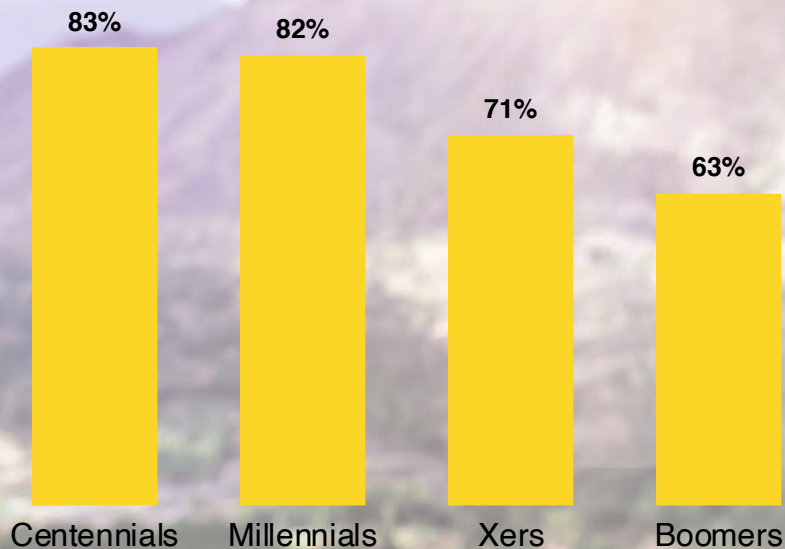
A photograph of a man and a woman on a balcony. The man is on the left, leaning on a decorative metal railing, looking towards the right. The woman is on the right, also leaning on the railing, looking towards the left. A large, bright yellow heart is superimposed over the center of the image, containing the word 'Optimism' in bold black text. The background shows a building facade with a brick wall and a doorway.

# Optimism

**(n): Hopefulness and confidence about the future or the successful outcome of something.**

# Pre-COVID19, extraordinary optimism has been a hallmark of our culture.

“More than recent past, I feel energized and enthusiastic about the possibilities ahead of me in life”





**And despite the circumstances, Americans still remain optimistic about their life after pandemic.**

**Thinking about the next five years...**

**Very/somewhat optimistic about the future  
of the country**

**66%**

**Very/somewhat optimism about own  
personal future**

**78%**

Adjacent values surfacing in response:

Hope

Opportunity

Optimism

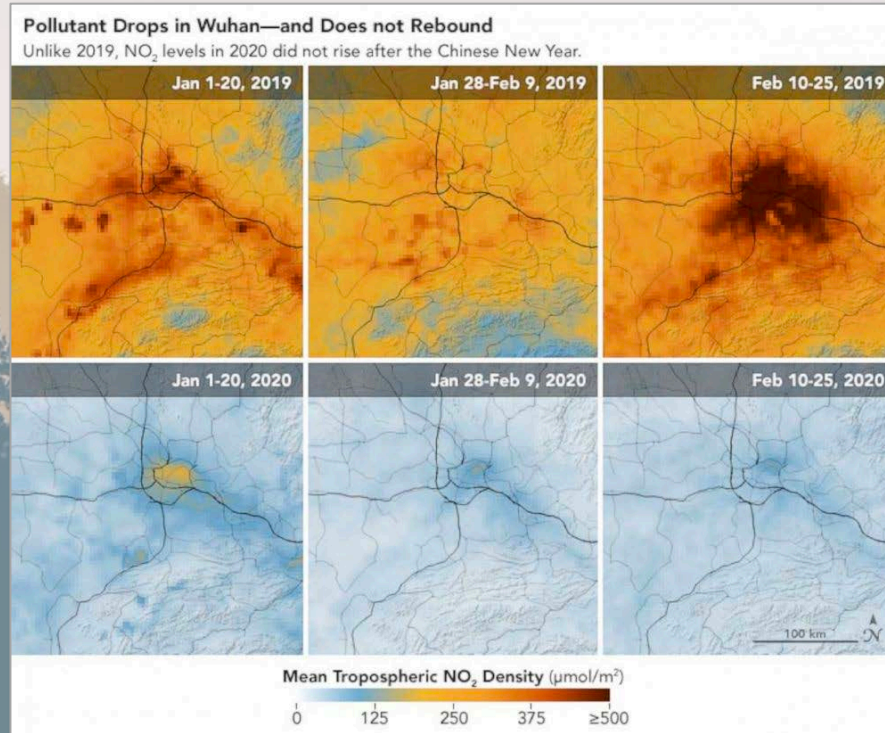
Gratitude

Creativity





# The decrease in economic activity has resulted in less pollution: our Earth is breathing and healing.



# Many believe this will bring us closer together.

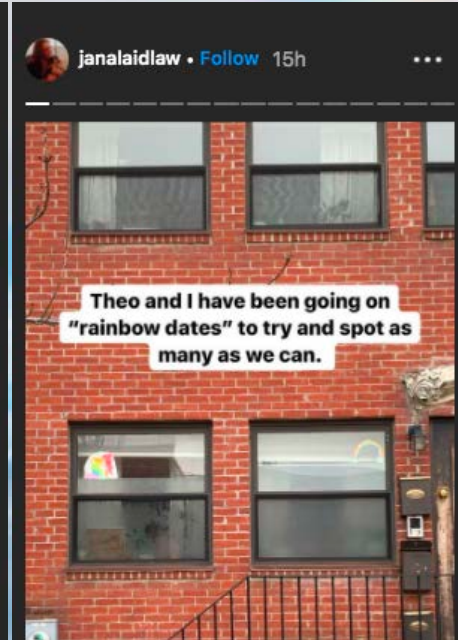
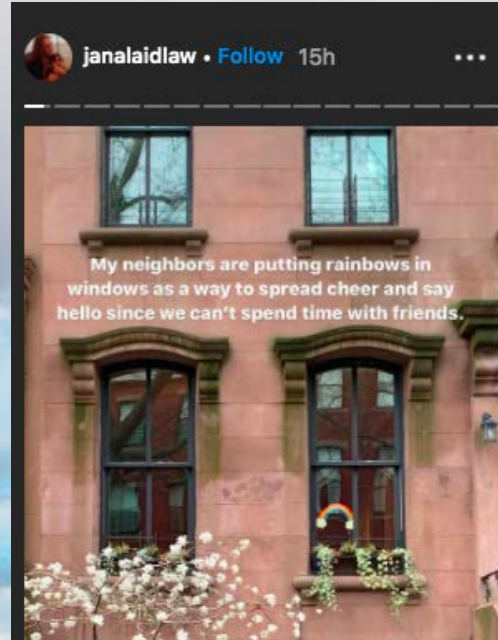


Do you think you become closer to family and friends as a result of COVID-19?

# 53%

US: Very / Somewhat Likely

# Rainbow Connection Scavenger Hunts are helping to spread the joy to those escaping quarantine for a neighborhood walk.



# Artists keep spirits up through live-streamed performances and co-creation sessions.



**coldplay** • Follow

**coldplay** #TogetherAtHome

Chris played a mini gig at home earlier today on IG Live. @gblctzn @WHO @JohnLegend #TogetherAtHome

1d

**rogerb78** Chris mate your are crazy talented man. Loved this video. Stay safe x

4m Reply

**nkmo577** Thank you for sharing your talent with us! Love this! Hello from Michigan!

4m Reply

3,657,943 views

1 DAY AGO

Comments: pamelaresinad, johndrops MEU DEUUUUUS!!, thakuradarsh.12, jennyjos Trouble !!



**johnlegend** • Follow

**johnlegend** #TogetherAtHome

Social distancing is important, but that doesn't mean it has to be boring. I did a little at-home performance to help lift your spirits. @Miguel, @CharliePuth - you want next? Learn more about how you can take action to help slow the spread of coronavirus with our partners at @WHO and @GblCtzn [globalcitizen.org/coronavirus](https://globalcitizen.org/coronavirus) #TogetherAtHome

1w

**jaydepierce** Thank you ❤️

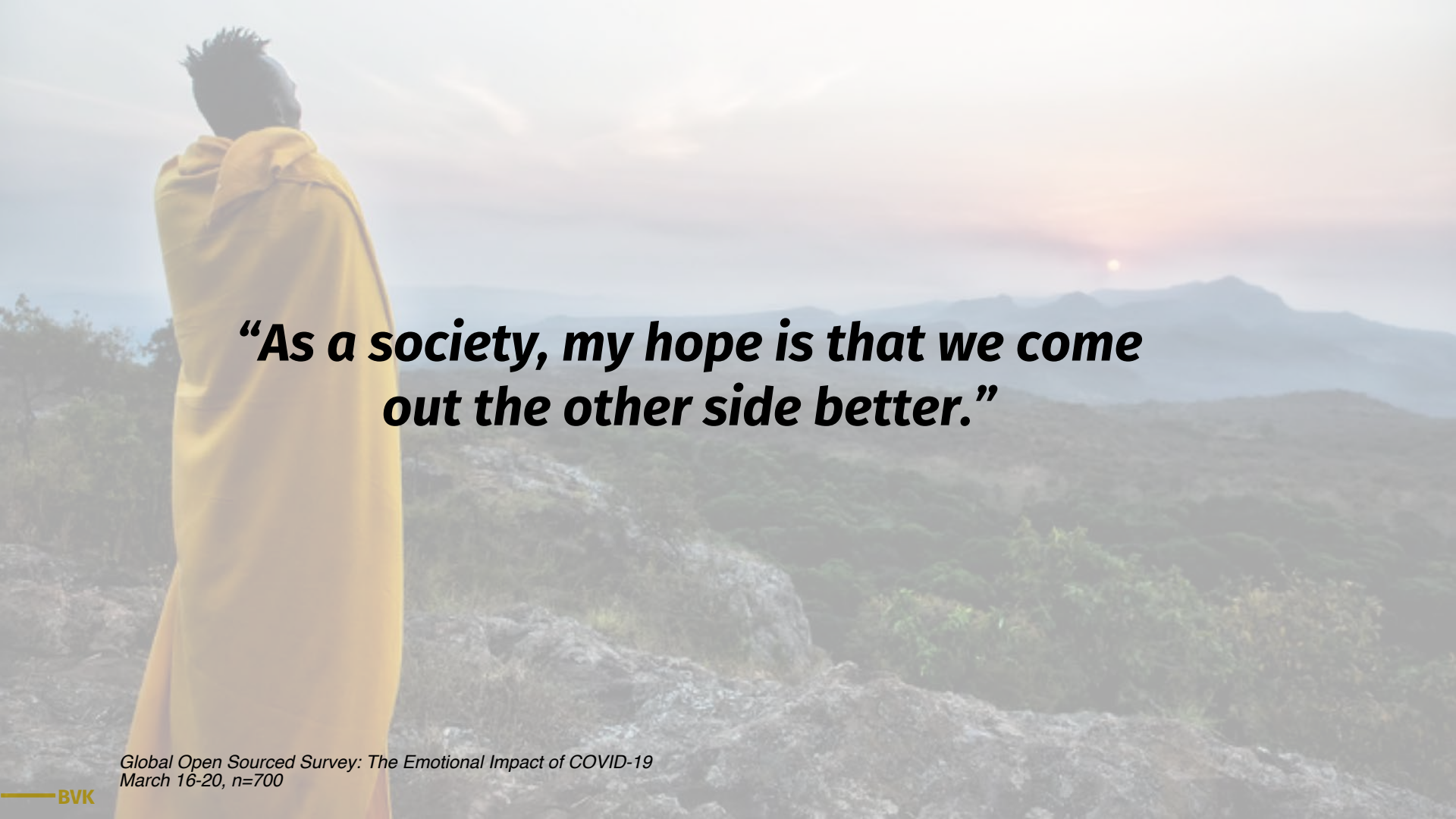
1w 20 likes Reply

2,912,799 views

7 DAYS AGO

Add a comment... Post

Comments: Fabrice\_Felley, Chrissy, hughcevans #TogetherAtHome, iwouldbetrue Love her, k.kamilax, ashlee.nj

A person wearing a bright yellow hooded robe stands on a rocky mountain peak, looking out over a vast landscape of rolling hills and mountains under a soft, hazy sky at sunset. The sun is visible as a small orange glow on the horizon. The overall mood is contemplative and hopeful.

***“As a society, my hope is that we come out the other side better.”***

*Global Open Sourced Survey: The Emotional Impact of COVID-19  
March 16-20, n=700*

# Looking beyond COVID19:

A sneak peak into the emerging values and cravings.



# Control To Escape

Escape will come in various forms: virtually & physically. From normalcy (restaurants and hugs) to a world away. People will increasingly crave a way out.

# Wellness To Cleanliness

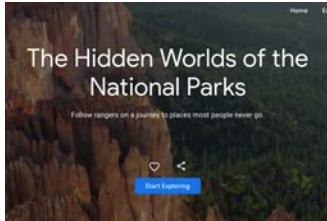
People will worry more about what goes on body than what goes into it. “Clean” will broaden from food to surfaces and we might see a shift in forgoing eco-friendly for chemicals.

# Empathy To Unity

In early 2020, we were more divided than ever. With a common enemy in COVID19, we many see a resurgence of a common narrative and putting aside differences. Community will prosper.

# Optimism To Progress

Optimism shifts to actionable purpose. Brands will live by a purpose imperative not just for consumer self actualization but public good. A “Loss-Leader” position will thrive.



# Considerations to take forward:

## WELLNESS

In what ways can you help people/society feel or be more well? Do you bolster basic needs or help people achieve higher-order definitions of wellness?

## CONTROL

Adopt an entrepreneurial pivot-mindset. Triage the unexpected. Lead in new ways. Be open to change. Engage consumers' desires to control what they can and experience new things.

## EMPATHY

Acknowledge vulnerability. Present with empathy. Be humble and genuine. The nuances of brand voice are more delicate than ever.

## OPTIMISM

Associate your brand with good. Whether it's feel-good messaging or do-good actions, the things that brands say and do in response to this crisis will endure beyond it.





**Thank You.**

**[stephanie.barkow@bvk.com](mailto:stephanie.barkow@bvk.com)**