

## Restoring Consumer Confidence

Restoring consumer confidence will be a slow, multi-stage process that requires authenticity, change, patience and communication. Many organizations have been forced to reimagine their brand and recognize shifts in perceptions about what matters to consumers. The time frame for returning to some semblance of normalcy will be largely contingent on when the health threat of Covid-19 is substantially reduced or eliminated as well as the availability of a vaccine.

Key considerations:

- Transformed consumer landscape
  - Reevaluating priorities
  - Value shifts
  - Renewed focus on self and family
  
- Health safety paramount
  - Residual fears will persist
  - Immunity building/boosting
  - Implement necessary safety protocols (and communicate)
  - Continually reassure customers
  
- The “new normal”
  - Home as the hub for everything
  - New eat, shop, play habits
  - Home-tainment and online shopping
  - Realignment of consumer priorities (food security)
  - Eliminate non-essentials
  - Switch to virtual (videos, desktops)
  
- Marketing priorities
  - Conduct research to assess shifts in consumer attitudes, perceptions and behavior
  - Reimagine brand to align with redefined customer priorities
  - Develop new revenue streams

Prepared by Jennifer Barr for Clean, Safe & Healthy: Building Consumer Confidence webinar (June 10, 2020)

Sources: <https://go.euromonitor.com/white-paper-2020-covid-19-themes.html>  
<https://news.umich.edu/restoring-consumer-confidence/>  
[https://www.richmondfed.org/press\\_room/speeches/thomas\\_i\\_barkin/2020/barkin\\_20200408](https://www.richmondfed.org/press_room/speeches/thomas_i_barkin/2020/barkin_20200408)