

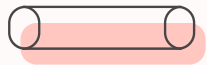


Libyan International Medical University  
Faculty of Business Administration



# Effect of Covid-19 on Brands

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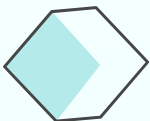
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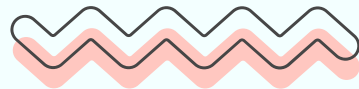
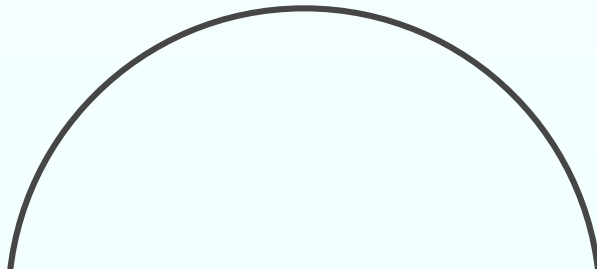
**References**





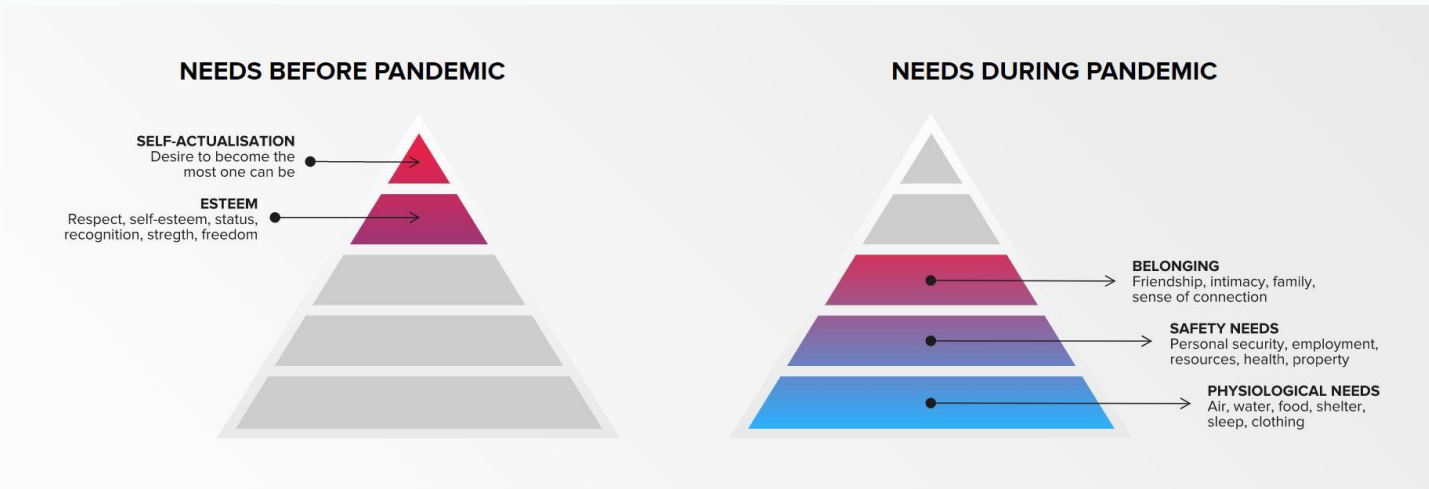
# 1. INTRODUCTION

- Brands have been uncertain about how to advertise in a sensitive way in order to not alienate consumers struggling to come to grips with the pandemic, while maintaining a healthy business. Without being able to continue with “business as usual”, many brands looked to create unique COVID-19-specific campaigns.



## 2. Effect of Covid-19 on Brands

After the major spread of coronavirus, Consumers needs started to shift from luxury needs to protection and safety needs which has effected many brands that are not in that category to bankrupt and other brands to rise.

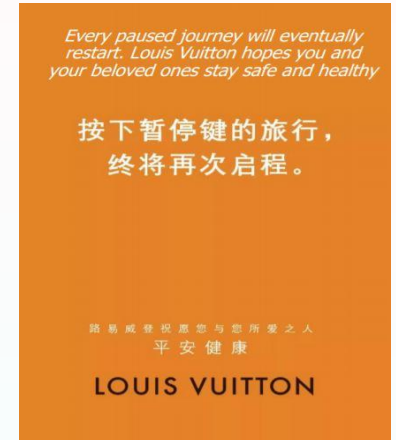


# 3. 6 Solutions for Brands during Covid-19



# 1) Give Comfort

Many Brands started to give comfort messages through billboard signs and social media account to help their customers to know they are with them



## 2) Act of Kindness

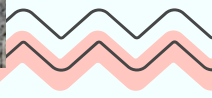
Different brands around the world started to spread comfort and understating people through not only through intangible acts but also tangible





### 3) Get through the crisis with style

Many brands especially fashion brands have started to incorporate masks into their outfit planning to encourage people to wear them and now almost every brand has their own customized mask to even help promote it.



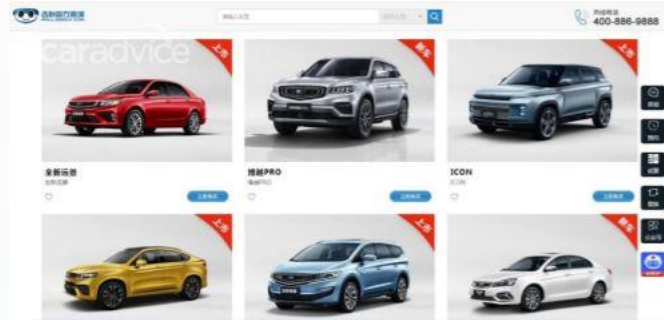




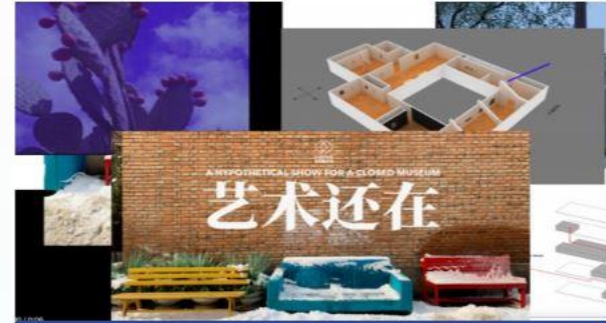
## 4) Go virtual



Google has cancelled the physical part of Cloud Next '20, it's largest annual conference with C. 30k attendees. It will now be hosted as an online event.



More automakers are selling cars online in China as worried consumers stay away from showrooms to stop the spread of the coronavirus.



Many museums and art galleries are creating intercave exhibitions, so people can enjoy art without having to leave their homes.

## 5) Help people pass time

Since the pandemic people have started to spend more hours at home, in order to still keep in contact with the world many brands and business started to create different activates such as cooking programs, workout programs, art classes, etc.



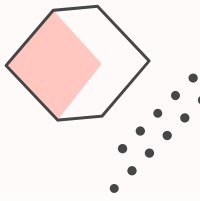
Alibaba is organizing "no-meeting concerts," where singers and bands can livestream their practice sessions



## 6) Relive stress



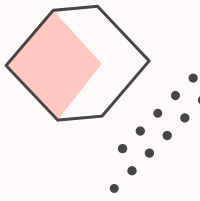
It's ok when consumers do this, but of course brands need to be careful not to offend



## 4. Conclusion

- The Corona virus is impacting both short and long term behavior
- Brands should empathize & provide solutions to help cope with this situation

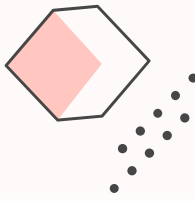




## 4.1 Reflection

Times of crisis present many challenges to business, but they can also act as an accelerator or agent for change





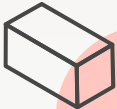
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# Thank You



Any Question ?

