

resonate

Toilet Paper to Tequila

Agile Marketing in the
New Normal

Ericka Podesta McCoy

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resonate.com/yourcustomer



WELCOME!



Ericka Podesta McCoy
Chief Marketing Officer
Resonate



THE HEADLINES CHANGE DAILY
AND SO DO CONSUMERS

GRIM

The Coronavirus Can Be Airborne Indoors, W.H.O. Says

The agency also explained more directly that people without symptoms may spread the virus. The acknowledgments should have come sooner, some experts said.



A restaurant in São Paulo, Brazil, on July 6. The coronavirus may linger in the air indoors and infect people, the W.H.O. acknowledged. Sebastiao Moreira/EPA, via Shutterstock

Coronavirus report: global cases pass 12m as US daily tally breaks world record

Infections globally rising by a million a week; US reports 60,000 cases in a day; Trump rally and protests in Tulsa 'likely contributed' to surge

- [Coronavirus - latest updates](#)
- [See all our coronavirus coverage](#)



▲ A man gets tested for coronavirus at a testing centre in Austin, Texas. Photograph: Sergio Flores/Getty Images

HUMOROUS

JIM BECKERMAN

Can jokes help cope with a pandemic? Coronavirus spawns dark humor

Jim Beckerman NorthJersey.com

Published 4:35 a.m. ET Jun. 17, 2020



We are one, fighting against COVID-19

We are one, fighting against COVID-19. Here are words of encouragement from your fellow residents. Video by Mitsuo Yasukawa. NorthJersey.com

11:53 PM Wed May 27



FOX NEWS



103-year-old cracks open Bud Light to celebrate coronavirus recovery

Edmund DeMarche | Fox News

Published on May 27, 2020



CONFLICT



POLITICAL

NEWS

CORONAVIRUS

POLITICS

AFTER GEORGE FLOYD



CORONAVIRUS

White House power grab of COVID-19 data deeply worries experts

Sections **The Washington Post** *Democracy Dies in Darkness* Get 1 year for \$29 Gift Subscriptions Sign In

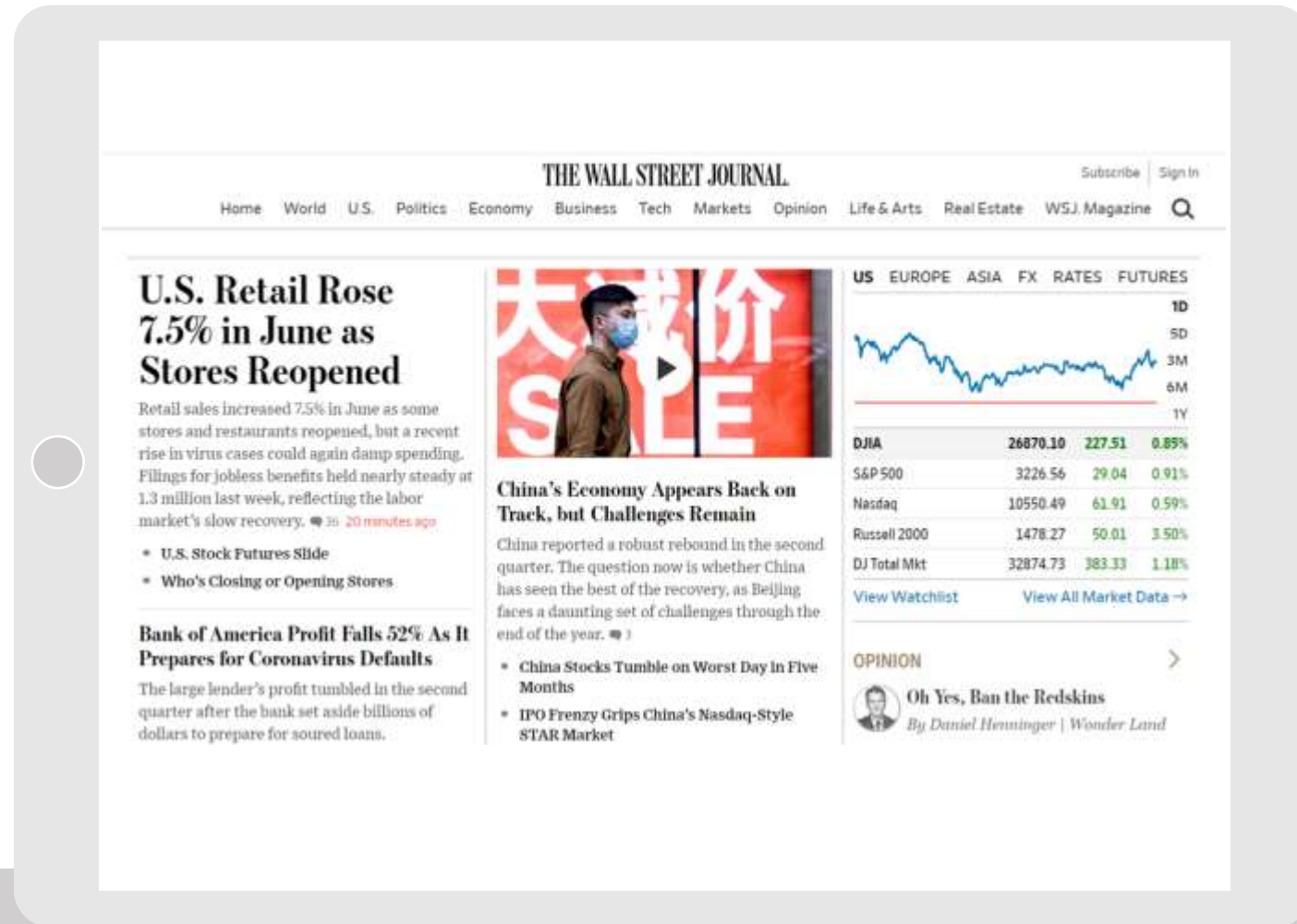


New research explores how conservative media misinformation may have intensified the severity of the pandemic

The three studies paint a picture of a media ecosystem that entertains conspiracy theories and discourages audiences from taking steps to protect themselves and others.



UNSETTLED



The screenshot displays the homepage of The Wall Street Journal. At the top, the logo "THE WALL STREET JOURNAL" is centered, with "Subscribe" and "Sign In" links to the right. Below the logo is a navigation menu with links for Home, World, U.S., Politics, Economy, Business, Tech, Markets, Opinion, Life & Arts, Real Estate, and WSJ Magazine, followed by a search icon. The main content area is divided into three columns. The left column features a large article titled "U.S. Retail Rose 7.5% in June as Stores Reopened" with a sub-headline "Retail sales increased 7.5% in June as some stores and restaurants reopened, but a recent rise in virus cases could again damp spending." Below this are two bullet points: "U.S. Stock Futures Slide" and "Who's Closing or Opening Stores". The middle column has a photo of a man in a blue face mask in front of a red sign with white Chinese characters and the word "SALE". Below the photo is the article title "China's Economy Appears Back on Track, but Challenges Remain" and a sub-headline "China reported a robust rebound in the second quarter. The question now is whether China has seen the best of the recovery, as Beijing faces a daunting set of challenges through the end of the year." Below this are two bullet points: "China Stocks Tumble on Worst Day in Five Months" and "IPO Frenzy Grips China's Nasdaq-Style STAR Market". The right column contains a market data section with tabs for "US", "EUROPE", "ASIA", "FX", "RATES", and "FUTURES". It includes a line chart showing market performance over time (1D, 5D, 3M, 6M, 1Y) and a table of market indices. Below the table are links for "View Watchlist" and "View All Market Data". At the bottom of the right column is an "OPINION" section with a profile picture and the title "Oh Yes, Ban the Redskins" by Daniel Henninger | Wonder Land.

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U.S. Retail Rose 7.5% in June as Stores Reopened

Retail sales increased 7.5% in June as some stores and restaurants reopened, but a recent rise in virus cases could again damp spending. Filings for jobless benefits held nearly steady at 1.3 million last week, reflecting the labor market's slow recovery. [20 minutes ago](#)


- [U.S. Stock Futures Slide](#)
- [Who's Closing or Opening Stores](#)

China's Economy Appears Back on Track, but Challenges Remain

China reported a robust rebound in the second quarter. The question now is whether China has seen the best of the recovery, as Beijing faces a daunting set of challenges through the end of the year. [3](#)

- [China Stocks Tumble on Worst Day in Five Months](#)
- [IPO Frenzy Grips China's Nasdaq-Style STAR Market](#)


US EUROPE ASIA FX RATES FUTURES



DJIA	26870.10	227.51	0.85%
S&P 500	3226.56	29.04	0.91%
Nasdaq	10550.49	61.91	0.59%
Russell 2000	1478.27	50.01	3.50%
DJ Total Mkt	32874.73	383.33	1.18%


[View Watchlist](#) [View All Market Data](#) [→](#)

OPINION [>](#)

 **Oh Yes, Ban the Redskins**
By Daniel Henninger | Wonder Land

BRANDS BESIEGED

[Learn more](#) about the changes the brand is making.




Our Products Our History Recipes & Tips Sweet Family Moments En Español Contact Us


Have winning packages anytime, anywhere!

 Try Aunt Jemima® Pancake on the Go, the 2020 Breakfast Product of the Year.

[LEARN MORE](#)

*Winner, Breakfast Category. Survey of 40,000 people by Kantar.



 [Shop](#)

Products Recipes Coupons Rice & Health Shop

As a global brand, we know we have a responsibility to help put an end to racial injustices. One way we can do this is to evolve the Uncle Ben's brand and visual identity, which we will do. We're listening to the voices of consumers, especially in the Black community, and to our Associates worldwide. We don't yet know what the exact changes or timing will be, but we are evaluating all possibilities.

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MarketingDailyTop of the News

COMMENTARY

Furor Over Goya's CEO's Praise Of Trump Ignites Right-Wing Backlash

by [Thom Forbes](#), Featured Columnist [@tforbes](#), 6 hours ago





TURBULENT.

UNDERSTATEMENT.

THE BATTERED CONSUMER





YOU





What's
a **MARKETER**
to do?



AGILE
marketing

Is DATA-
DRIVEN

ASK:

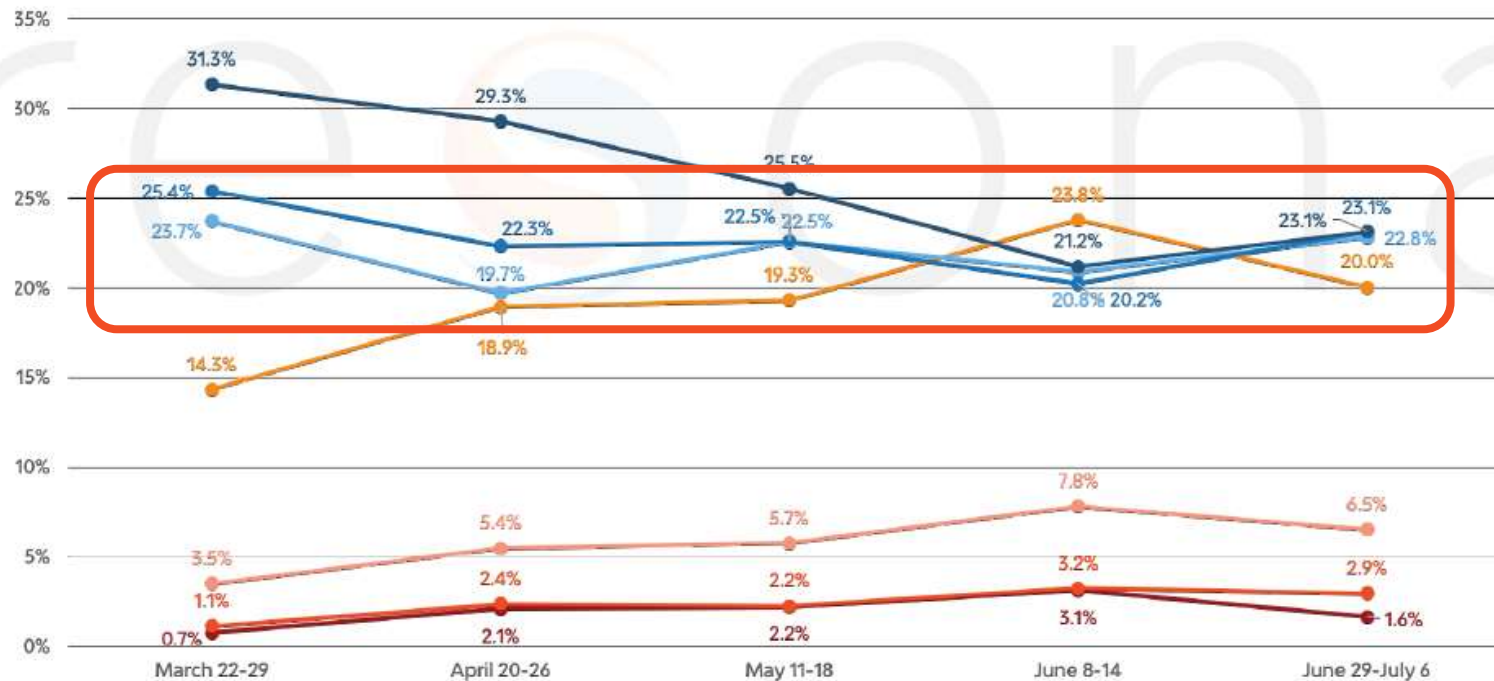
Is my RESEARCH
keeping pace?

The background is a solid orange color with a complex pattern of white geometric shapes. On the left side, there is a large, intricate circular diagram with multiple concentric rings and radial lines, resembling a technical or scientific diagram. The rest of the background is filled with smaller, scattered geometric shapes like circles, lines, and dots, creating a sense of depth and complexity.

**RESONATE COVID-19 &
RECENT EVENTS
CONNECTED STUDY WAVE 5**

THE ECONOMIC-IMPACT REMAINS A PRIMARY CONCERN

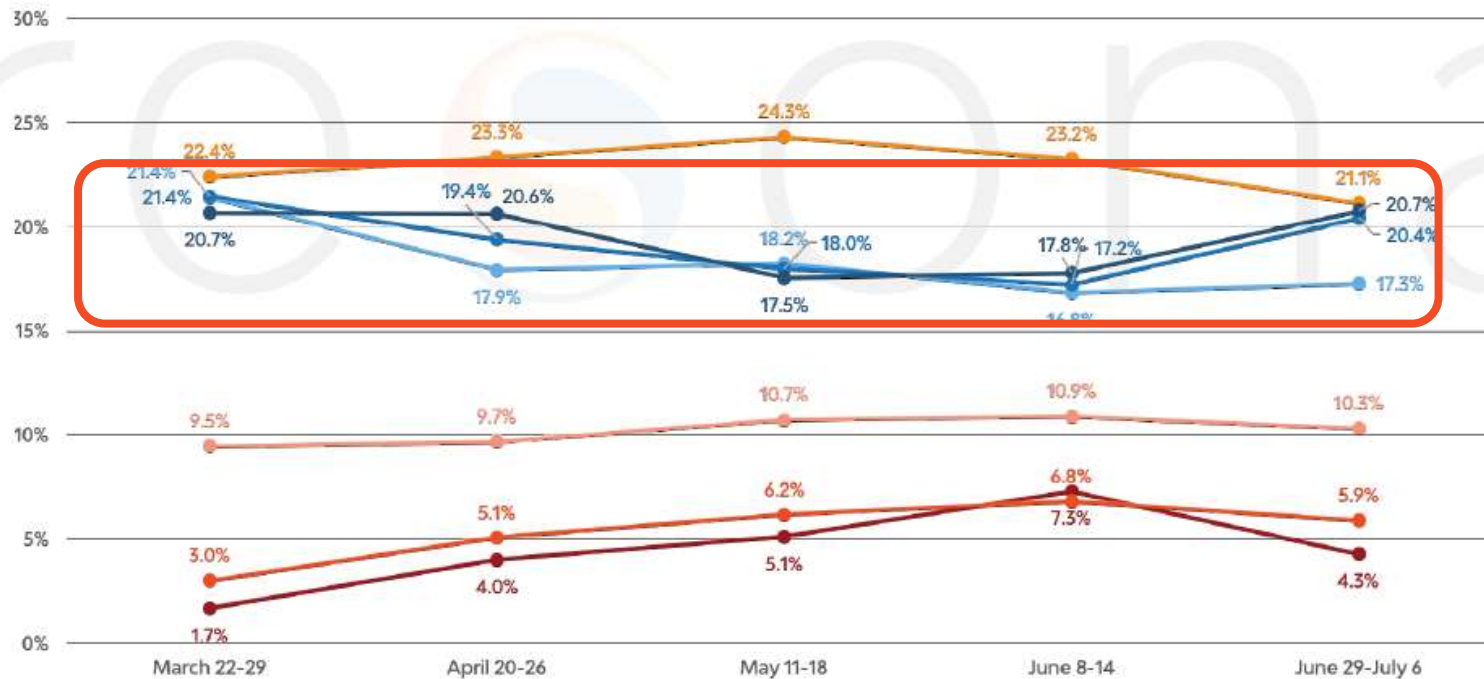
Q2 Overall, to what extent are you concerned about the **economic-related consequences** of the coronavirus situation?



69% of consumers are concerned about the economy **to a large extent**

HEALTH-RELATED CONCERN IS RETURNING TO PREVIOUS HIGHS

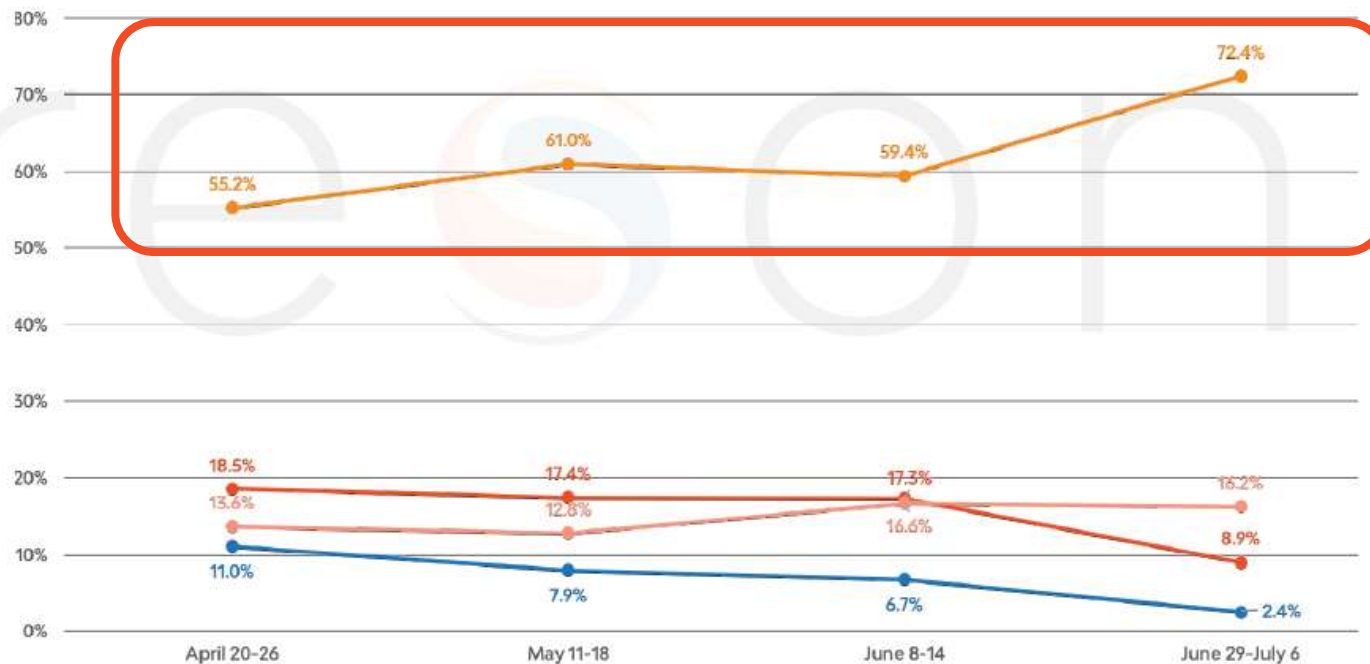
Q1 Overall, to what extent are you concerned about the **health-related consequences** of the coronavirus situation?



The percentage of people **worried about the health-related consequences of COVID-19** has increased 16% since early June

ECONOMIC CONFIDENCE CONTINUES TO WANE

Q4 When do you believe the United State's economy will return to "normal," as it was before the coronavirus situation began?



People who believe the U.S economy will not return to normal until 2021 hits an all-time high.

NEVER IS THE NEW NORMAL

Q3 Thinking about the coronavirus situation, how soon do you believe that your life will largely return to "normal"?



74% of consumers believe life will take **7 months or longer** to return to normal

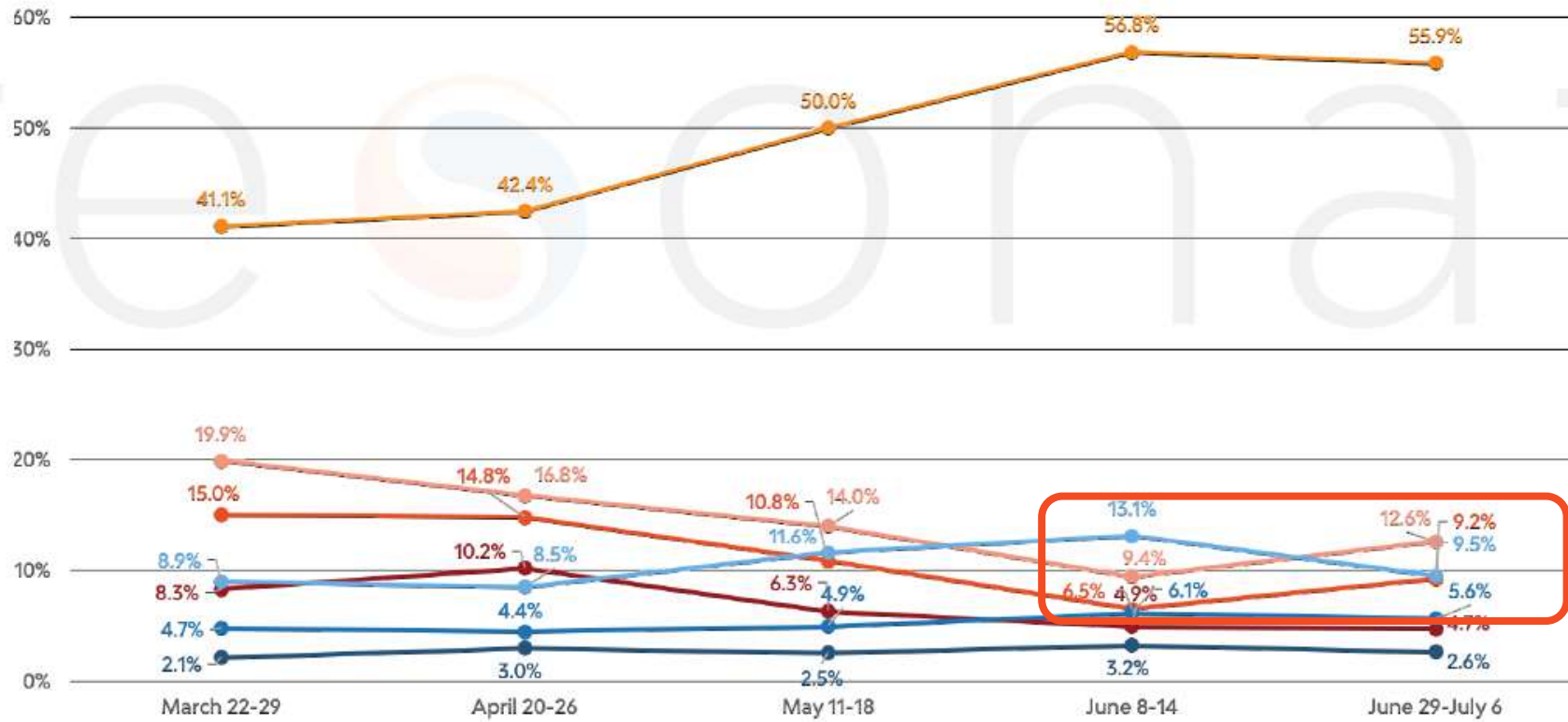
- 1 month or less
- 2 to 3 months
- 4 to 6 months
- 7 to 12 months
- More than 1 year
- Never

ASK:

Does my data help me
TAKE ACTION?

CAPTURE THE SHIFTS

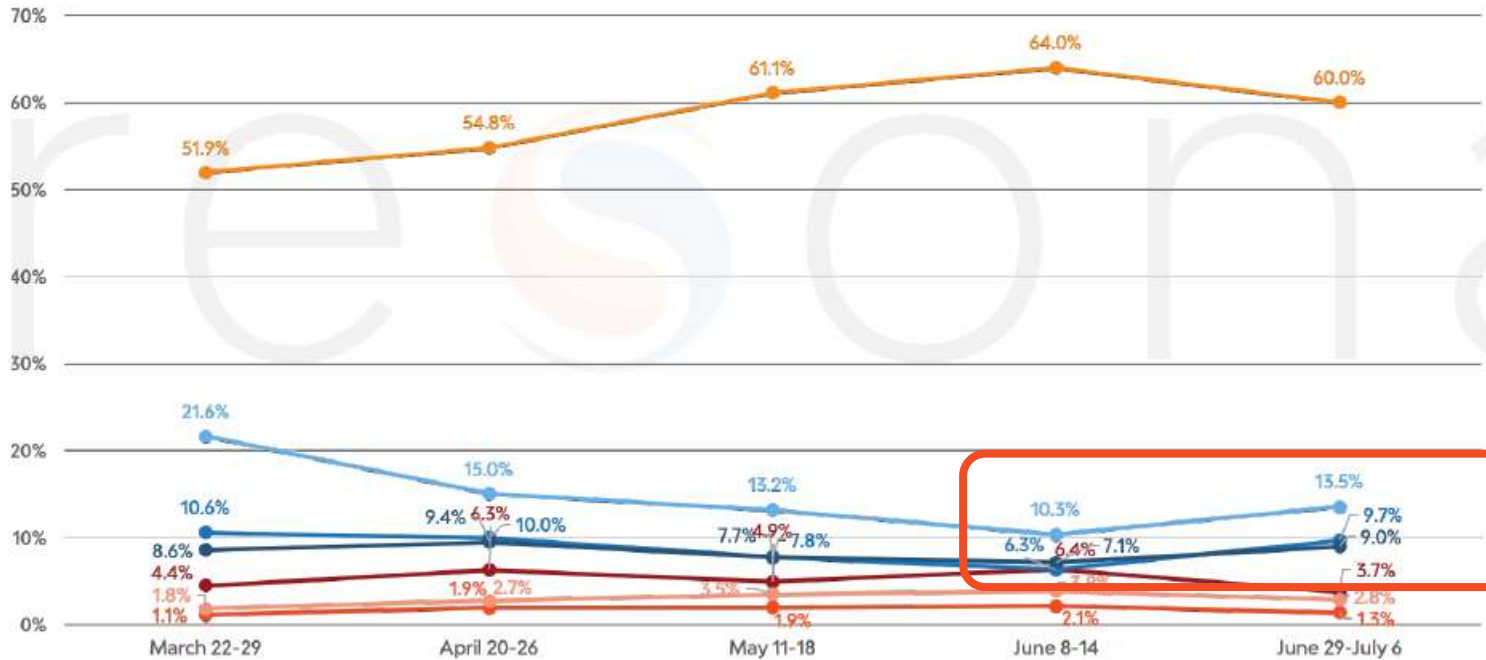
Q40b Visiting a grocery store or pharmacy



'Decrease to a moderate extent' is up 41%

IDENTIFY EMERGING OPPORTUNITIES

Q39a Order groceries online

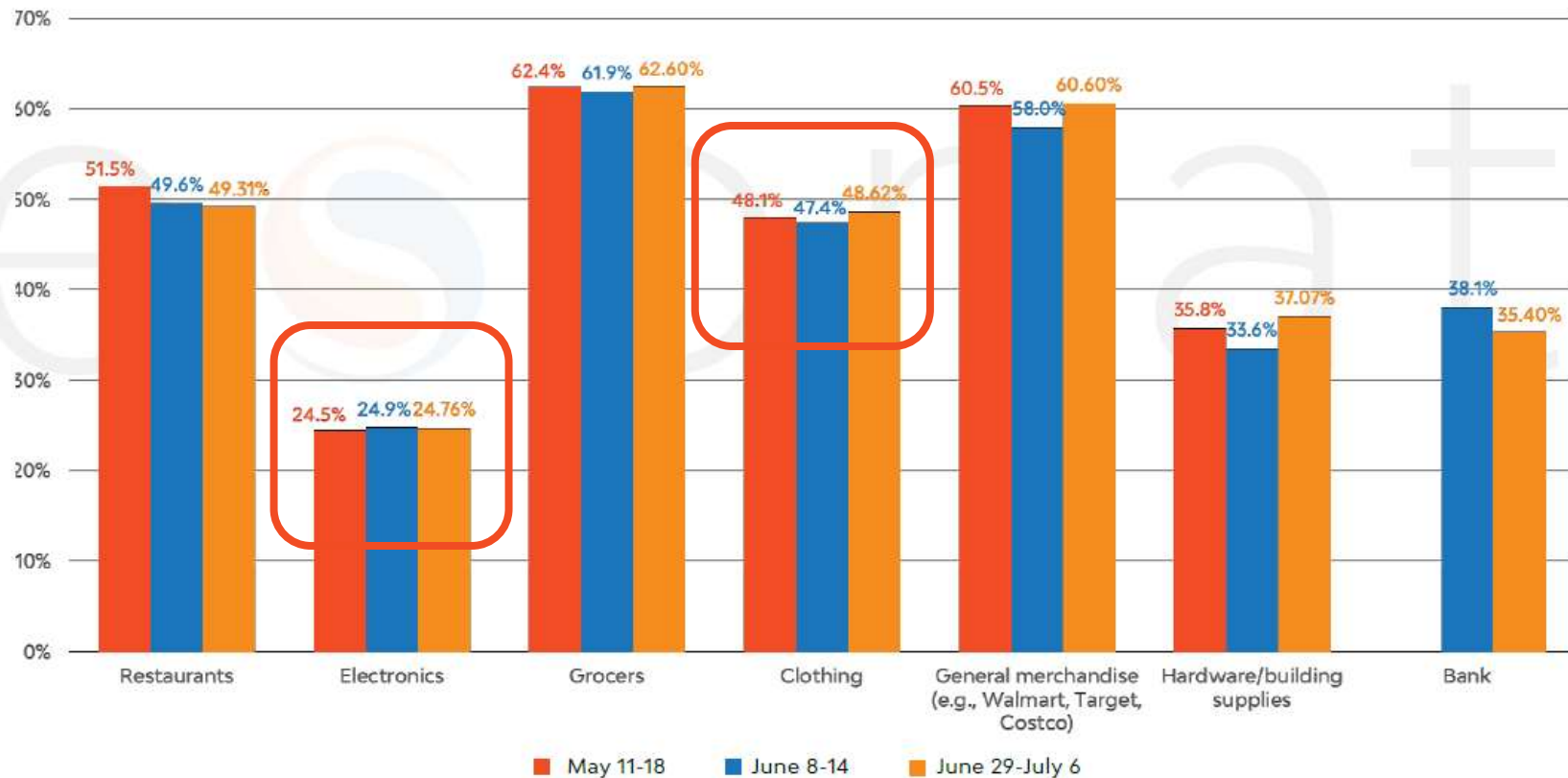


32% say they'll **increase** their online grocery shopping

- Decrease to a large extent
- Decrease to a moderate extent
- Decrease to a small extent
- Stay the same
- Increase to a small extent
- Increase to a moderate extent
- Increase to a large extent

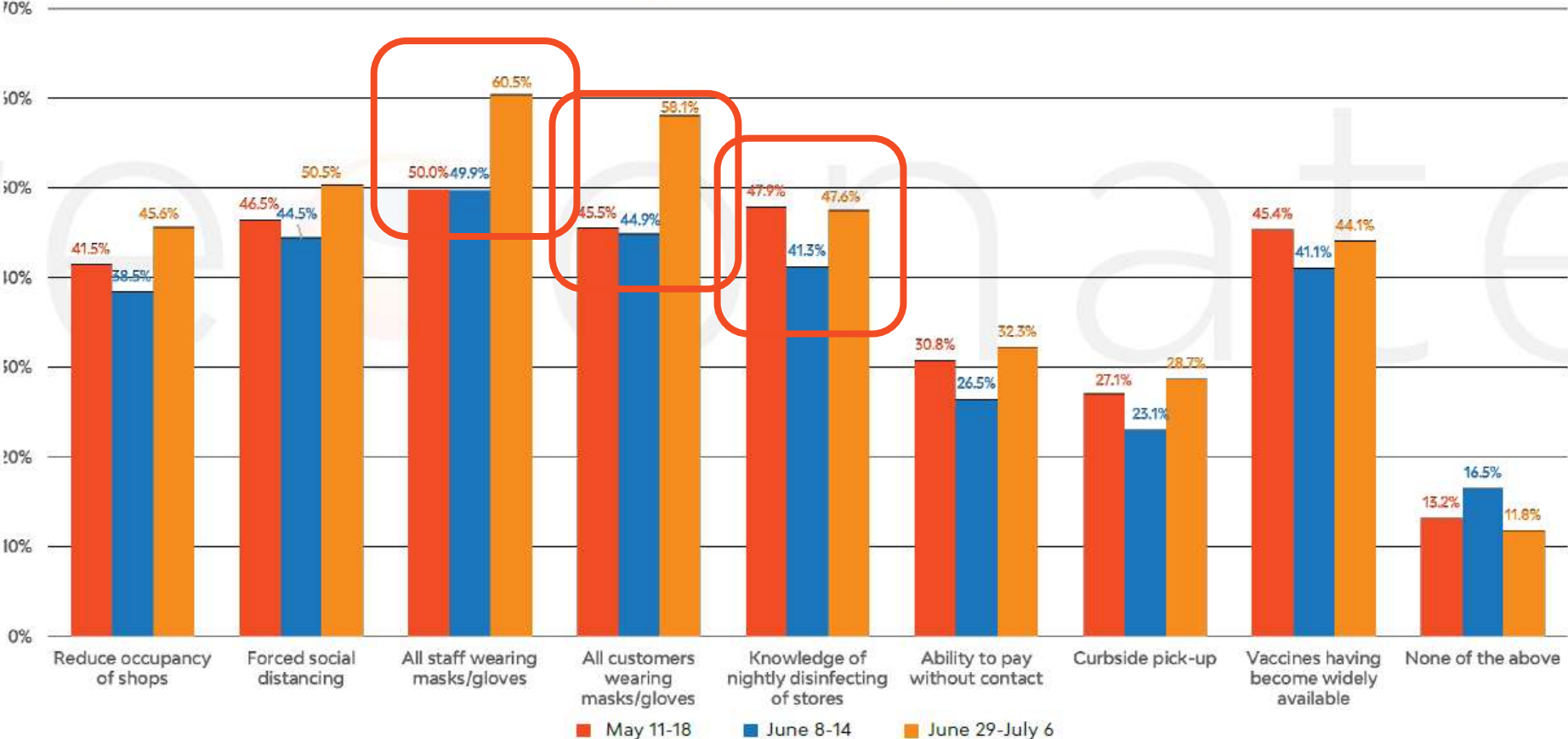
BRICK & MORTAR FACES UNCERTAINTY

Q41 Once shops open, which of these types of shopping do you believe you will go back to doing at physical stores, rather than online? *Please select all that apply.*



HOW WILL YOU MEET EXPECTATIONS?

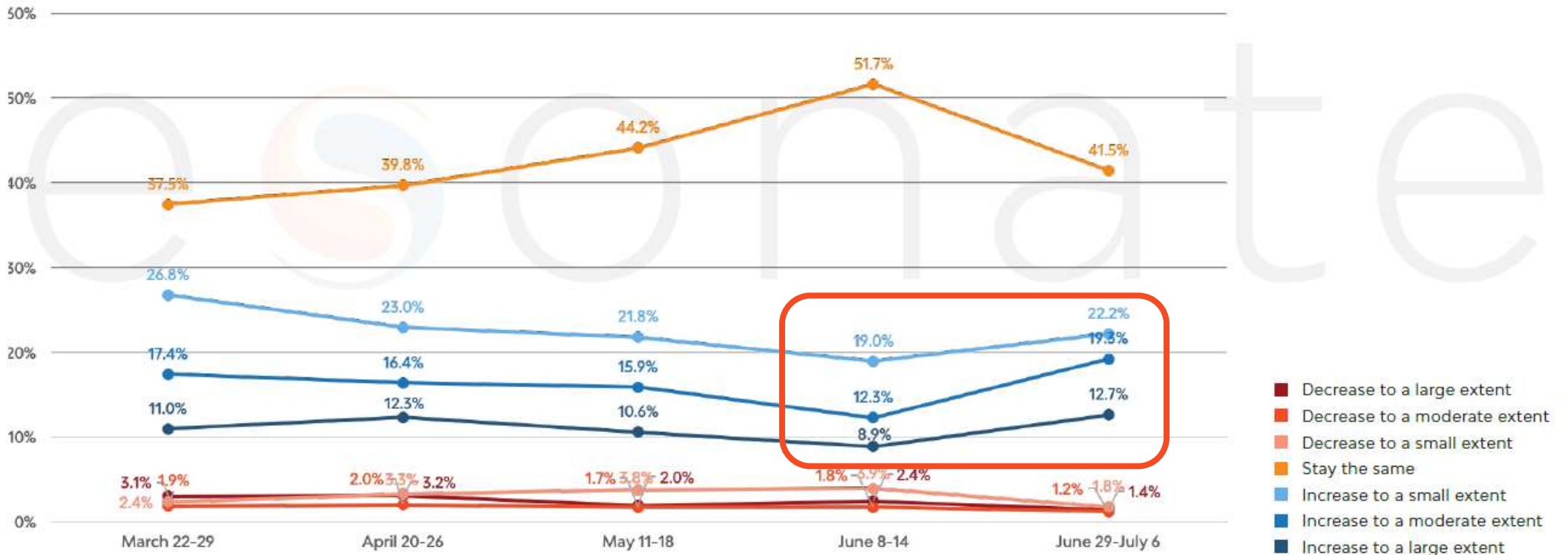
Q42 Which of the following would be required in order for you to return to shopping from stores once shops open? *Please select all that apply.*



ARE YOU PREPARED TO PIVOT & ENSURE CX ALIGNED TO YOUR BRAND?

As a result of the coronavirus situation, how will the likelihood that you will do the following in the next 90 days change...?

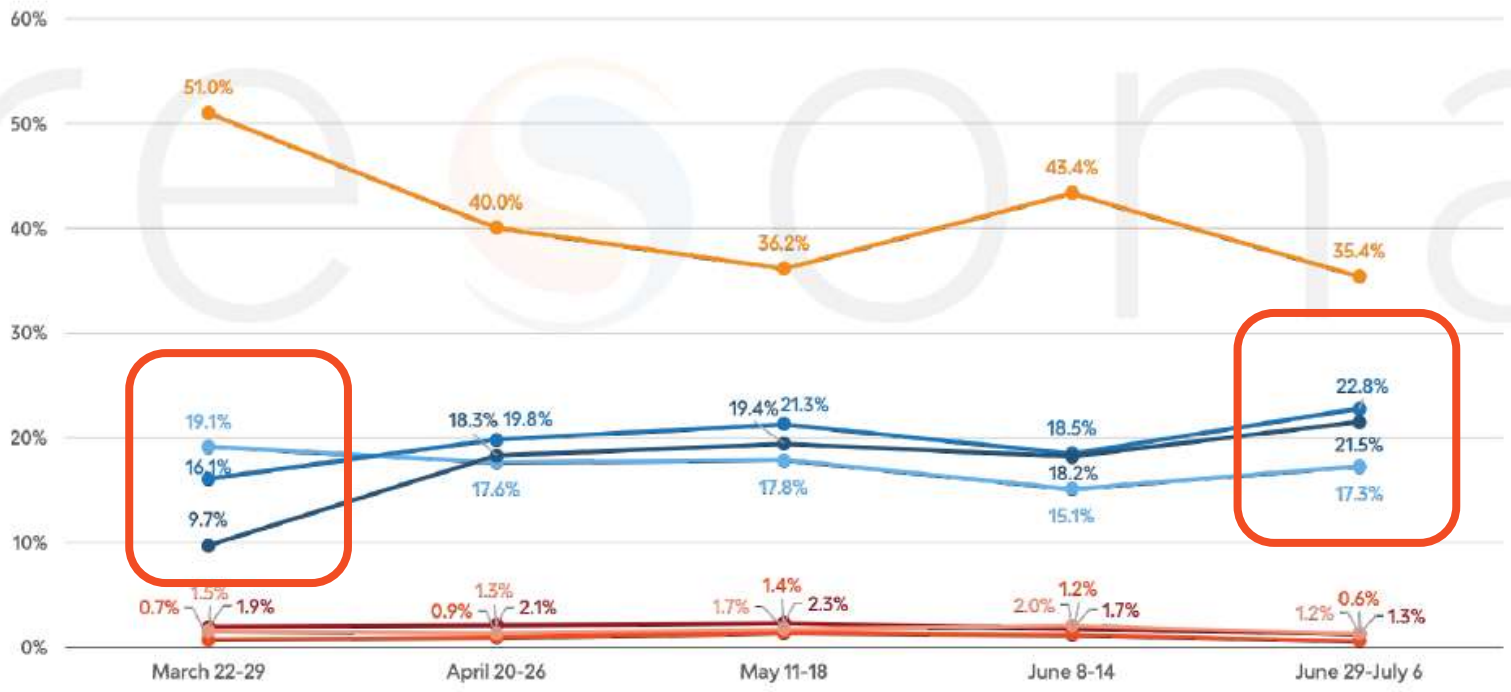
Q40a Purchase products online



IS YOUR MIX EVOLVING AS MEDIA HABITS CHANGE?

Q34c Watching streaming TV (e.g., Hulu, Disney+, Prime, Netflix, Pluto)

62% are increasing their **consumption of streaming TV**



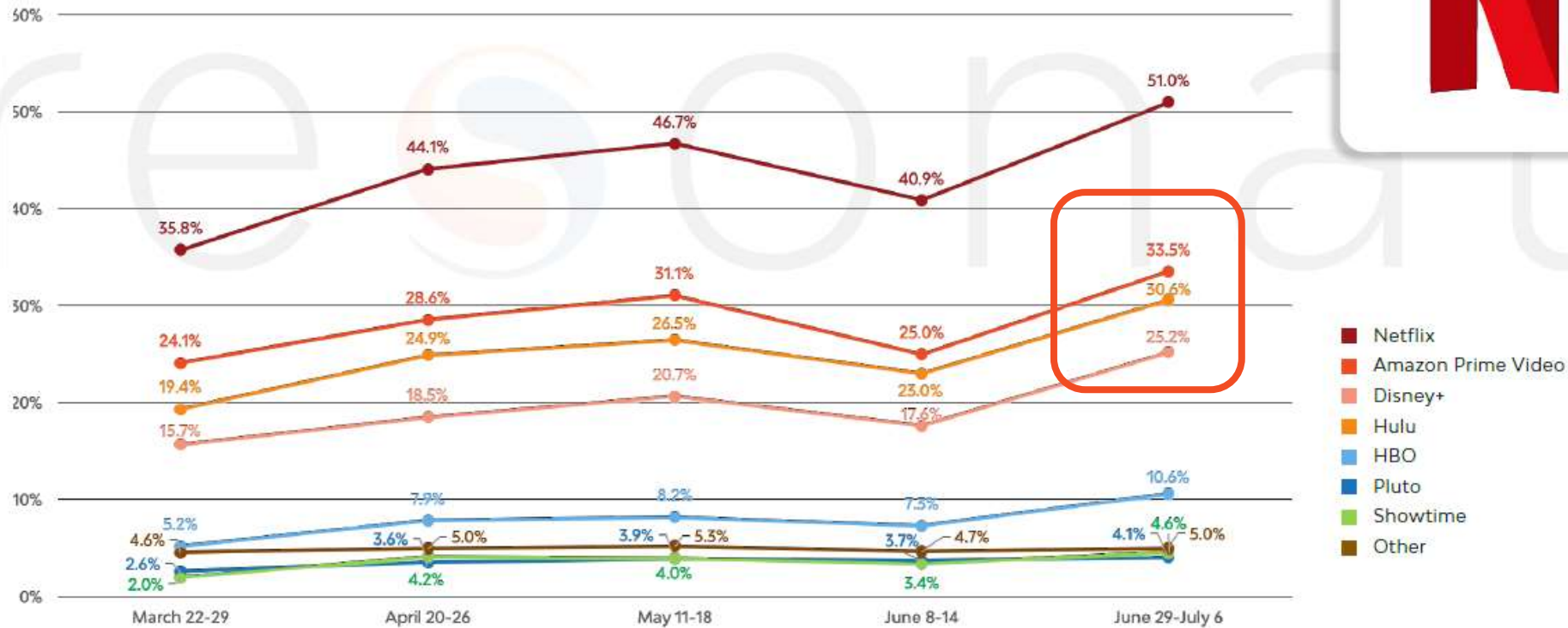
- Decreased to a large extent
- Decreased to a moderate extent
- Decreased to a small extent
- Stayed the same
- Increased to a small extent
- Increased to a moderate extent
- Increased to a large extent

PLATFORMS ARE SURGING & EVOLVING

Q36 Which streaming TV services are you now using more?
Please select all that apply.

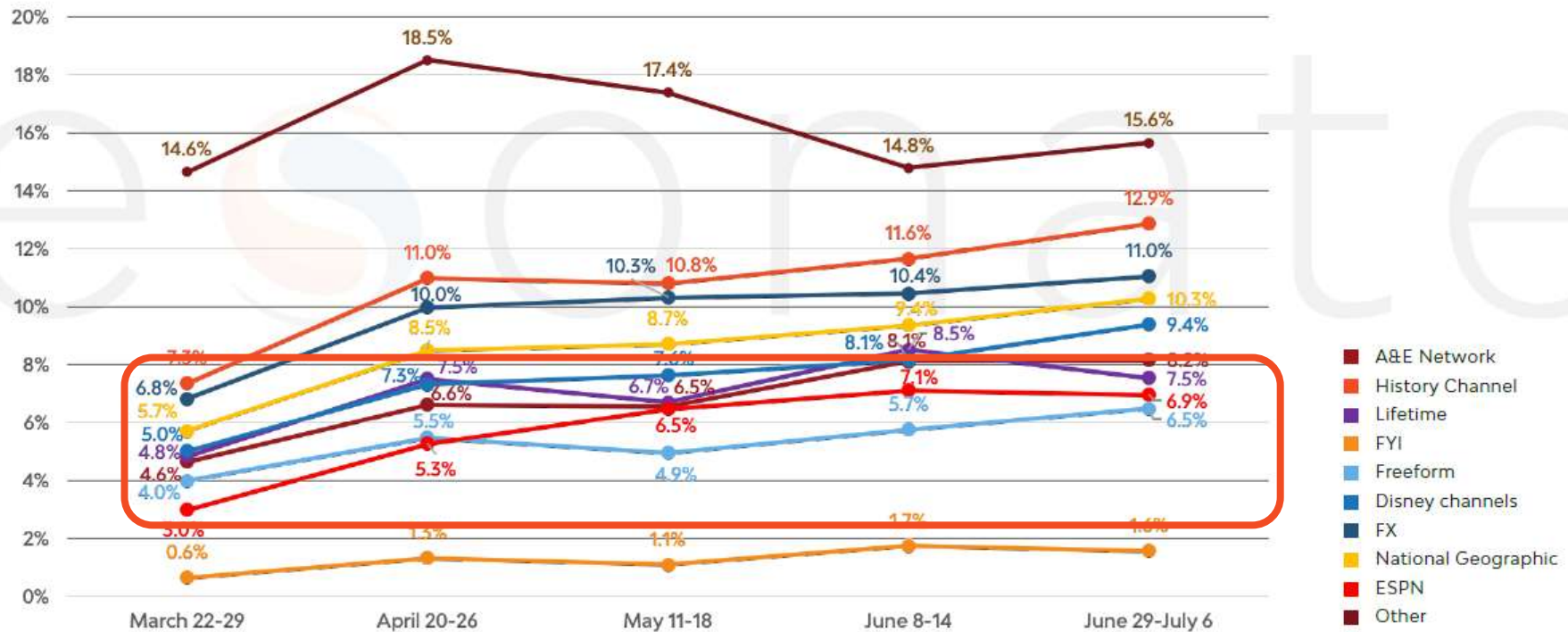


Streaming providers
continue to grow with
Netflix leading



CONSUMERS ARE CHANGING TV CHANNELS

Q35 Which cable TV channels are you now watching more?
Please select all that apply.

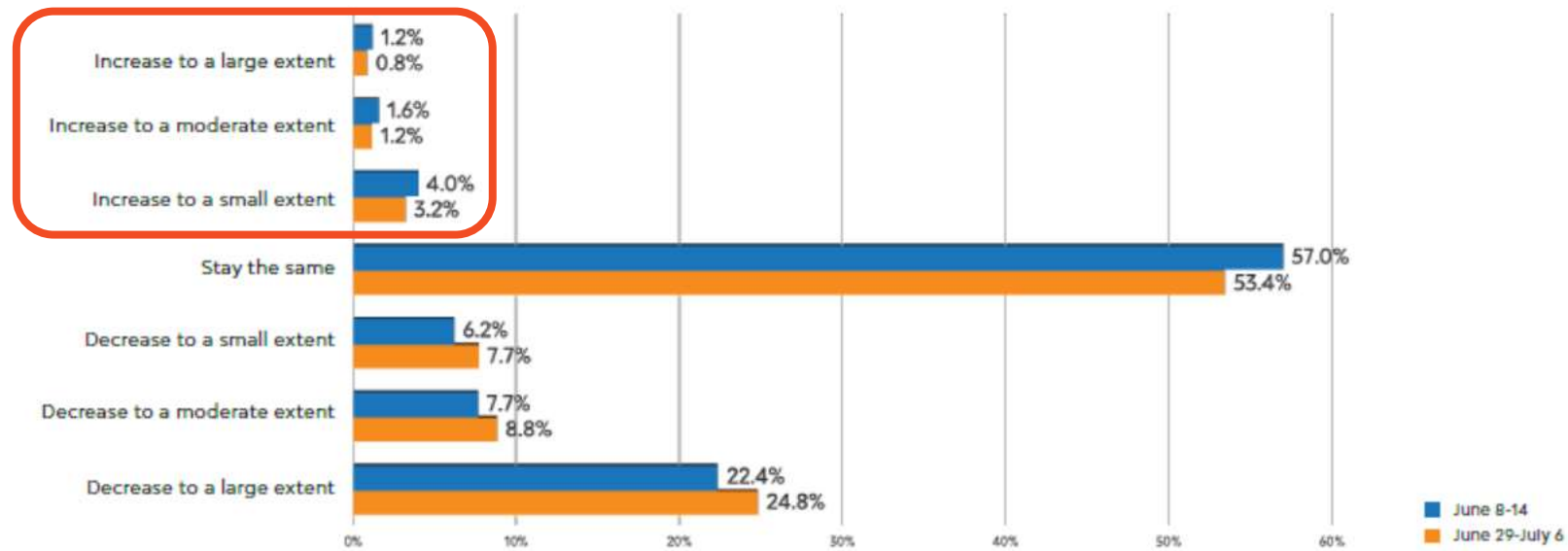


WHO IS BUYING & WHERE CAN THEY BE FOUND?

RETAIL

As a result of the coronavirus situation, how will the likelihood that you will do the following in the next 90 days change...?

Q39d Purchase a "luxury" product (e.g., fine jewelry, designer clothing)



ASK:

What about my specific
CUSTOMERS &
PROSPECTS?

THE HUMAN ELEMENT: NOW MORE THAN EVER



A dynamic, holistic view of a person that combines core attributes like demographics and psychographics, and contextually relevant digital & physical cues with values and motivations to reveal why we choose, buy, advocate or abandon a brand.



AGILE MARKETING TIP #1

Know the HUMAN in
your TARGET
AUDIENCE

WHO ARE THE FLAVORED MILK MOMS?



Flavored Milk Moms

PROJECTED ADULT POPULATION: **2.7%** | **6.0M** | ADDRESSABLE: **5.6M**

Audience Size and Definition:

PROJECTED ADULT POPULATION: **2.7%** | **6.0M** | ADDRESSABLE: **5.6M**

AND

- Demographics ... Gender
Female
- Food & Non-Alcoholic Beverages ... Chocolate Dairy Milk
Children
- Demographics ... Age of Children
OR 5-9 Years 10-14 Years

They are females

That buy chocolate milk for their children

Who are between the ages of 5-14

WHAT DO FLAVORED MILK MOMS CARE ABOUT?

Insights: These Moms are all about tradition, faith, and family



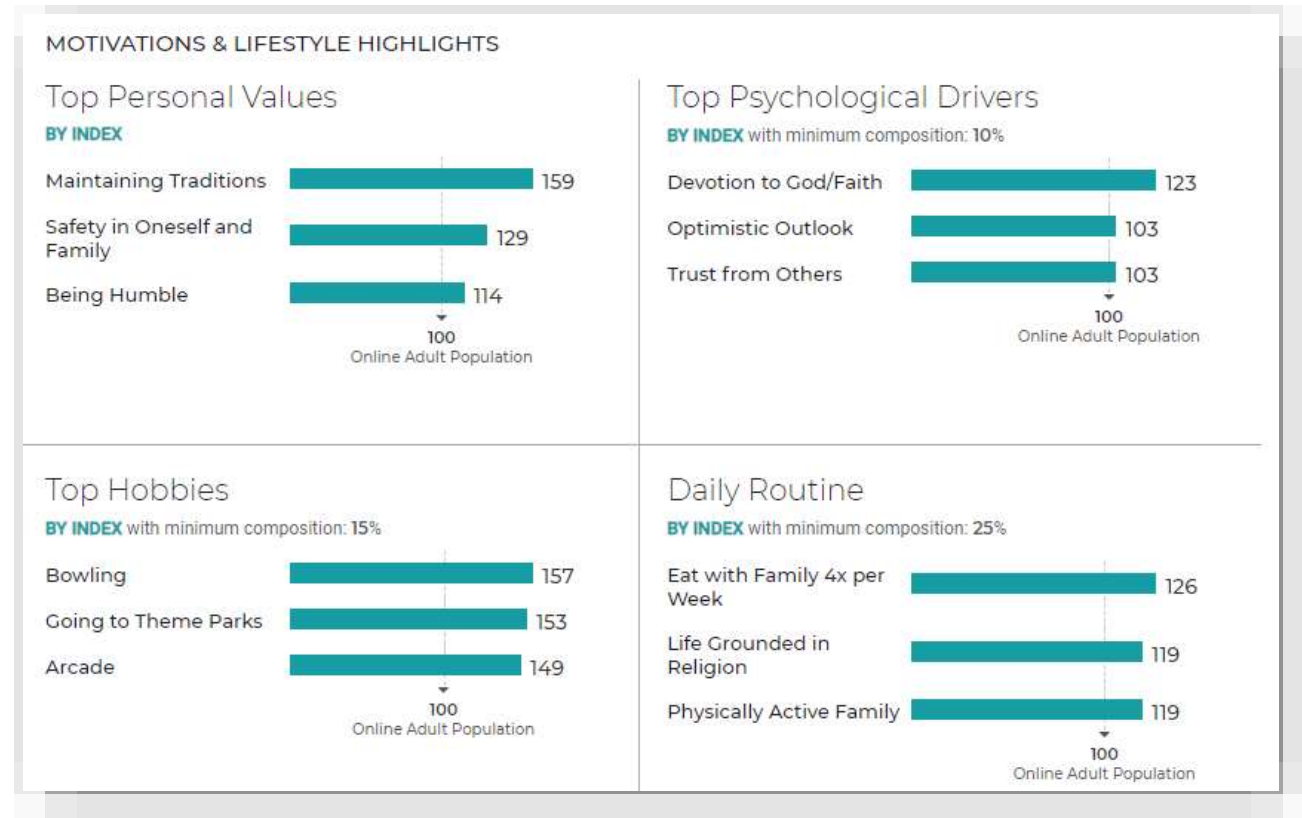
Flavored Milk Moms

PROJECTED ADULT POPULATION: **2.7%** | **6.0M** | ADDRESSABLE: **5.6M**

They are females

That buy chocolate milk for their children

Who are between the ages of 5-14



WHY DO THEY BUY FLAVORED MILK?

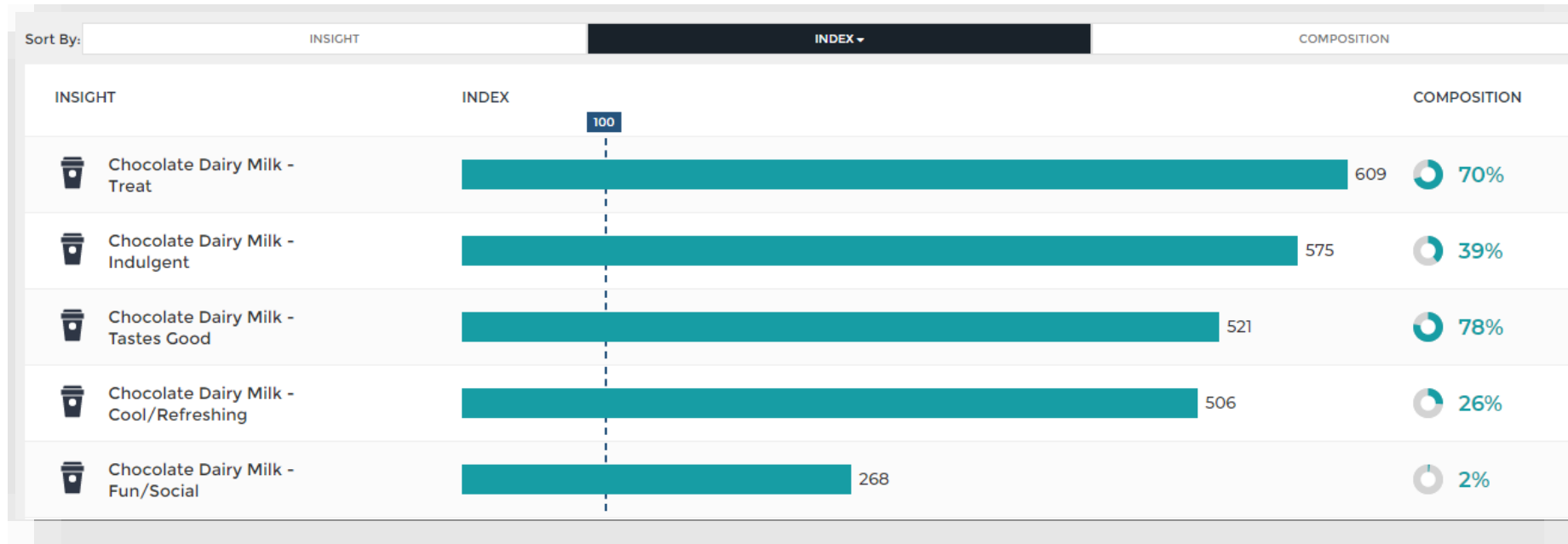
Insights: Moms buy flavored milk because it's a fun refreshing treat for their kids on a hot day



Flavored Milk Moms

PROJECTED ADULT POPULATION:
2.7% | **6.0M**

ADDRESSABLE:
5.6M



WHERE DO FLAVORED MILK MOMS LIVE?

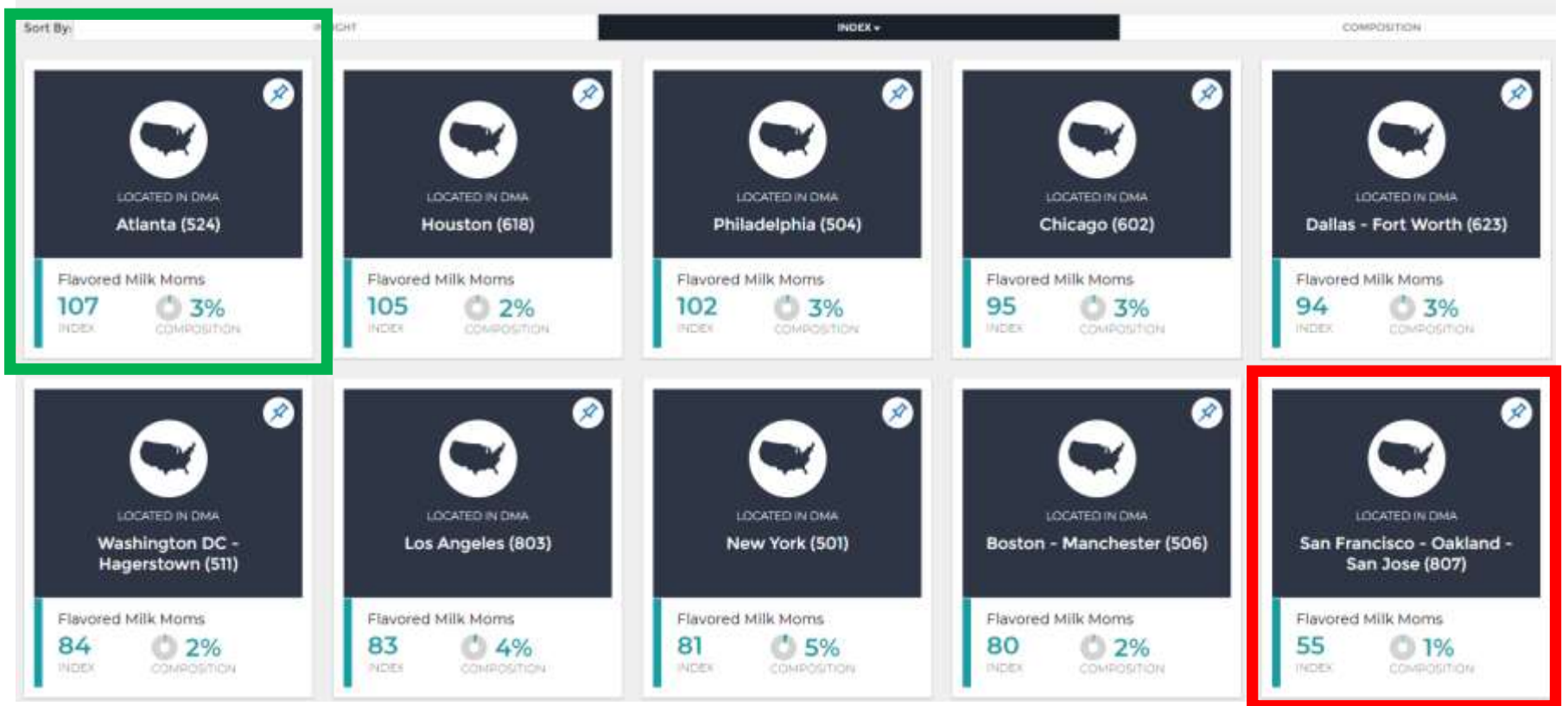
DMA Analysis

Insights: These Moms are more likely to live in Atlanta, and less likely to live in San Francisco



Flavored Milk Moms

PROJECTED ADULT POPULATION: **2.7%** | **6.0M** | ADDRESSABLE: **5.6M**









WHO ARE MY OTHER POTENTIAL SEGMENTS?

Analyzing Purchase Data

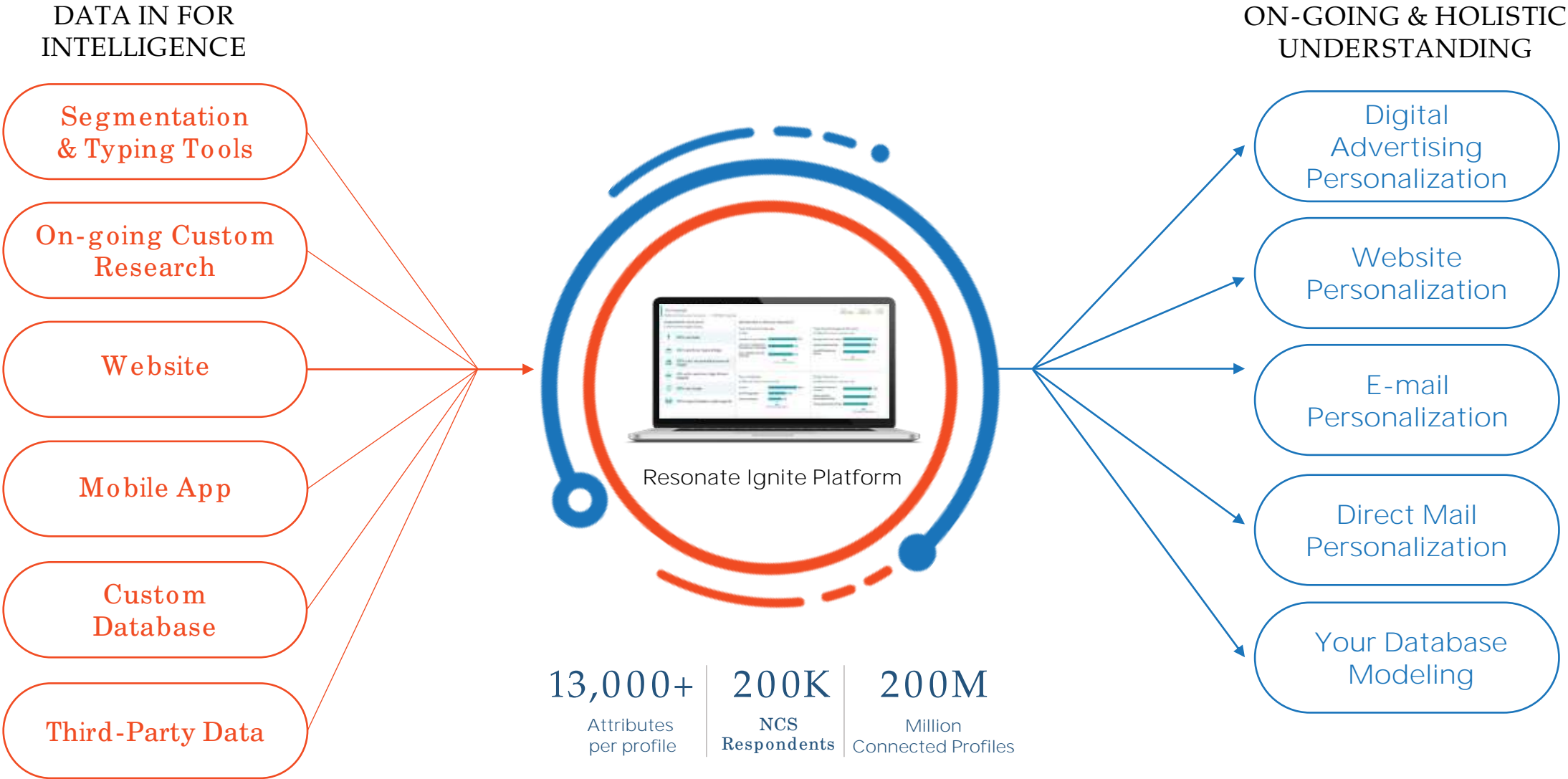
Insights:

- We see that there is another potential segment, The Healthy Activist Shopper, that we are missing if we focus too much attention on the Flavored Milk Mom

SORT AUDIENCES		Milk Buyers, Catalina	
		INDEX	% COMP
 Flavored Milk Moms Size & Definition Remove		110	2%
 Flavored Milk Dads Size & Definition Remove		91	2%
 Healthy Activist Shopper Size & Definition Remove		153	15%

A thick black arrow points downwards from the 'Milk Buyers, Catalina' header to the 'Flavored Milk Dads' row. The 'Flavored Milk Dads' row is highlighted in light red, while the 'Healthy Activist Shopper' row is highlighted in light green.

HYPER RELEVANT Answer Platform





AGILE MARKETING TIP #2

Mind the
EVOLVING
sentiment

HOW DO YOU ASSESS READINESS?

REOPEN RUSHERS

21.1 MILLION

FEEL SAFE DOING MOST IN-PERSON ACTIVITIES

As we work our way through these 4 segments, you'll start to notice a theme: from those who are restless and feel eager to get back to normal to those who are extremely apprehensive, their behavior in regard to COVID-19 precautions does not change drastically. Even our Reopen Rushers are washing their hands and staying at home when possible.

But, where we see the difference in the Reopen Rushers group is their belief that we'll be back to normal in a matter of months. This aligns with their top values, including tradition and independence. They're not overly concerned with closely tracking hot spots or paying too much attention to the media, which they're 28% more likely to believe is overblowing the pandemic in its coverage.

DEMOGRAPHICS: 55% MALE, 44% 25-44, 61% FULL-TIME EMPLOYED, 21% 25-44 HOURS WORKING PER WEEK, 41% 15-20 HOURS WORKING PER WEEK.

VALUES: TRADITION, INDEPENDENCE, FAMILY, COMMUNITY.

TOP TV NETWORKS: FOX NEWS, FOX, CBS.

PREFERRED NATIONAL NEWS: FOX NEWS, FOX, CBS.

POLITICAL PARTY: REPUBLICAN.

TOP STREAMING NETWORKS: FOX NEWS, FOX, CBS.

TOP SOCIAL CHANNELS: FOX NEWS, FOX, CBS.

TOP SOCIAL ISSUE: RELIGION.

CONCERNS: 48% are concerned about continuing to a moderate extent, 25% are worried physical stores to a large extent, 25% are practicing social distancing to a large extent, 25% are washing their hands to a large extent, 25% are practicing physical stores to a large extent, 25% are washing their hands to a large extent, 25% are practicing social distancing to a large extent, 25% are worried physical stores to a large extent, 25% are washing their hands to a large extent.

COMPARISONS: 18% more likely to believe the U.S. is back to normal in 3 months, 13% more likely to get back to normal in 6 months, 26% more likely to believe the U.S. is back to normal in 9 months, 31% more likely to believe the U.S. is back to normal in 12 months, 28% more likely to believe the U.S. is back to normal in 15 months.

[LEARN MORE](#)

REOPEN READY

9.5 MILLION

FEEL SAFE DOING SEVERAL IN-PERSON ACTIVITIES

Getting into the Reopen Ready segment, these consumers don't seem to rush the process, but they're waiting and ready when their state goes green. Right now, 25% are avoiding physical stores to a large extent, but these might be your consumers ready to shop again once they get the green light. They're 10% more likely to believe a quick turnaround is possible and 28% less likely to think it could take as long as 1-12 months.

They're looking to Twitter for news and information, and they're 14% more likely to believe the media is over-representing the pandemic. Given that this group values achievement and reputation, they may be eager to get back into the normalcy of the workplace and life in order to maintain their identity as a successful individual.

DEMOGRAPHICS: 54% MALE, 37% 25-44, 70% FULL-TIME EMPLOYED, 34% 15-20 HOURS WORKING PER WEEK, 41% 15-20 HOURS WORKING PER WEEK.

VALUES: ACHIEVEMENT, REPUTATION, FAMILY, COMMUNITY.

TOP TV NETWORKS: FOX NEWS, FOX, CBS.

PREFERRED NATIONAL NEWS: FOX NEWS, FOX, CBS.

POLITICAL PARTY: REPUBLICAN.

TOP STREAMING NETWORKS: FOX NEWS, FOX, CBS.

TOP SOCIAL CHANNELS: TWITTER, FOX NEWS, FOX, CBS.

TOP SOCIAL ISSUE: RELIGION.

CONCERNS: 25% are concerned about continuing to a moderate extent, 25% are practicing physical stores to a large extent, 25% are practicing social distancing to a large extent, 25% are washing their hands to a large extent, 25% are practicing physical stores to a large extent, 25% are washing their hands to a large extent, 25% are practicing social distancing to a large extent, 25% are worried physical stores to a large extent, 25% are washing their hands to a large extent.

COMPARISONS: 10% more likely to believe the U.S. is back to normal in 3 months, 26% more likely to get back to normal in 6 months, 24% more likely to believe the U.S. is back to normal in 9 months, 21% more likely to believe the U.S. is back to normal in 12 months, 14% more likely to believe the U.S. is back to normal in 15 months.

[LEARN MORE](#)

REOPEN RELUCTANT

30.3 MILLION

FEEL SAFE DOING A FEW IN-PERSON ACTIVITIES

Surprisingly, the Reopen Reluctant group is 24% more likely to believe we'll be back to normal in 2-3 months and 25% more likely to believe the pandemic is being over-represented by the media - this group is resistant about the reopen, but perhaps optimistic about the country's ability to recover in an expedient manner.

They fall in line with the other groups in terms of practicing social distancing and safety precautions, and they're also 2% more likely to be tracking outbreaks regularly throughout their stay. It could certainly be the awareness of others spread that has led this group, while cautiously optimistic about reopening, to believe that perhaps it isn't the best decision right this minute.

DEMOGRAPHICS: 52% MALE, 25% 25-44, 61% FULL-TIME EMPLOYED, 21% 25-44 HOURS WORKING PER WEEK, 41% 15-20 HOURS WORKING PER WEEK.

VALUES: TRADITION, INDEPENDENCE, FAMILY, COMMUNITY.

TOP TV NETWORKS: FOX NEWS, FOX, CBS.

PREFERRED NATIONAL NEWS: FOX NEWS, FOX, CBS.

POLITICAL PARTY: REPUBLICAN.

TOP STREAMING NETWORKS: FOX NEWS, FOX, CBS.

TOP SOCIAL CHANNELS: FOX NEWS, FOX, CBS.

TOP SOCIAL ISSUE: RELIGION.

CONCERNS: 24% are concerned about continuing to a moderate extent, 25% are practicing physical stores to a large extent, 25% are practicing social distancing to a large extent, 25% are washing their hands to a large extent, 25% are practicing physical stores to a large extent, 25% are washing their hands to a large extent, 25% are practicing social distancing to a large extent, 25% are worried physical stores to a large extent, 25% are washing their hands to a large extent.

COMPARISONS: 24% more likely to believe the U.S. is back to normal in 2-3 months, 13% more likely to get back to normal in 6 months, 32% more likely to believe the U.S. is back to normal in 9 months, 2% more likely to believe the U.S. is back to normal in 12 months, 25% more likely to believe the U.S. is back to normal in 15 months.

[LEARN MORE](#)

REOPEN RESISTANT

165.8 MILLION

FEEL SAFE DOING LITTLE TO NO IN-PERSON ACTIVITIES

The largest segment is the Reopen Resistant group. At 165.8 million strong, this group is not sure reopening is the right decision at this point and that setbacks align. Their resistance to return to "normal" life could be made easier by the fact that only 30% cannot work from home.

Additionally, 42% of this group identifies as Democrat, the highest of all four groups. This group is closely following along with guidance news, 1% below the media in appropriately representing the pandemic, while 33% are tracking outbreaks frequently or somewhat throughout the day.

DEMOGRAPHICS: 53% FEMALE, 57% 25-44, 40% FULL-TIME EMPLOYED, 32% 15-20 HOURS WORKING PER WEEK, 41% 15-20 HOURS WORKING PER WEEK.

VALUES: TRADITION, INDEPENDENCE, FAMILY, COMMUNITY.

TOP TV NETWORKS: FOX NEWS, FOX, CBS.

PREFERRED NATIONAL NEWS: FOX NEWS, FOX, CBS.

POLITICAL PARTY: DEMOCRAT.

TOP STREAMING NETWORKS: FOX NEWS, FOX, CBS.

TOP SOCIAL CHANNELS: FOX NEWS, FOX, CBS.

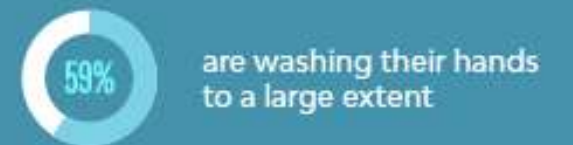
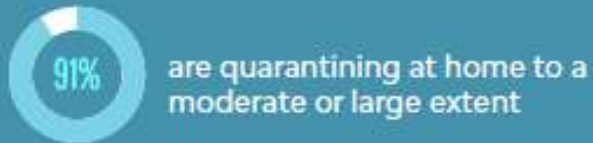
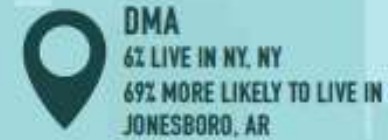
TOP SOCIAL ISSUE: RELIGION.

CONCERNS: 25% are concerned about continuing to a moderate extent, 25% are practicing physical stores to a large extent, 25% are practicing social distancing to a large extent, 25% are washing their hands to a large extent, 25% are practicing physical stores to a large extent, 25% are washing their hands to a large extent, 25% are practicing social distancing to a large extent, 25% are worried physical stores to a large extent, 25% are washing their hands to a large extent.

COMPARISONS: 4% more likely to believe the U.S. is back to normal in 3 months, 6% more likely to get back to normal in 6 months, 4% more likely to believe the U.S. is back to normal in 9 months, 3% more likely to believe the U.S. is back to normal in 12 months, 3% more likely to believe the U.S. is back to normal in 15 months.

[LEARN MORE](#)

REOPEN RUSHERS



REOPEN RESISTANT



FEMALE



BETWEEN
19-54 (19%
EACH GROUP)



FULL-TIME
EMPLOYED



32% 20-40 HOURS
ONLINE PER WEEK



60% 10-20 HOURS
WATCHING TV PER WEEK



TOP VALUES
EQUALITY, SERVICE,
TOLERANCE



TOP TV NETWORKS
PBS, MSNBC, CNN



PREFERRED
NATIONAL NEWS
ABC WORLD NEWS TONIGHT



POLITICAL PARTY
40% DEMOCRAT
27% REPUBLICAN
26% INDEPENDENT



TOP STREAMING
NETWORKS
DISNEY+, HULU WITH
LIVE TV, STARZ



TOP SOCIAL
CHANNELS
LINKEDIN, PINTEREST,
REDDIT



DMA
7% LIVE IN NY, NY
36% MORE LIKELY TO
LIVE IN LAFAYETTE, LA



TOP SOCIAL ISSUE
CLIMATE CHANGE



are concerned about coronavirus
to a large extent



are avoiding physical
stores to a large extent



are practicing social
distancing to a large extent



are washing their hands
to a large extent



are quarantining at home to a
moderate or large extent



have a family member
who has been infected



cannot work from home

REOPEN
RUSHERS

REOPEN
RESISTENT

21.1 M June **AGILE** 165.8 M June
5M July 205M July

ARE PEOPLE SNACKING MORE OR LESS?

Primary Grocery
Shopper/Reopen
Resistant
May Recent Events
Wave

VS.

Primary Grocery
Shopper/Reopen
Resistant
July Wave

Insights:

- Overall, snacking between meals is trending toward "sometimes"



WHEN ARE THEY SNACKING?

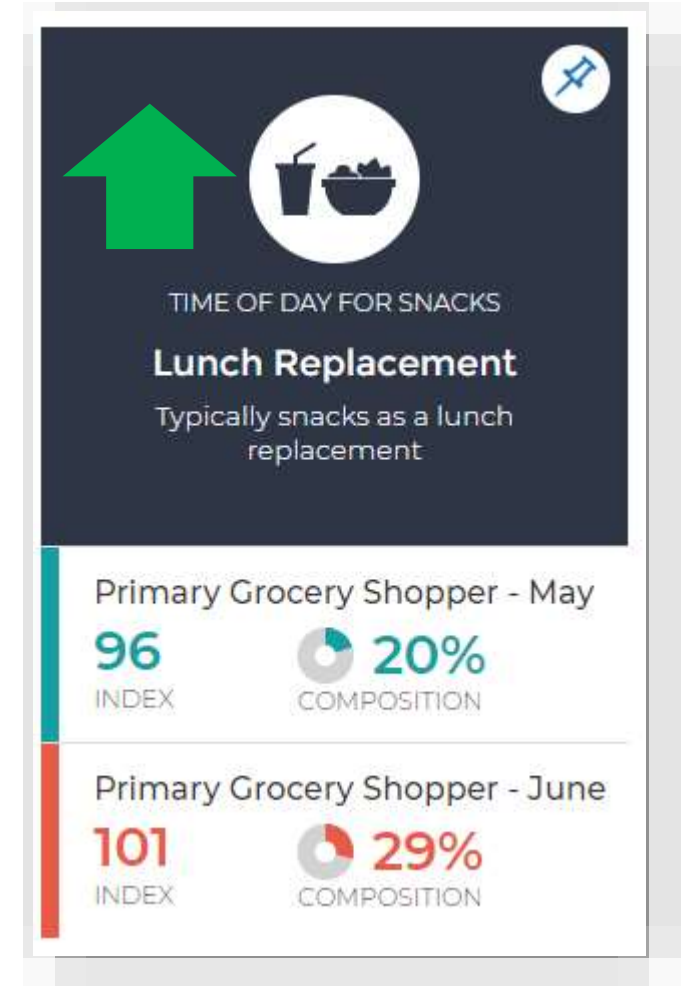
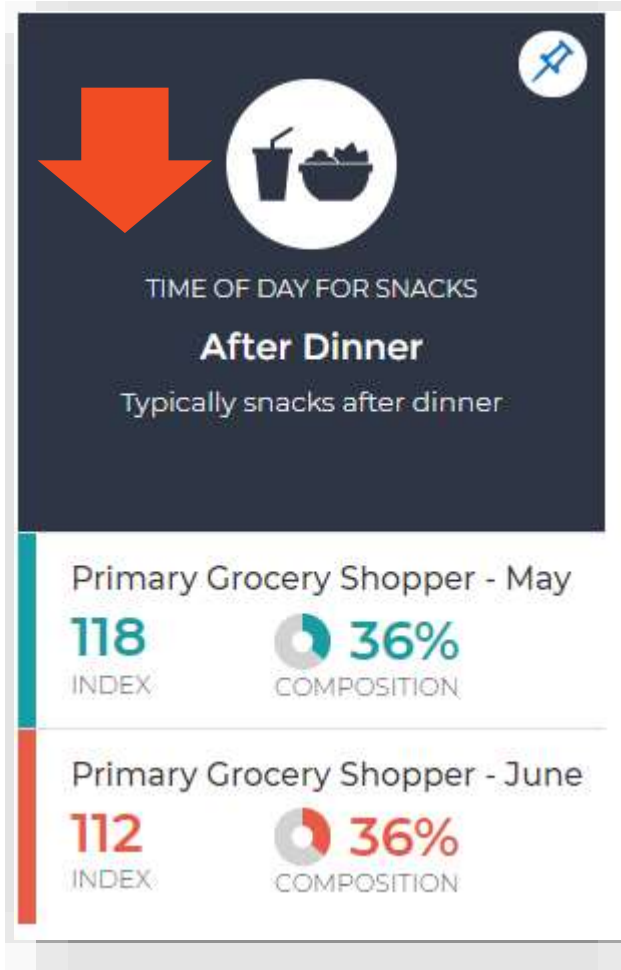
Primary Grocery Shopper/Reopen Resistant from May Recent Events Wave

VS.

Primary Grocery Shopper/Reopen Resistant July Wave

Insights:

- People are snacking less after dinner and more as a lunch replacement



WHAT DO THEY WANT TO BUY?

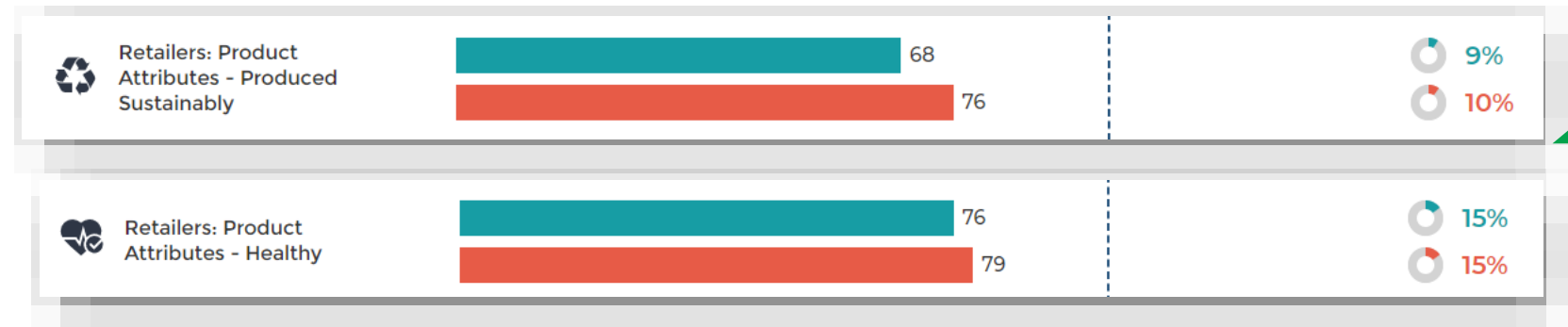
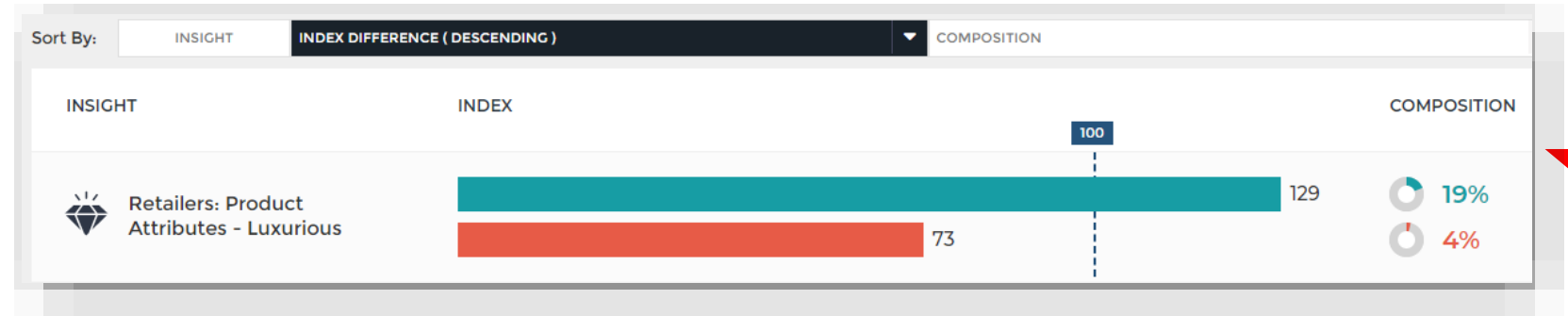
Primary Grocery Shopper from May Recent Events Wave

VS.

Primary Grocery Shopper July Wave

Insights:

- Luxurious decreased dramatically
- Sustainability and Healthy are both increasing





AGILE MARKETING TIP #3

Emerging trends
have **MAJOR** impact



There's *CHANGE*:
Which **CATEGORIES** are
GAINING/LOSING?

ARE WE DRINKING MORE OR LESS?

Increase Drinking
March Wave

VS.

Increased Drinking
July Wave

Insights:

- Across the board, people are drinking more.
- Liquor consumption has increased the most



DIVING DEEPER INTO LIQUOR CATEGORIES

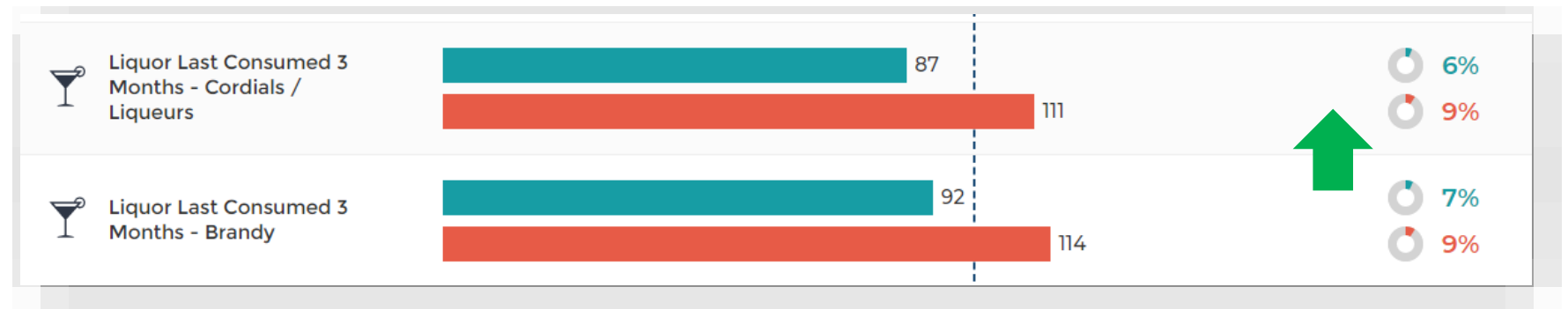
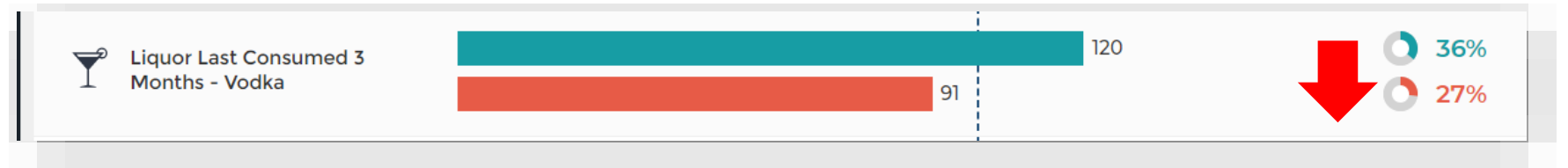
Increase Drinking
March Wave

VS.

Increased Drinking
July Wave

Insights:

- Overall vodka consumption decreased
- Liqueurs/brandy increased

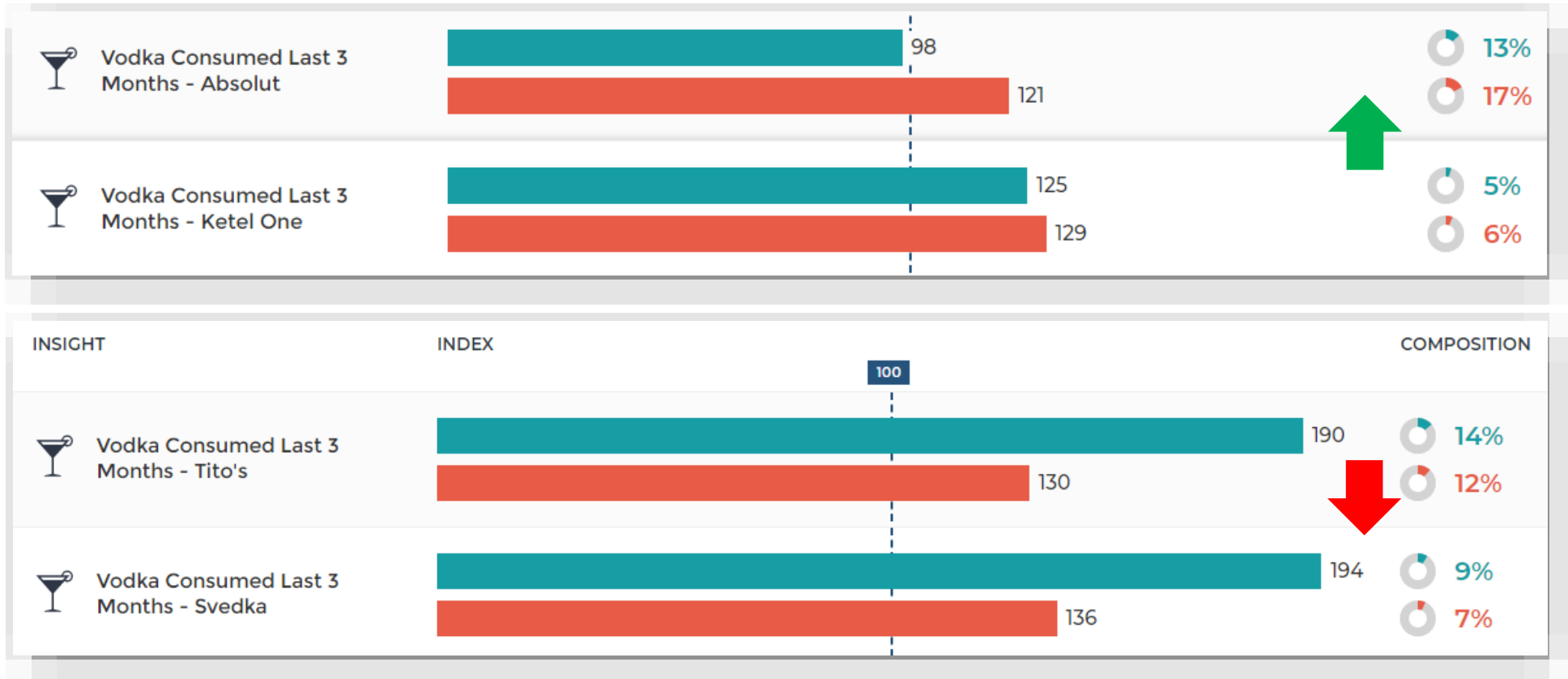


WHICH BRANDS ARE GAINING/LOSING?

Increase Drinking
March Wave

VS.

Increased Drinking
July Wave



Insights:

- Smirnoff and Ketel one saw moderate increases
- **Tito's and Svedka** are seeing decreased preference

WHAT IS MORE IMPORTANT THAN PRICE?

Increase Drinking
March Wave

VS.

Increased Drinking
July Wave



Liquor Selection
Considerations - Price



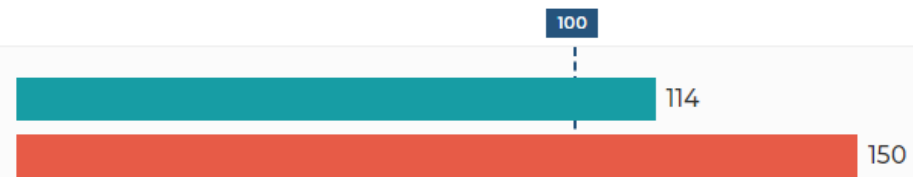
INSIGHT

INDEX

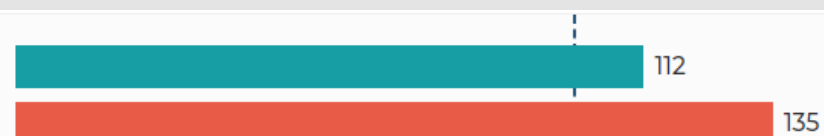
COMPOSITION



Liquor Selection
Considerations - Personal
Recommendations



Liquor Selection
Considerations - Who
Drinking With



Insights:

- Price is less of a consideration factor
- Recommendations **and who you're** drinking with have increased in importance

And then there's *CHANGE*:
Consumer & Brand *VALUE*
ALIGNMENT

Economic Boycott Content

BASELINE: Online Adult Population | CONTAINS: Tag Data

TOTAL: 24.2K | UNIQUES: 24.4K | LATEST: 24.2K

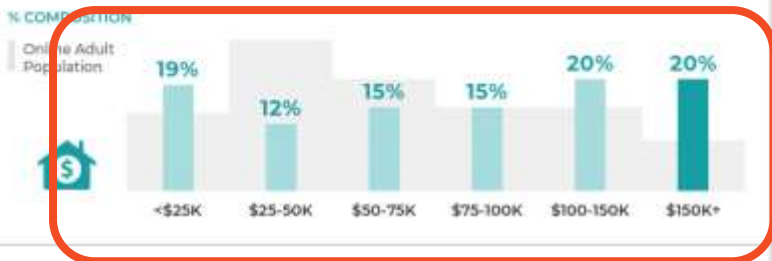
Gender



Age Group



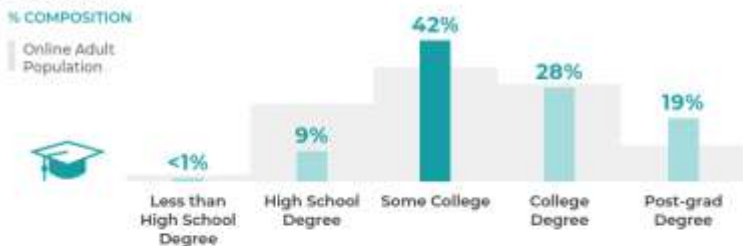
Household Income



Employment Status



Education

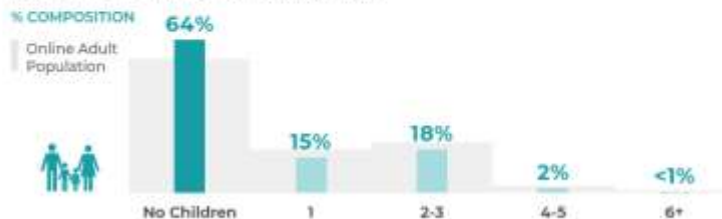


NOTE: There are only 3 significant values for this metric.

Marital Status



Number of Children Under 18 Years



Index indicates how likely your audience is to possess a trait, or attribute, as compared to the baseline, with 100 representing average. Percent Composition is the distribution, or proportion, of those in an audience who have that specific trait.

WHO ARE THE 'CONSUMER ACTIVISTS'?



WHAT ARE THEIR PRODUCT PREFERENCES?



WHO ARE THE 'CONSUMER ACTIVISTS'? IN YOUR BASE



PERSONAL VALUES



Accepting those who are different



Living an exciting life



Maintaining a good public image

PREFERS BRANDS THAT



Reduce energy use



Reduce packaging



Listen to the public

FAVORITE BRANDS



Patagonia



Whole Foods

TOP ENGAGEMENT ISSUE AREAS



Promoting civil liberties



Supporting pro-choice issues



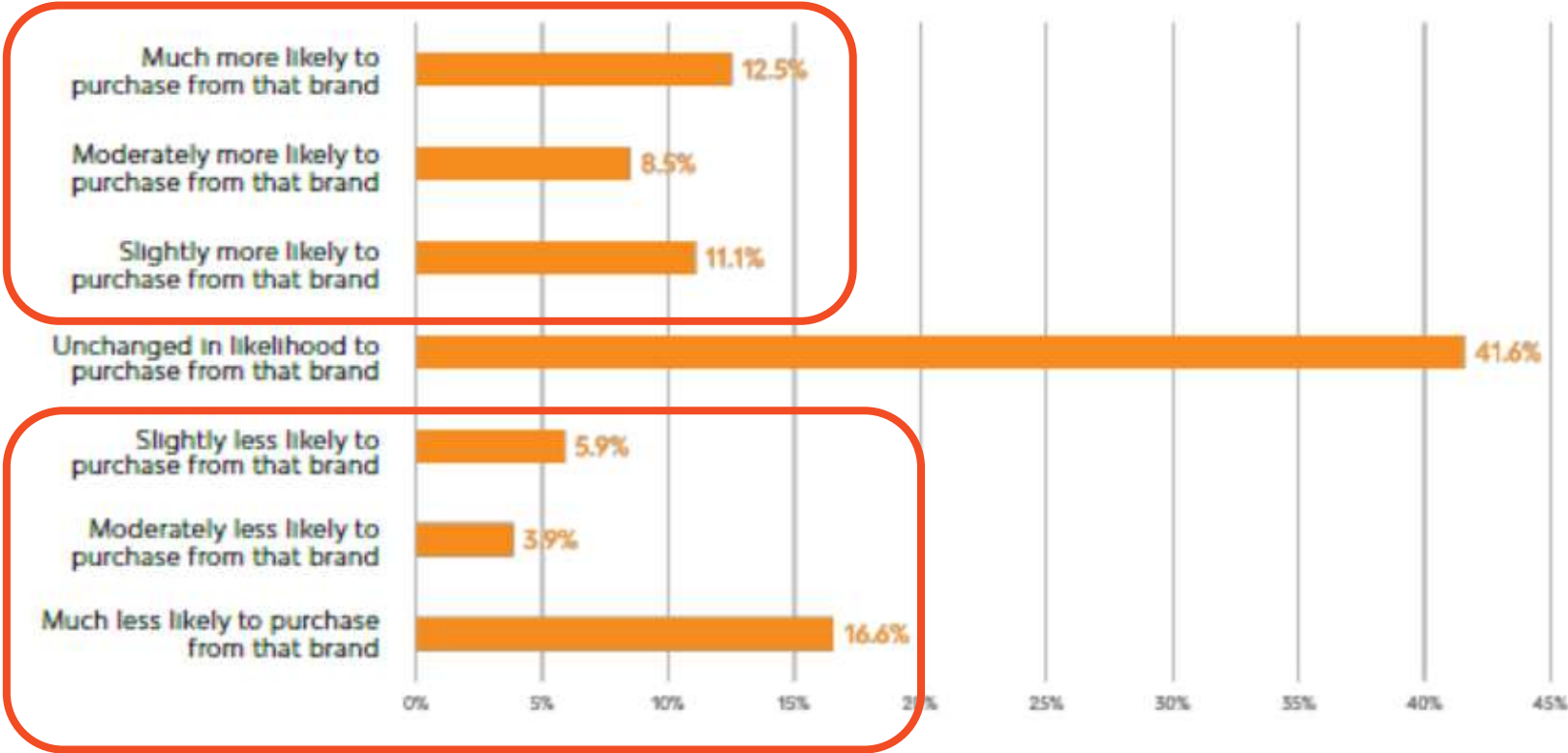
Improving transportation/mass transit

Source: Resonate Ignite Platform Copyright 2020

This shopper visits websites such as **Grab Your Wallet**, **Open Secrets** and **BUYcott**.

HOW SHOULD YOUR BRAND RESPOND?

Q16 How are you likely to react when you see a Consumer Brand showing support for the group Black Lives Matter or other protesters in the country?



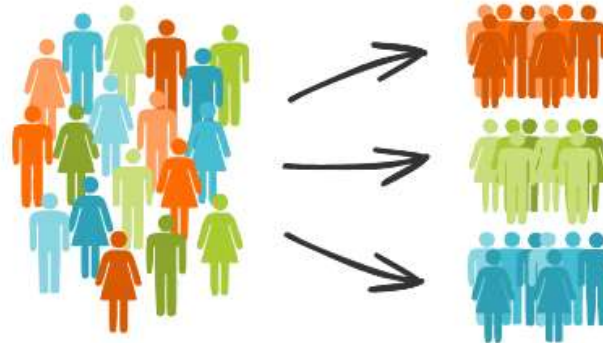
AGILE MARKETING:

Insights Into Action

How have my customers attitudes changed?

When should we open? Who is will come and who will wait? What is required to make them feel safe & comfortable?

Universal



Where and how do I best engage customers & prospects in this challenging time?

What packages should I create? How should my media mix shift - Pre-roll, addressable tv & product placement.

Hershey

When do consumers plan to begin spending again?

Shift to/from online to/from brick and mortar - when, where to open or not

Truist (SunTrust), Sleep Number

Are these changes short-lived, or permanent?

Website insights and personalization initiatives on how they can help with the extended time to file your taxes.

Fin serv leader

AGILE MARKETING:

Ask the Hard Questions

1. What is the baseline of your data?
2. How often is your data refreshed?
3. Can I hit the refresh button as things change?
4. Can you provide a view of my customer from all of my data sources?
5. Can I tie my research and insights tightly back to execution?
6. Can I get detailed geo intelligence quickly?



LEARN MORE

Resonate offers deep human-level data and insights to help you stay ahead of the complex changes facing consumers in 2020, from the coronavirus pandemic to the fight against systemic racism. Get the report:

resonate.com/yourcustomer