

# UNDERSTANDING THE MINDSET OF THE CRISIS CONSUMER

APRIL 2020

SPARKLOFT

# WHAT TO EXPECT

WHY is the mindset of consumers shifting?

WHAT are consumers thinking now?

HOW do you prepare your marketing for the future?

WHAT can you do today?

HOW can you be efficient?

***This presentation will be shorter than 30 minutes***



Martin Stoll  
CEO, Sparkloft Media



Alex Goodwin  
Sr. Social Strategist,  
Sparkloft Media



JessyLynn Perkins  
Dir. Digital Marketing,  
Visit Santa Barbara

# THE WORLD WE LIVE IN NOW



**pam**  
@pjporten

Replying to @Batelita and @nicabeauty

Our flight isn't until the 16th and currently the borders are only closed until the 13th so I'm waiting until they officially change that because changing should be easier then

1:40 PM · Mar 28, 2020 · [Twitter for iPad](#)



**Milly**  
@iammillestate\_

Since our 2020 trips are cancelled my gf will want to travel more than ever when it's all over 🤔

11:48 AM · Mar 27, 2020 · [Twitter for iPhone](#)



**VAV**  
@ohtoriaaa

first trip after this all ends is def Santa Barbara, miss it soo much 🥺

3:55 PM · Apr 19, 2020 · [Twitter for iPhone](#)



**Field-ing**  
@travel\_safety

Trying to plan for [#summer](#) & [#Covid\\_19](#)? Consider a staycation. Support a local hotel, discover a new part of your town, & not too far away from home. It's the most plannable option right now.

2:05 PM · Mar 28, 2020 · [Twitter Web App](#)



**Dejon Simmons**  
@dejonsim

The longer we take to get back to normal the longer our primary industry (tourism) suffers. Hotels are closed -1900 jobs gone. Restaurants, tour attractions, bars etc

Bermuda has just been talking about the virus, we've yet to even begin the economic processing of all this

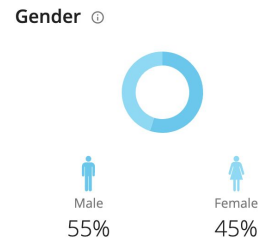
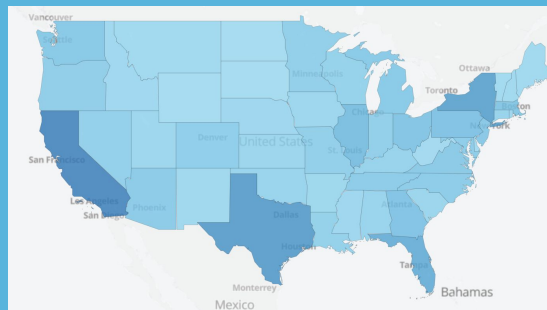
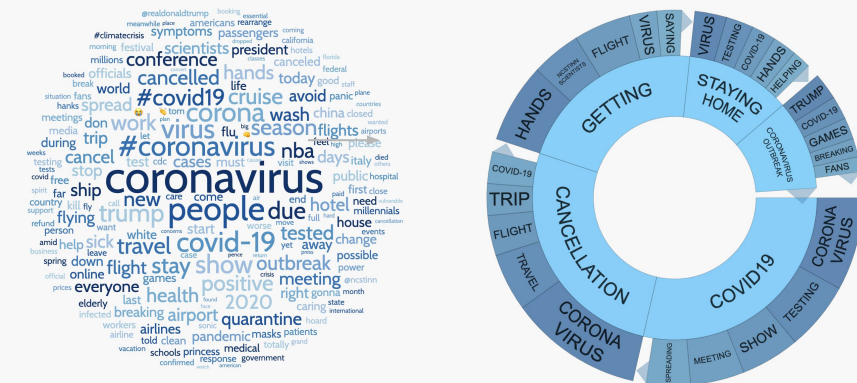
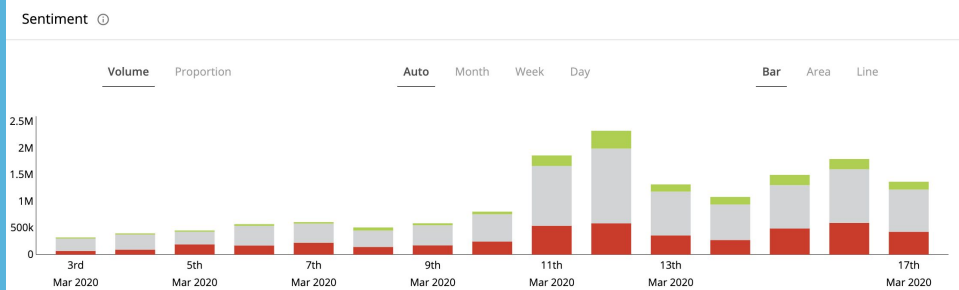
2:39 PM · Mar 27, 2020 from [Bermuda](#) · [Twitter for iPhone](#)



**Teddy Roosevelt**  
@outspoken1138

.@VP could hotels become hospitals or used for quarantine?

1:43 PM · Mar 28, 2020 · [Twitter for iPhone](#)





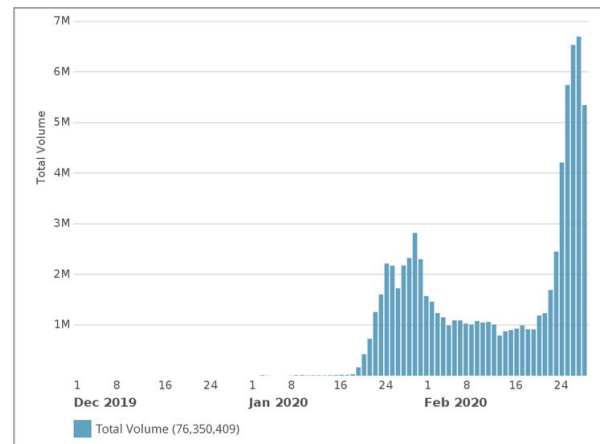
# PROCESS + METHODOLOGY: SENTIMENT VOLUME



NEGATIVE

NEUTRAL

POSITIVE



Volume measures the total number of posts in the conversation and how they trend over the identified time period.

# SPARKLOFT MEDIA SOCIAL SENTIMENT REPORTING

Sparkloft has been using social sentiment data for more than 5 years

We have been creating reports in regards to COVID-19 since January

Insights in this presentation is based on the data from these reports

## **UPCOMING WEEKLY REPORTS**

APRIL 22: Travel and Hospitality

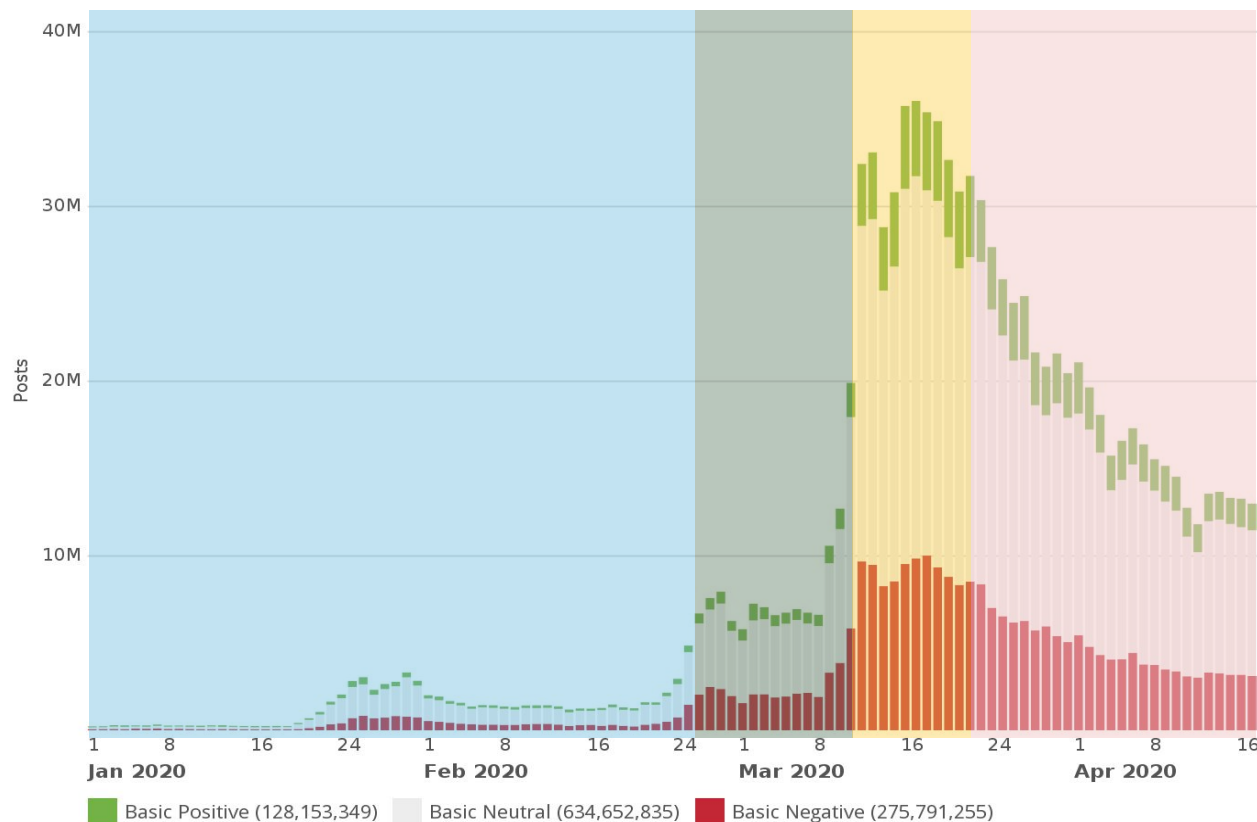
APRIL 29: Consumer Behavior

MAY 6: The COVID-19 Landscape

MAY 13: State of the Economy

You can find the reports at [www.sparkloftmedia.com](http://www.sparkloftmedia.com)

# GLOBAL CONVERSATION RELATED TO CORONAVIRUS (ENGLISH)



## YTD PHASES OF COVID-19

### DENIAL (1/1 - 2/24)

little to no conversation

### UNEASE (2/25 - 3/11)

conversation is driven by corporate travel cancellations and new WFH policies

### PANIC (3/12 - 3/20)

major event cancellations and travel restrictions spur panic

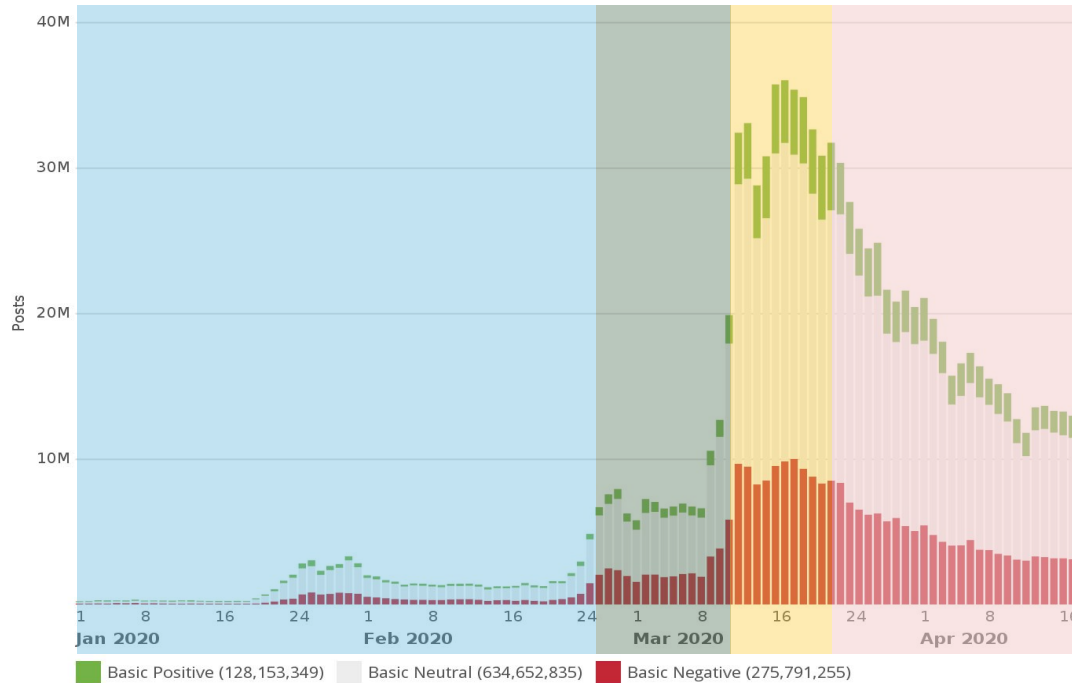
### QUARANTINE (3/21 - 4/17)

major social changes spurred by social distancing and government-mandated stay-at-home directives

# GLOBAL CONVERSATION RELATED TO CORONAVIRUS (ENGLISH)



# PREDICTED FUTURE COVID-19 CONVERSATION PHASES



## PREDICTION

### FRUSTRATION

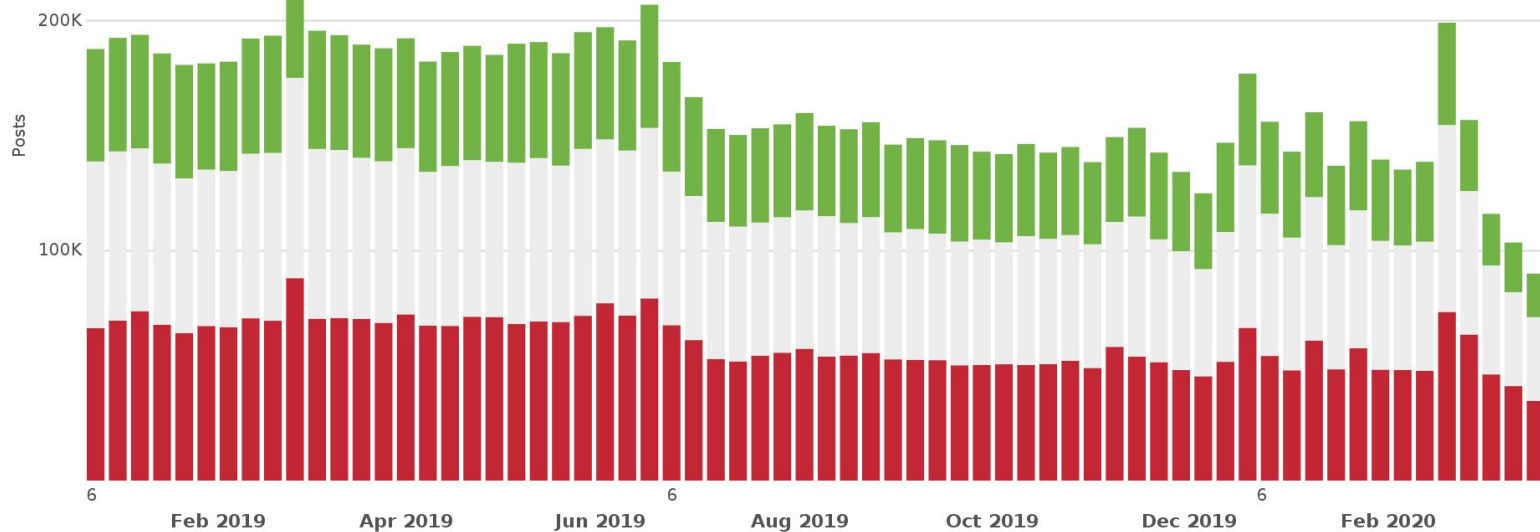
regulation of quarantine measures causes frustration over people's daily activities and lifestyle

### DIVISION

as activity picks up and cases decrease, division occurs over social regulations

# CONVERSATION RELATED TO HOSPITALITY (US+CA, ENGLISH)

**42%** DECREASE OF  
YEAR-OVER-YEAR  
CONVERSATION  
(March 1 - April 15)





# THE NEW CONSUMERS



# THE MINDSET OF CONSUMERS HAS FUNDAMENTALLY CHANGED

## CONSUMERS...

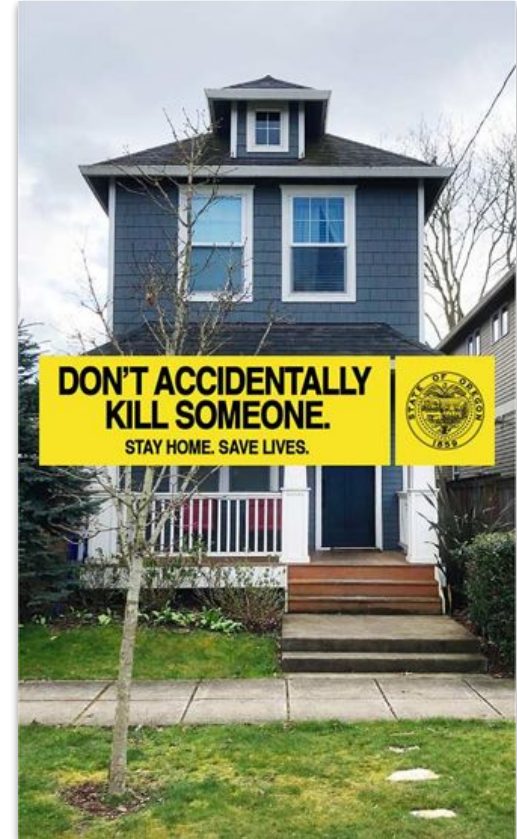
- ... are scared
- ... are frustrated
- ... face economic uncertainty

## CONSUMERS HAVE LEARNED NEW BEHAVIORS

- Ordering restaurant food at home
- Buying groceries everything online
- Streaming live events (music, art, sports)
- Working out at home

## WHAT IT CAN MEAN FOR THE TRAVEL INDUSTRY

- Zoom call instead of business trip?
- Conventions and meetings?
- Family vacation traditions “unlearned”?



# QUARANTINE CONSUMERS

In social data we can currently identify three distinct consumer behaviors:



**THE ACTION-ORIENTED  
CONSUMERS**



**THE CURATORS**



**THE ESCAPISTS**

# QUARANTINE CONSUMERS: THE ACTION-ORIENTED CONSUMER

## KEY BEHAVIORS

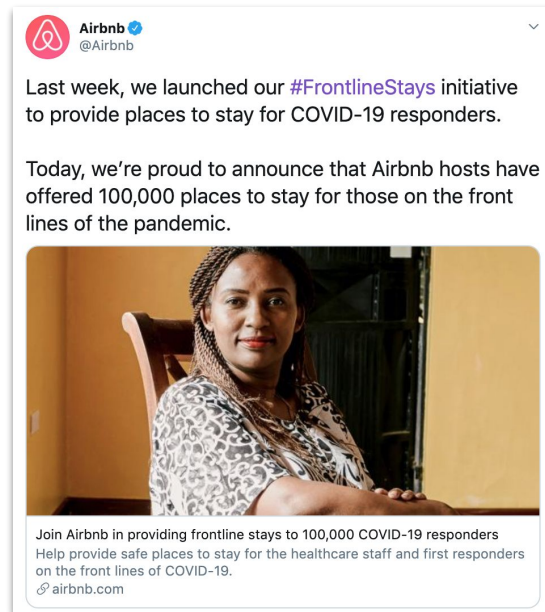
The action tendency is to join and contribute to the fight against coronavirus.

Utilizing social media to organize and crowdsource information, they're looking to be first to share the latest, sometimes more quickly than traditional news outlets.

Trends like #FlattenTheCurve reveal how effectively education can be turned to action.

## HOW A BRAND IS SPEAKING TO THIS GROUP

By demonstrating that it is in solidarity with efforts to fight COVID-19 and prioritized social responsibility over immediate profit, Airbnb earns the goodwill of an audience conscious of spending their money with the companies that align with their efforts.



# QUARANTINE CONSUMERS: THE CURATOR

## KEY BEHAVIORS

The curation tendency sees this time in quarantine as an opportunity for self-improvement.

From working out to accomplishing projects to learning new skills, this group is browsing social media for inspiration to make the best use of their time.

## HOW A BRAND IS SPEAKING TO THIS GROUP

Starbucks understands that people's morning coffee runs may be nonexistent.

The brand shared fundamentals to teach its followers how to achieve a caffeine fix that they may be missing, creating further affinity despite no CTA to visit.



# QUARANTINE CONSUMERS: THE ESCAPIST

## KEY BEHAVIORS

The escapism tendency wants to get away from all the coronavirus chatter, or at least as much as possible, while also engaging in activities that they're missing out on, like vacations, concerts and even dating.

## HOW A BRAND IS SPEAKING TO THIS GROUP

The Harry Potter franchise furthers the escapism of the series while many of its followers are at home, seeking distraction. Though an extra effort, the brand shows its dedication to its audience by creating new community through updated activities.



# OPPORTUNITY EXAMPLES

THE CHALLENGE

MAKE BREAKING THE TRAVEL  
HABIT HEART WRENCHING




# HOTELS ARE NOT CONSIDERED SAFE

## HOTELS ARE NOT SEEN AS SAFE

- Airlines have educated public about new standards for cleaning
- Hotels lag in building that trust
- Hotels / restaurants could be seen as the “weakest link” when traveling

## TAKE ACTION NOW

- Develop new procedures
- Update your visual assets
- Start messaging new standards



**The SG Clean quality mark**

Organisations from specific sectors that commit to upholding good sanitation and hygiene practices can be assessed and certified with the SG Clean quality mark.

[FIND OUT HOW](#) →



# HERE WE COME AGAIN

## PAST VISITORS ARE YOUR BEST FRIENDS

- Post-Corona travelers will be cautious
- Familiar destinations are lower risk
- Past destinations are associated with positive memories and memories of a “normal” world

## TAKE ACTION NOW

- Identify past travelers (CRM etc.)
- Start messaging to them (email, social)
- Develop promotions for return-visitors



**Haley Coker**  
@Haley\_Coker324



**I need COVID to quit so I can go back to traveling**

5:33 PM · Apr 19, 2020 · [Twitter for iPhone](#)



**Steph Taylor**  
@StephUpNorth



Replying to [@ScalareSorpasso](#)

**Haha. It's been a fairly typical life I think, ups and downs. Loved my time in Switzerland though. The current situation has motivated me to seriously think the return trip I've been promising myself since I left.**

2:11 PM · Apr 16, 2020 · [Twitter for iPhone](#)

# SHOW THAT YOU GET THAT THINGS ARE DIFFERENT

## HOSPITALITY WILL LOOK DIFFERENT

- Health and safety will be top priority
- Service will be more distant
- The less direct human interaction the better
- But: can there be more “distant” human interaction?

## TAKE ACTION NOW

- Rework messaging for processes like automated check-in
- Find new ways to show the human side of your business



WHAT COMES NEXT?

# THE POST-CRISIS CONSUMER WILL THINK DIFFERENTLY

## REACTIONS AFTER CRISIS WILL VARY

- Some people will want to travel right away
- Others will still be hesitant to travel + visit businesses



**Dr TK Lekalakala**  
@YougottaLoveKaz

Do you really think after this pandemic people will be comfortable to hang in crowds? To socialize like we used to?

I don't think so.

12:10 PM · Apr 9, 2020 · [Twitter for iPhone](#)



**ROMEY (*Shannon is my drag name*)**  
@jamnspon2

If your governor decided it was fine to lift restrictions and let all businesses open up, would you trust them?

4:38 PM · Apr 16, 2020 · [Twitter for iPhone](#)



**Aly**  
@ibarraly

I miss visiting my family and taking vacations to Monterrey 🙄 this quarantine sucks, I just want to see my family

11:43 AM · Apr 17, 2020 · [Twitter for iPhone](#)

# YOU WILL NEED TO MARKET DIFFERENTLY

## TO NAVIGATE THE NEXT PHASES

- Use tactful + sensitive messaging
- Reassure your future guests
- Stay engaged with your audiences



# DOs AND DON'Ts TO NAVIGATE

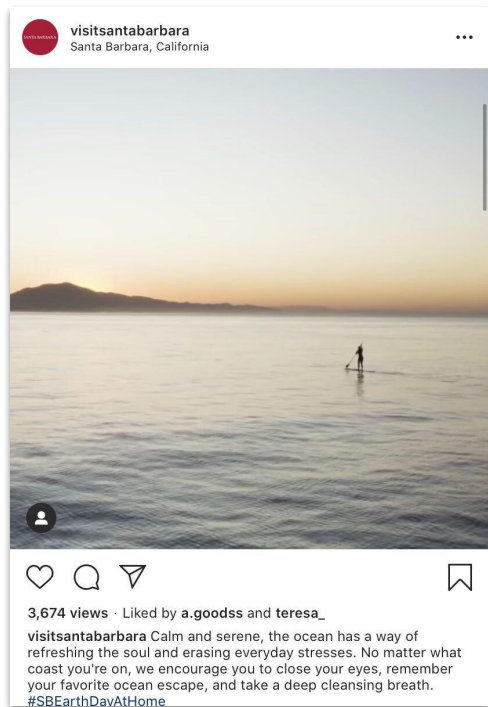
## DO

- Tread lightly - test light messaging around **“planning for a future trip”** or “visiting when the time is right”
- Focus on **familiar audiences**, drive markets and younger audiences
- Start putting together deals, packages, etc. to **entice people to visit later**
- Inform audiences of the measures you're taking to assure they will have **a safe experience**
- Post social content related to **outdoors, wellness, beaches**, local feel-good stories, etc.
- Be prepared with **extra community management** and courteous responses

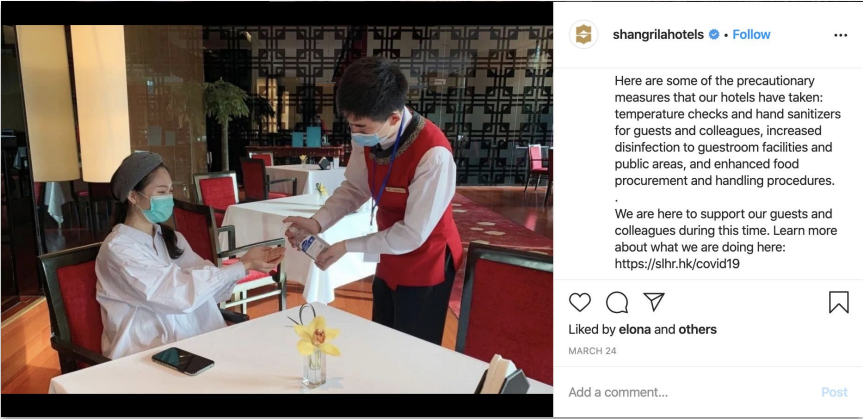
## DON'T

- Stop communicating with your audience or **go dark completely**
- Push packages, reservations or **bookings too quickly** - be sensitive to those that are still fearful/being affected and that audiences are **adjusting to a new normal**
- Market to audiences that still have large crisis impact, **travel restrictions**, etc.
- **Directly answer questions** about conditions/crisis updates; Instead, direct people to official resources in comments/DMs
- Include content related to **large events, services you can no longer offer**, busy downtown areas, etc.

# USE TACTFUL + SENSITIVE MESSAGING



# REASSURE YOUR FUTURE GUESTS





# STAY ENGAGED WITH YOUR AUDIENCES

 **Visit Santa Barbara**

Published by HeyOrca [?] · March 30 at 12:00 PM · 🌐

Until we can meet IRL again, here are five digital escapes that will transport you to The American Riviera®.



SANTABARBARA.COM

**Virtual Tours of Santa Barbara - Visit Santa Barbara**

5 digital escapes that will transport you to The American Riviera®

 **kimpton** • Following



**kimpton** 🍷🍹 Social Hour, Wine Hour - whatever you want to call it - is a nightly indulgence at Kimpton hotels. Since things look a bit different right now, we're bringing you a weekly \*Virtual Social Hour\* with our expert beverage team, every Thursday at 6p ET/3p PT. This team is SO pumped to teach you a thing or two about cocktail-making and selecting wines. First up: the Negroni. Pull up a seat tomorrow with some vermouth, Campari and gin and tune into our Instagram post at 6p. WE MISS YOU! (feat. @gastronautmike @winechatwithkat @john\_stanton505).

1d

 **annefeelher** I am all set, but can't find the video! ❤️

👍 🗨️ 📌

Liked by **mikehenryjr** and others

1 DAY AGO

Add a comment... **Post**

# STAY ENGAGED WITH YOUR AUDIENCES



**california\_carina** Beach, mountains, beautiful parks, cute shops, cafe and restaurants. Is there anything not to love about SB? I have never felt more "home" than here. ❤️



**nike\_goddess429** Just the fresh air! I remember going to Santa Barbara for the first time when I was 18, keep in mind I grew up in a very low income community in LA county. I was amazed!! Astonished! Is disbelieve places like that existed. It felt like the land of the gods! It was mid April and the flowers were in full bloom! I remember going to the Mission and the park across, the. The beach! I will never forgot my first visit ❤️



**lenalovesla** Drove up from LA for Old Spanish days fiesta. First stop (Monticello) breakfast at Jeannine's & bought 4 packs of her delicious granola 🍌. Grab a coffee to go and stroll on butterfly beach then wander through the beautiful grounds of the Four Seasons. Head to state street to buy my Cascarones ( confetti eggs), check out the vendors at Mercado De La Guerra, enjoy !flamenco performances at Paseo Nuevo, grab lunch at the Santa Barbara Market & stop@ the 1000 steps before dark then hitting hwy 101 back home. ❤️

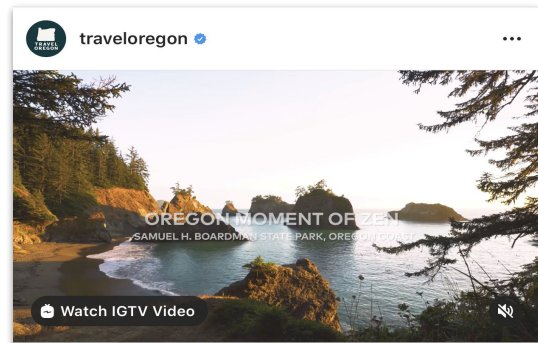
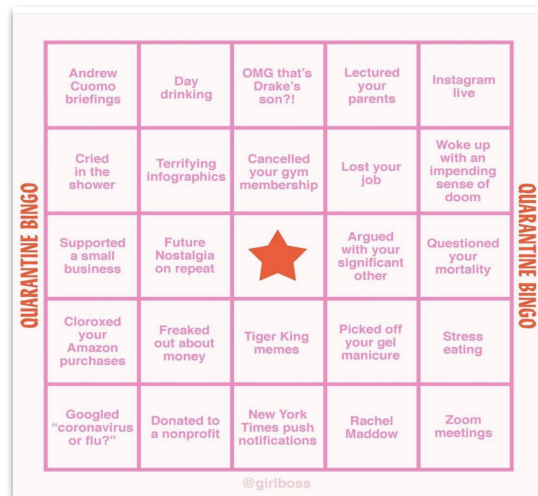


**wanderingwithsteve** The palm lined streets, the Spanish Colonial architecture, the mountain backdrop, the sweeping ocean vistas...I could go on. It was love at first sight when I first visited with my parents in 1987. ❤️

# ADDITIONAL TACTICS

## OTHER WAYS TO STAY ENGAGED

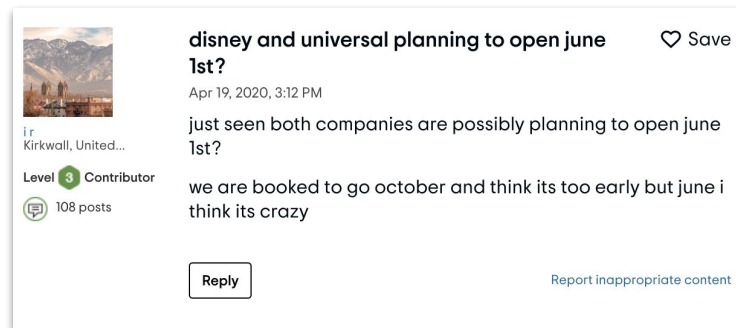
- Re-share old content pieces (videos, articles, etc.)
- Entertain with trivia, polls, Zoom backgrounds, etc.
- Ask people to share memories + stories
- Share how-to's + other experiences (be the expert)
- Live streams + Story content



# COMMUNITY MANAGEMENT

## TIPS + TACTICS

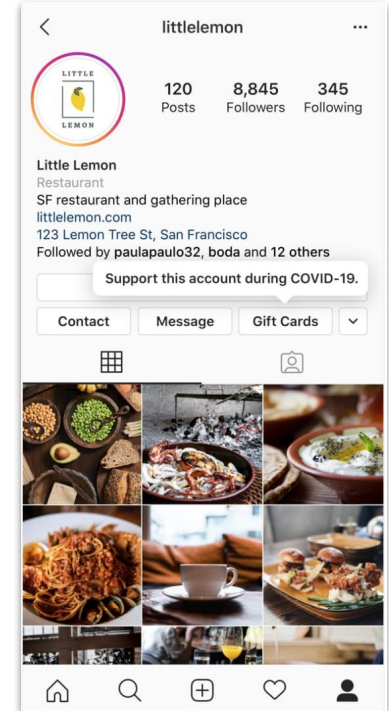
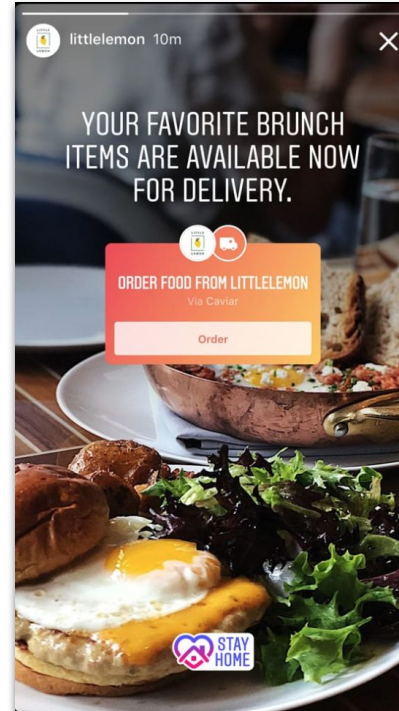
- Respond to follower comments and questions
- Respond with more information + link to official resources
- Create responses for FAQs and frequent comments you've been seeing on your channels
- Beyond your active social channels, check in on sites like Tripadvisor for reviews, concerns or questions



# UPDATES TO INSTAGRAM

## FUNDRAISING + ORDERING ONLINE

- Businesses can share gift card, food order, and fundraiser stickers in Stories and on their profiles for direct purchase/orders
- Fundraisers open on Facebook to a personal fundraiser created by business owner
- Gift cards and food orders for delivery and takeout are available in the US/CA
- Buyers can spread the word by resharing the stickers in their Instagram Stories
- [Here is a breakdown of getting this set up](#)





# RESOURCES FROM FACEBOOK

## LINKS FOR SMALL BUSINESS OWNERS

- [Small Business Emergency Hub](#) - Offers links + resources around crisis and a breakdown of tactics around specific, small business industries
- [Facebook's Grant Program](#) - Available for small businesses in limited areas under certain qualifications
- [Partner with a Marketing Expert](#) - Apply to speak to a direct FB representative (be prioritized if you have taken/plan to take advantage of Facebook ads)

## Small Business Resilience Toolkit

A toolkit to help your Small Business prepare for a disaster

FACEBOOK

Responding to Coronavirus (COVID-19):

### For Restaurants & Cafés

We recognize this uncertain time can create unique challenges for restaurants and cafés. That's why we're working to provide helpful information and support during this time, and have created this resource with examples of how businesses can adapt and respond.

NEED MORE INFORMATION?

# UNDERSTAND THE (POST-) CRISIS CONSUMER

Understanding the changed mindset of the consumer is critical at this stage

We provide reports with actionable insights

## UPCOMING WEEKLY REPORTS

APRIL 22: Travel and Hospitality

APRIL 29: Consumer Behavior

MAY 6: The COVID-19 Landscape

MAY 13: State of the Economy

Subscribe to our weekly report at  
[www.sparkloftmedia.com](http://www.sparkloftmedia.com)

Custom reports available at  
[coronareport@sparkloftmedia.com](mailto:coronareport@sparkloftmedia.com)

## GLOBAL CORONAVIRUS CONVERSATION DECREASED 39% WEEK-OVER-WEEK MARCH 23 - 30

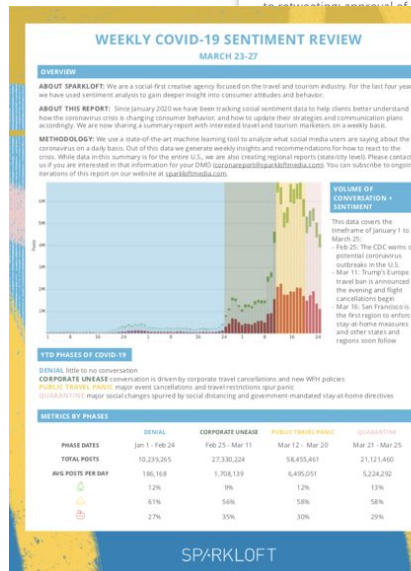
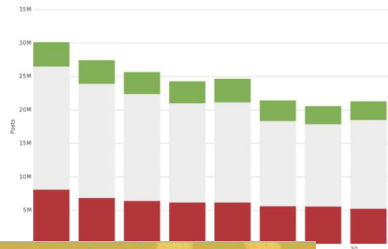
VOLUME OF CONVERSATION DECREASES AS  
PERSONAL HARDSHIP INCREASES

### POSITIVE SENTIMENT: 1% INCREASE

Is driven by: acts of charity by celebrities and businesses; support for medical care workers and relief for those who test negative for the virus.

### NEUTRAL SENTIMENT: 1% INCREASE

Sustains the greatest share of conversation due to returning consumer of economic relief





# QUESTIONS?

**MORE INFORMATION AND REPORTS CAN BE FOUND AT**

**[SPARKLOFTMEDIA.COM](https://sparkloftmedia.com)**

THANK YOU

SP/RKLOFT