



Libyan International Medical University

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# The Impact of Covid-19 pandemic on branding

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# Introduction

- The globe is experiencing difficult times due to the outbreak of the coronavirus and some countries are standing still. It is obvious to many companies that the once-in-a-lifetime pandemic crisis will escape hitting their firm. Air brands, hostels, travel, petrol and gas, restaurants and the retail sector are perhaps most affected. In several businesses, the demand for and supply of their products since the onset of the pandemic has increased substantially, in addition to obvious ones like food and medical sectors, or at least consistency, in some of those industries.
- The COVID-19 pandemic has helped people all around the world to live up to, how we socialize. What changes have been made to consumer behaviour, in light of COVID-19, what patterns have developed in consumer behavior and attitude over the past 10 months and what do consumers expect as we approach a post-pandemic lifestyle?

# Impacts of covid-19



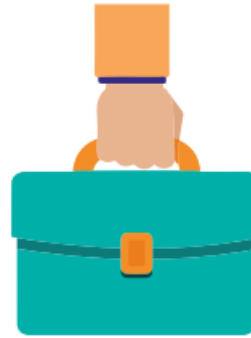
## Political

- Response to future waves — restrictions
- Delays to a vaccine — late 2021 before widely available
- High levels of government and corporate debt
- Financial and economic stimulus packages
- Increases in taxation, reduction in disposable income
- Sustainable energy, use of plastics
- *Timeline for resolution extending*



## Social

- New values — environmental and social
- Working from home — new normal
- Rise of the community, sense of place, localization
- Potential unemployment risk
- Awareness of personal risk, safety
- Changes in purchase priorities
- *New values-based consumer behaviors*



## Economic

- Low GDP forecasts
- Decreases in consumer spending — savings growth
- Some customers have prospered
- Consumer focus on price and value
- Investment constraints — but digital a priority
- Long-term economic scarring for several industries
- *Spending curtailed, cost scrutiny*



## Technological

- Cyber security, in-home management
- Accelerated automation, e-commerce
- Move from digitizing processes to customer journeys
- Supply chain risk management
- Data integration, single customer view
- Onshoring and local sourcing
- *Rapid adoption of digital*

# How Covid-19 pandemic impacted consumer behavior

The influence of COVID-19 has led to **five** main key changes in behavioral changes:

- **Increased digital adoption:** individuals go to digital platforms for daily requirements.
- **Movement patterns change:** less usage of public transit, more remote working, etc.
- **Change in buying behavior:** change to value-based purchasing and shopping online.
- **Increased health awareness:** use masks, hygienation , healthy food, etc.
- **Interpersonal behavior changes:** greater divorce, increased adoption of pets, etc.

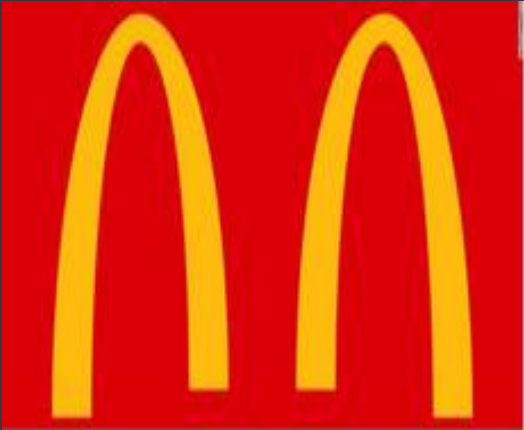
# How brands responded

Each sector has been affected by the coronavirus pandemic differently. And they all acted differently. Brands always have to act promptly when it comes to digital ad campaigns. What high-profile brands do leads the way and inspires other businesses to take action for returning to the “new normal”.

COVID-19 forced all industries to reconsider their business strategies, financial structure and market channels.



# How brands responded



**IF YOU EVER DREAMED OF PLAYING  
FOR MILLIONS AROUND THE WORLD,  
NOW IS YOUR CHANCE.**

*Play inside, play for the world.*



**KEEP  
DISTANCE**



Thanks for keeping your social distance

**ZARA**  
2011

**ZARA**  
2019

**Z A R A**  
2020

# Conclusion

- The COVID-19 experience is transforming the environment we live in and our behavior. Changes to pleasant experiences, especially those driven by convenience and comfort, such as digital adoption, value-based purchases and an improved awareness of health, will likely continue longer. This offers insurers with the potential to create new solutions that satisfy customers' demands, modular, granular, value-based and integrated. It is crucial for insurers to learn and adjust consumer preferences.



# References

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○ Thank you.