

Brand Loyalty After COVID-19

WEBINAR |  **mfour** | **06.09.20**
mobile insights in real time

Today's speakers:



KATHERINE D.
Senior Manager,
Research Strategy

Katherine is an expert in all facets of mobile research, from design to best practices and implementation of both digital and location data.

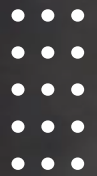
Since 2014, she has been empowering companies to make better-informed business decisions through powerful, data-driven insights.



VARDAN K.
Vice President,
Research & Strategy

Vardan is responsible for educating and consulting with MFour's Fortune 1000 clients.

Vardan helps clients to leverage mobile-app market research to encourage faster, deeper insights. These rely on location and digital journeys, shedding light onto research that has never before been possible.



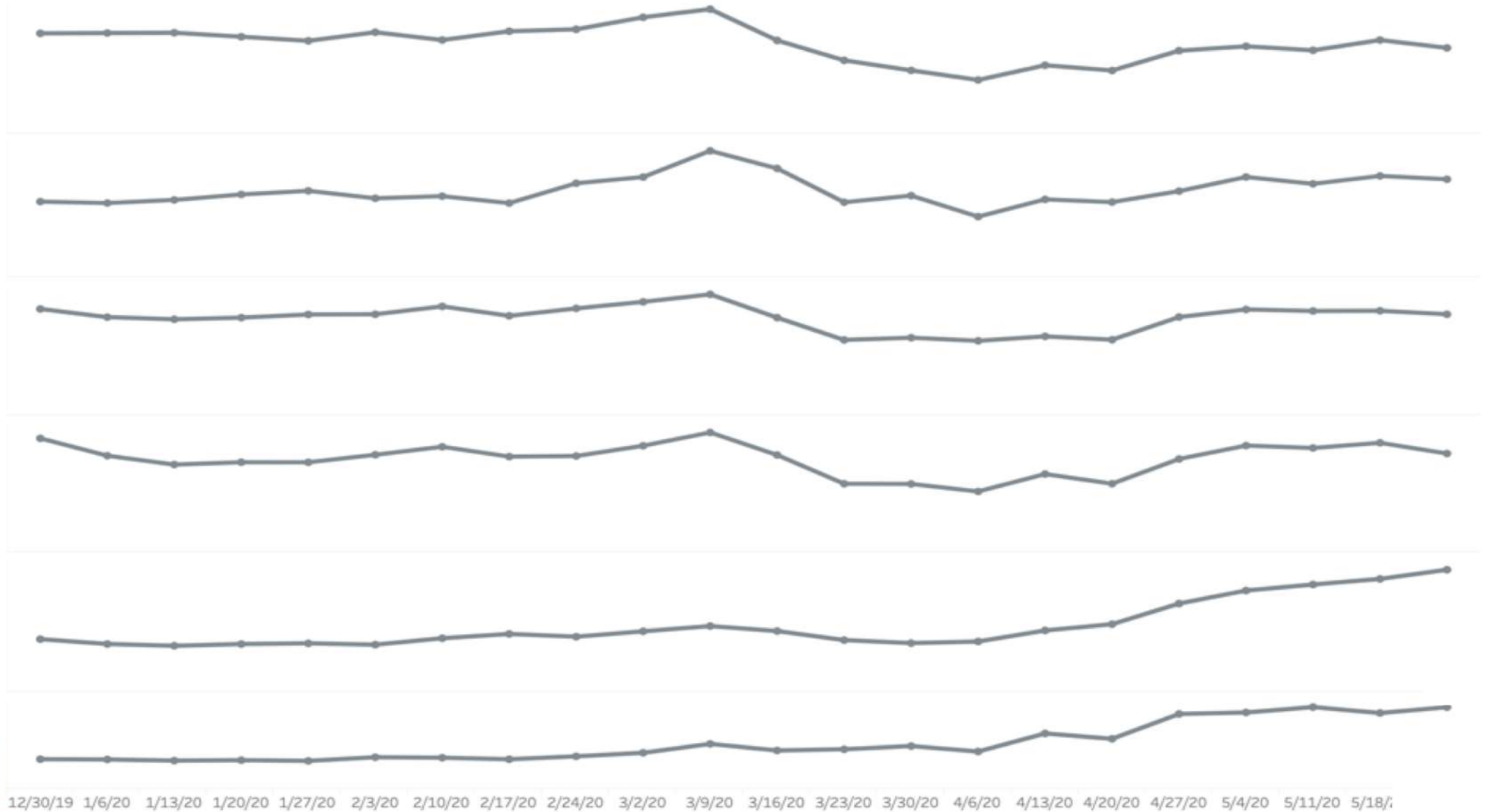
What you'll learn today:

- New data on brand loyalty.
- New insights that point to permanent shifts.
- An agile approach to OOH advertising to influence consumers.

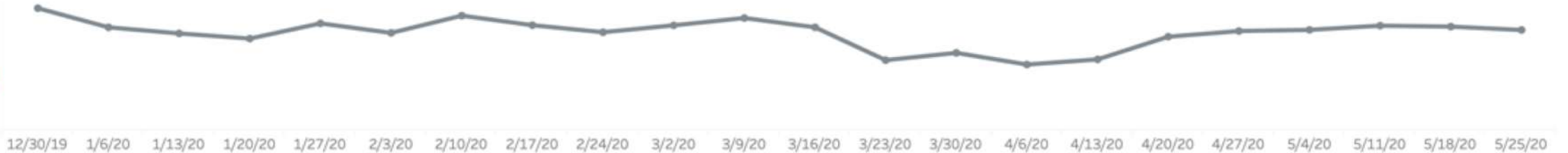
A woman with long brown hair in a braid, wearing a blue polka-dot dress, is smiling and looking down at a young girl. The girl has long blonde hair and is wearing a white shirt. She is holding a yellow bell pepper in her right hand and a red bell pepper in her left hand. They are standing in a market or grocery store, with green crates of vegetables and chalkboard signs in the background. The text "Part 1: Where are consumers shopping?" is overlaid at the bottom of the image.

Part 1: Where are consumers shopping?

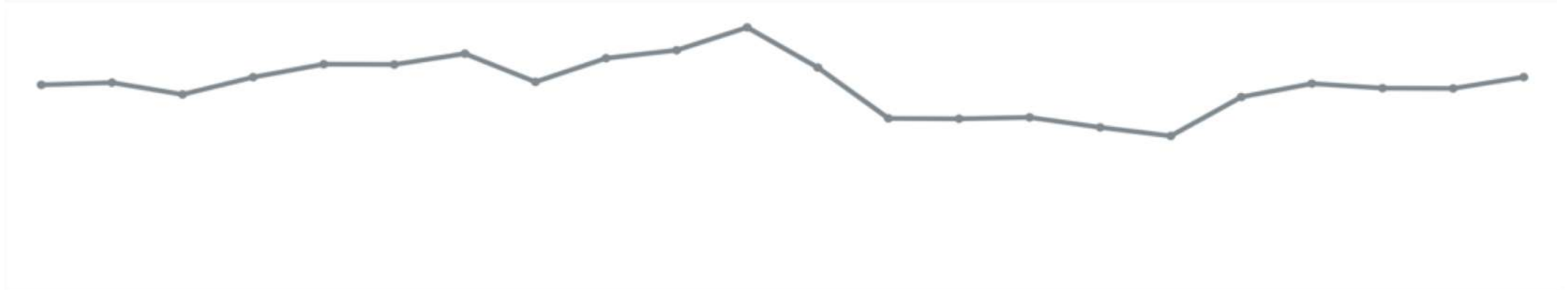
Big-box foot traffic.



Grocery foot traffic.

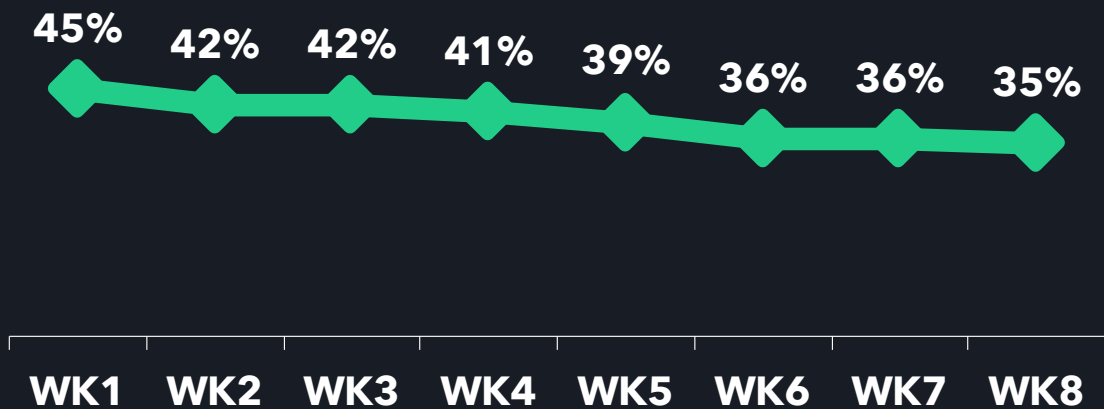


C-store foot traffic.



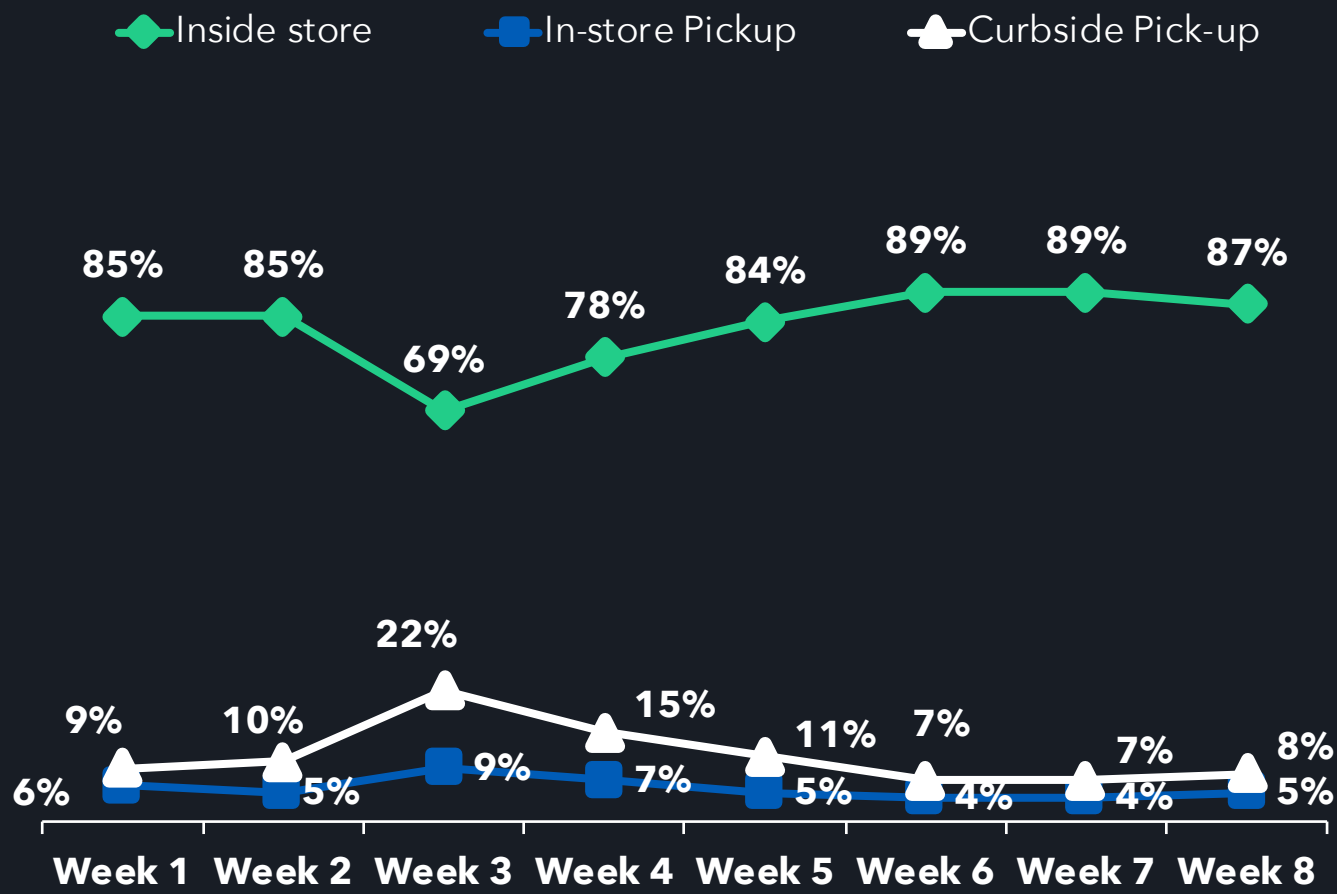
National supermarket case study.

BOPIS consideration.

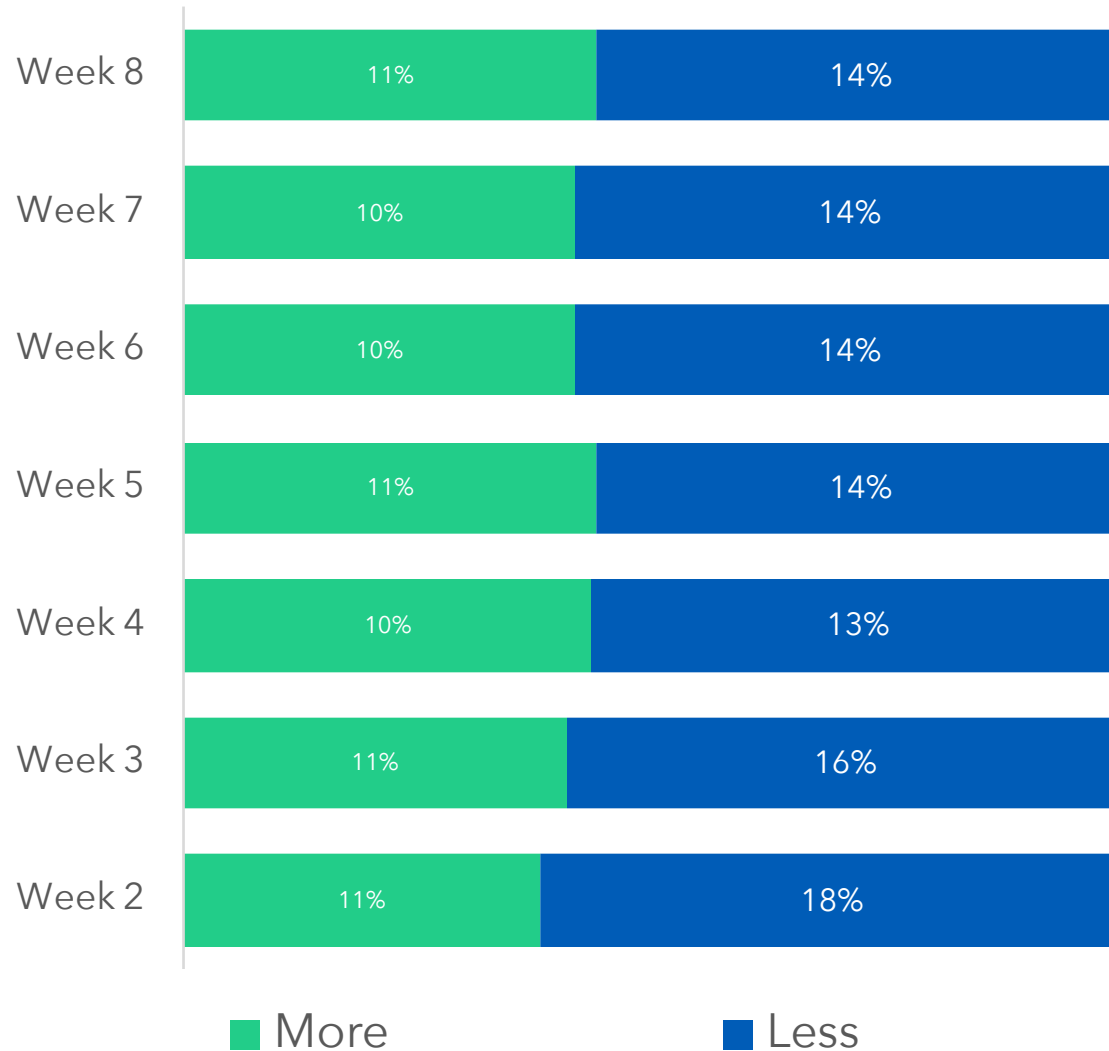




Adoption of BOPIS.



Spend on beauty & personal care



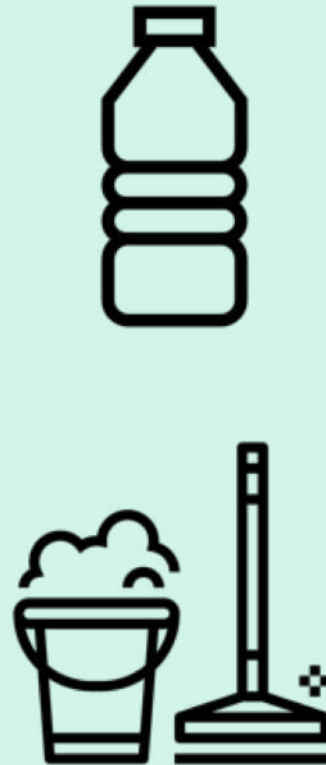
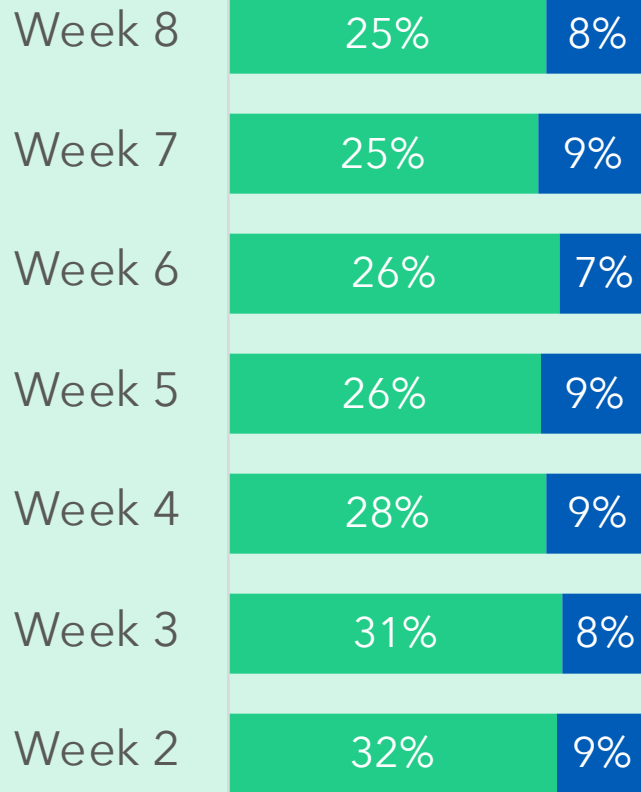
Panic put self-care
in the backseat.



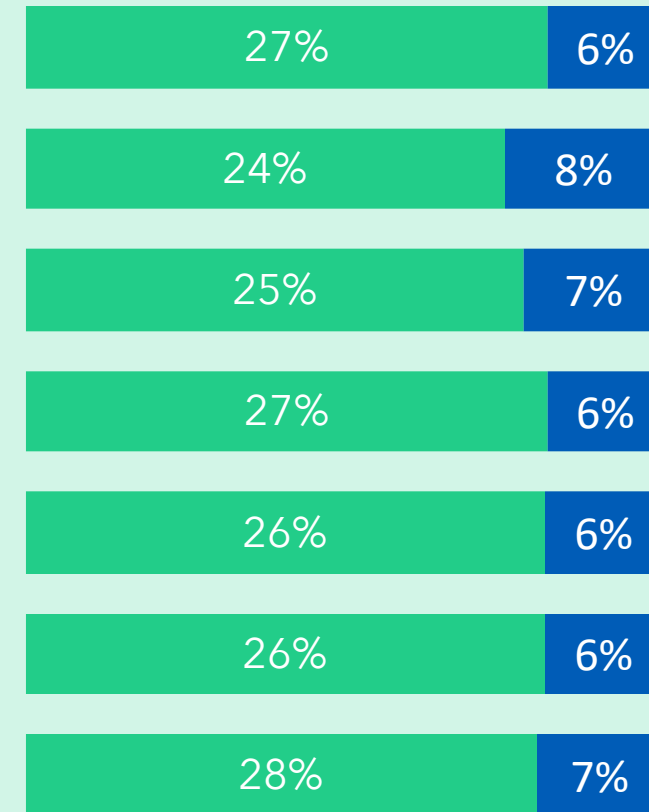
Necessity buying mindset sticks.



Household Cleaners



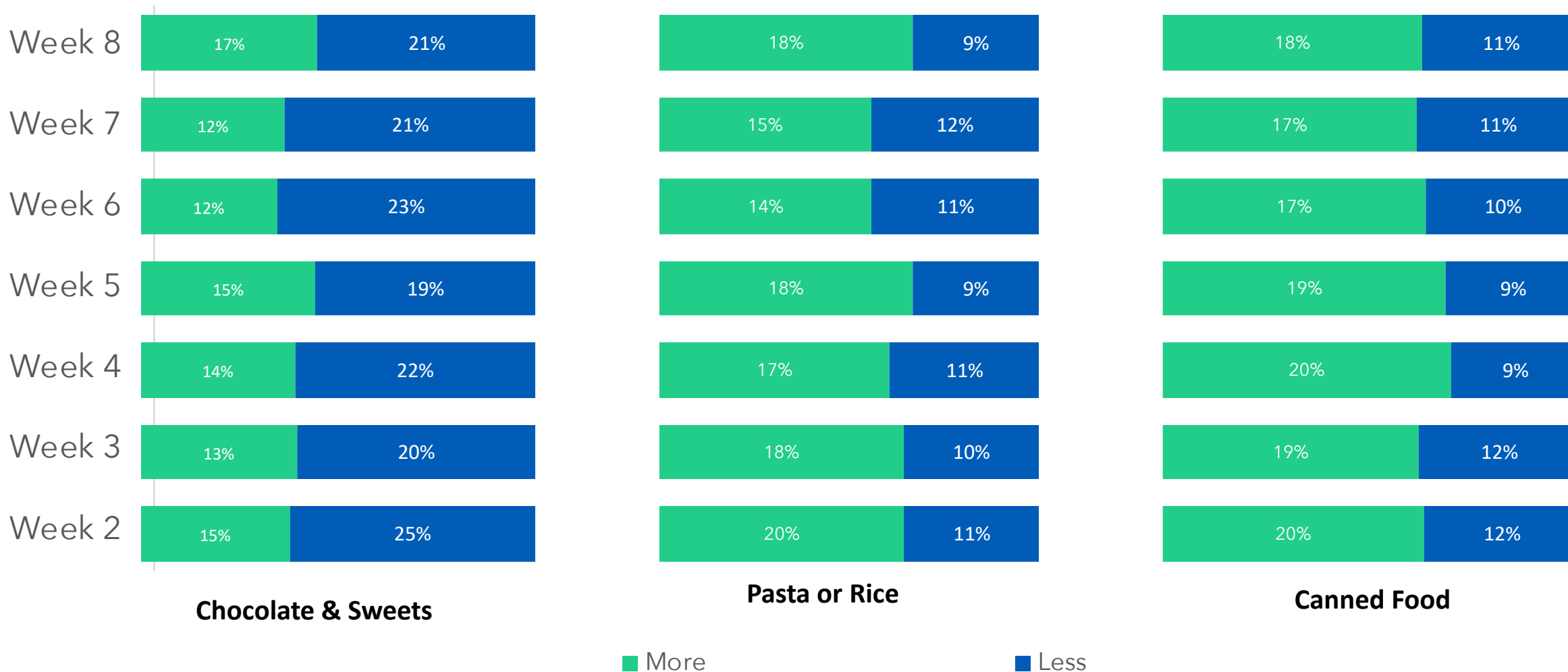
Bottled Water



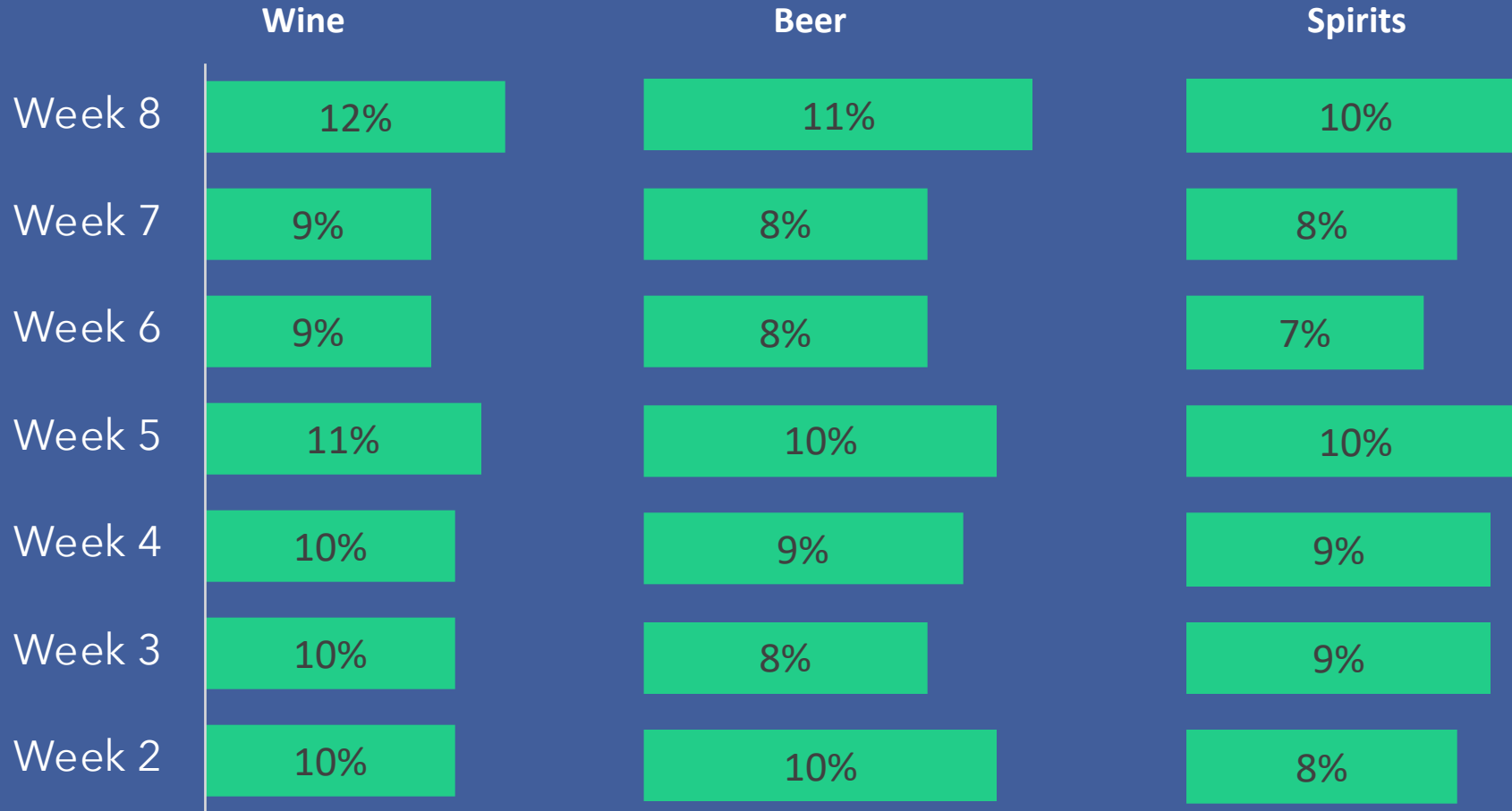
More

Less

Staple pantry items start to normalize.



Think about new occasions: drinking alone.



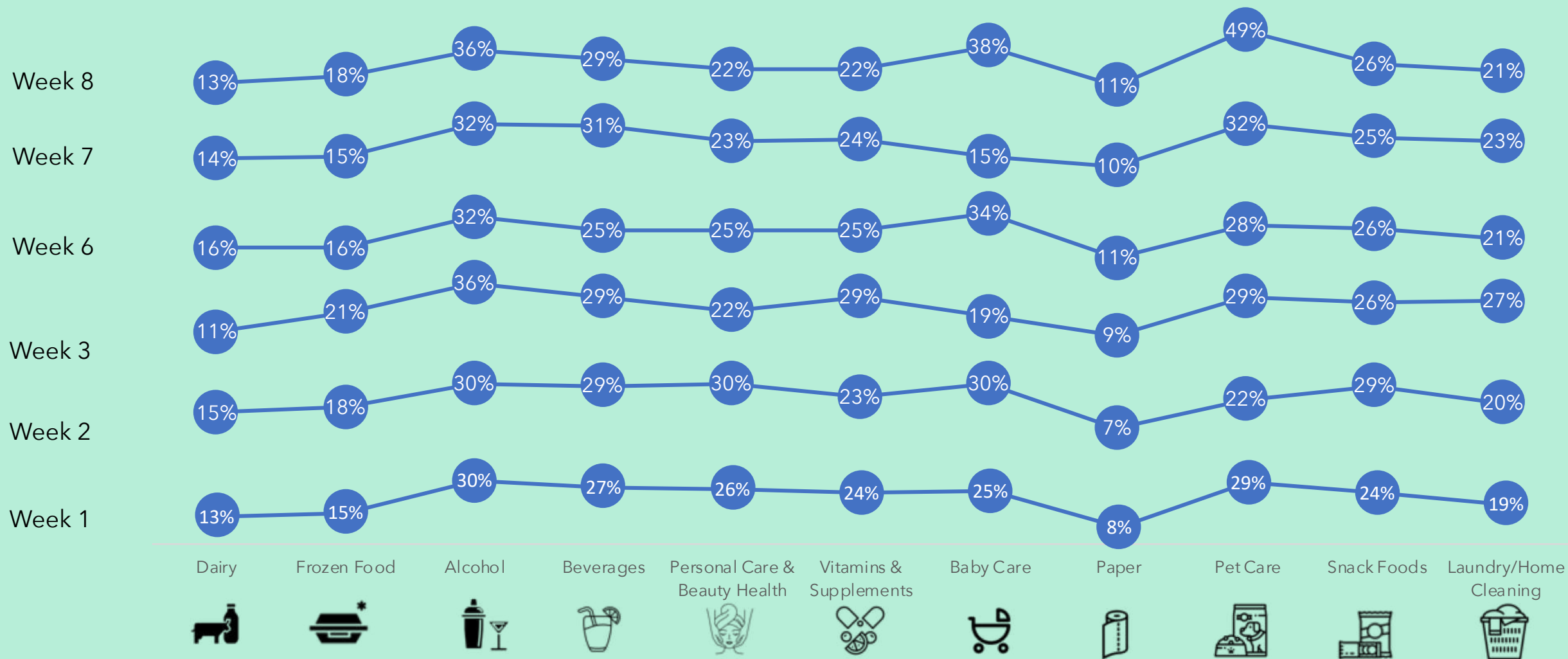
■ More buying

Top consumption method: At home, alone, relaxing	
	63%
	56%
	55%



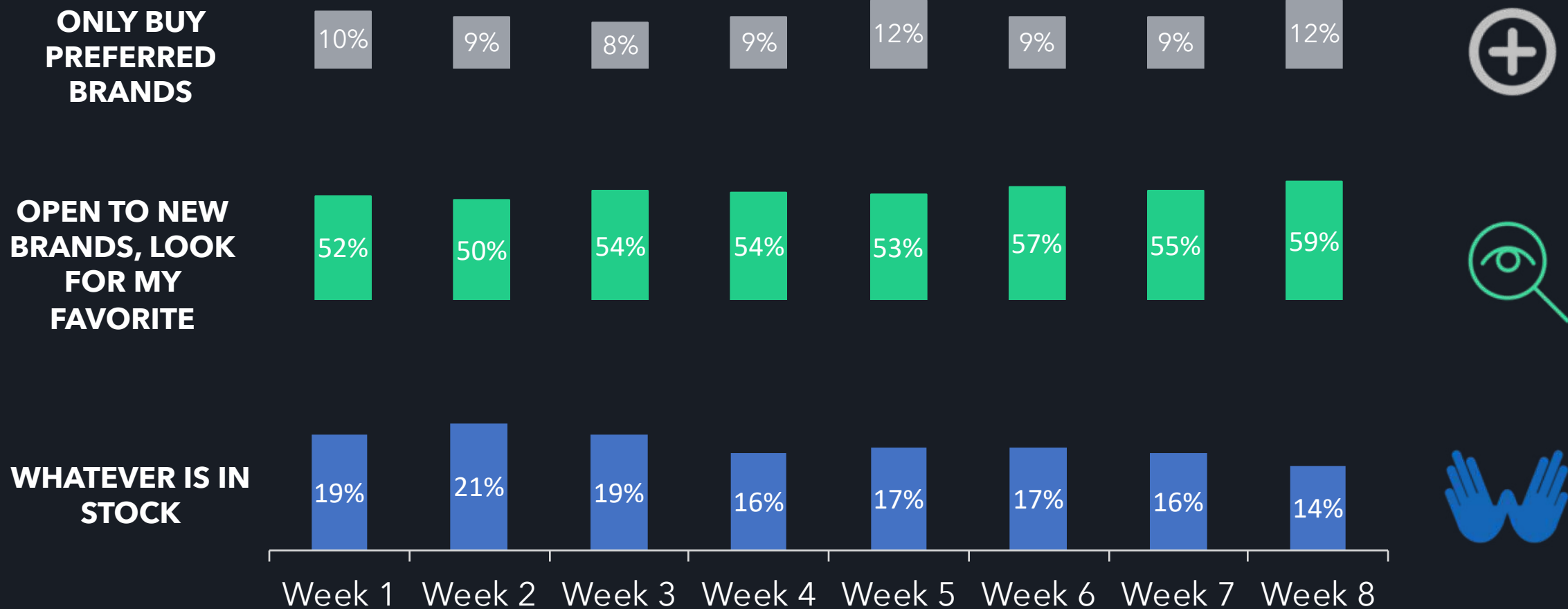
Part 2: What's happening to brand?

Brand makes comeback as purchase driver.





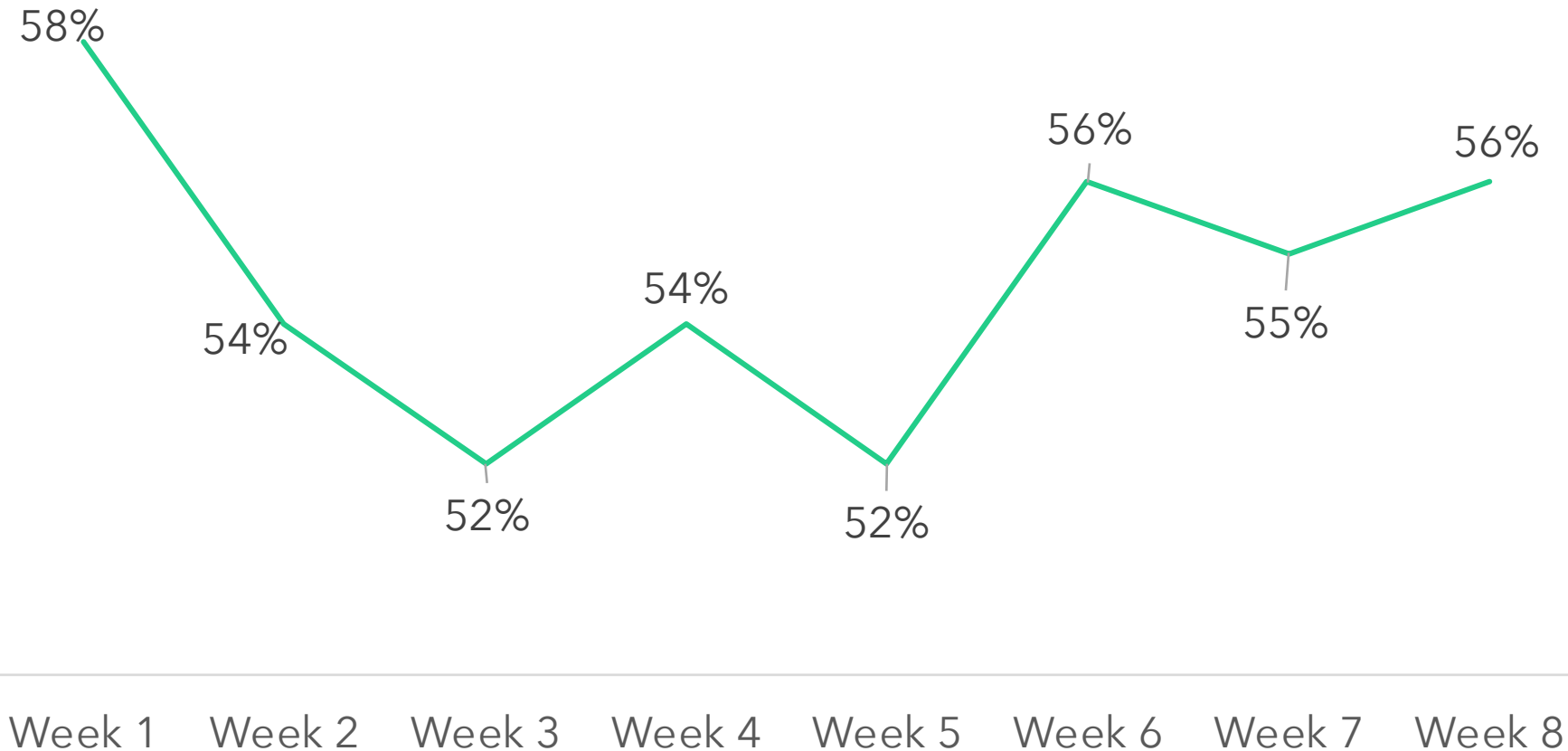
Brand focus rebounds.



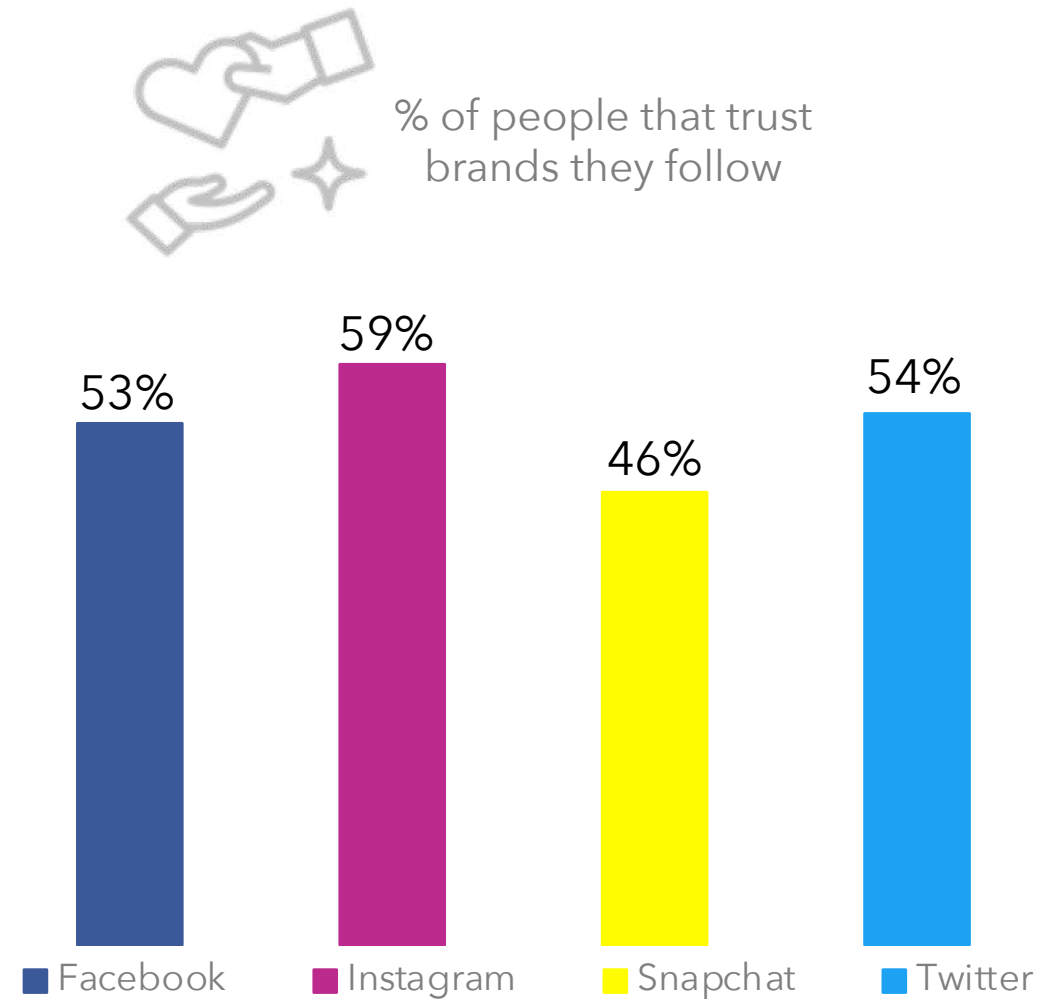
Consumers commit to new brands.



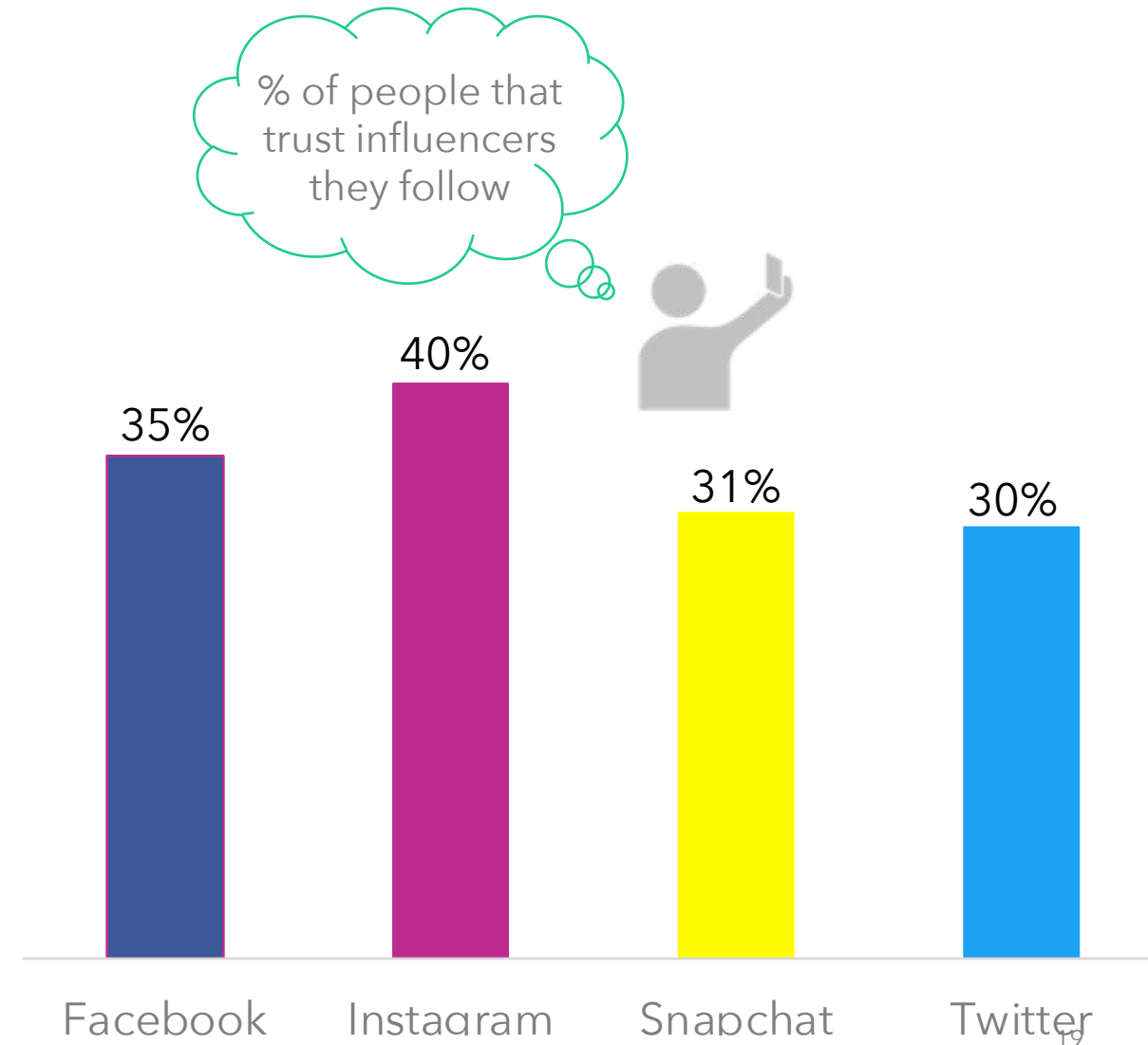
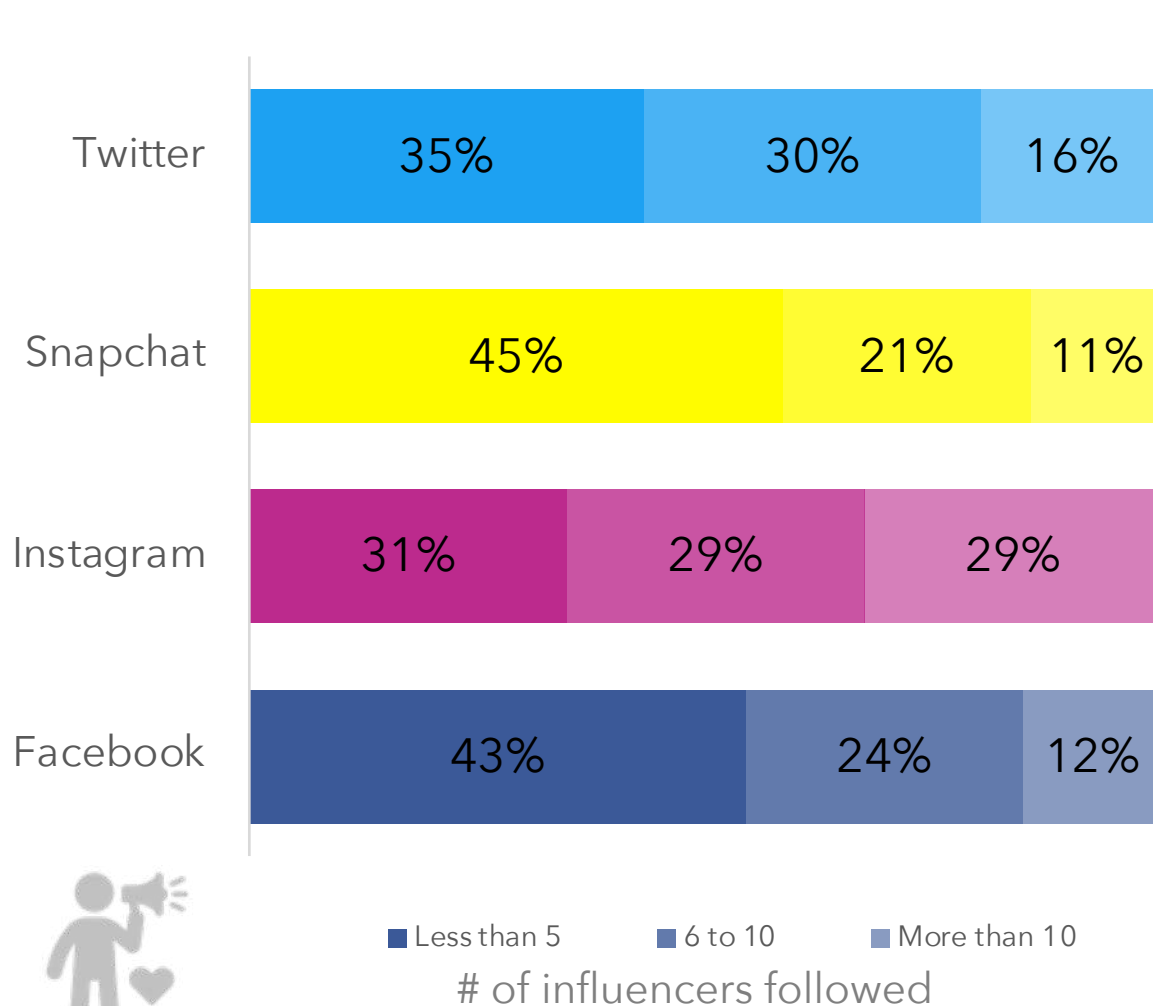
Likelihood to continue new brand found during COVID



Get personal: social following creates trust.



Influence your consumers into trusting your brand.

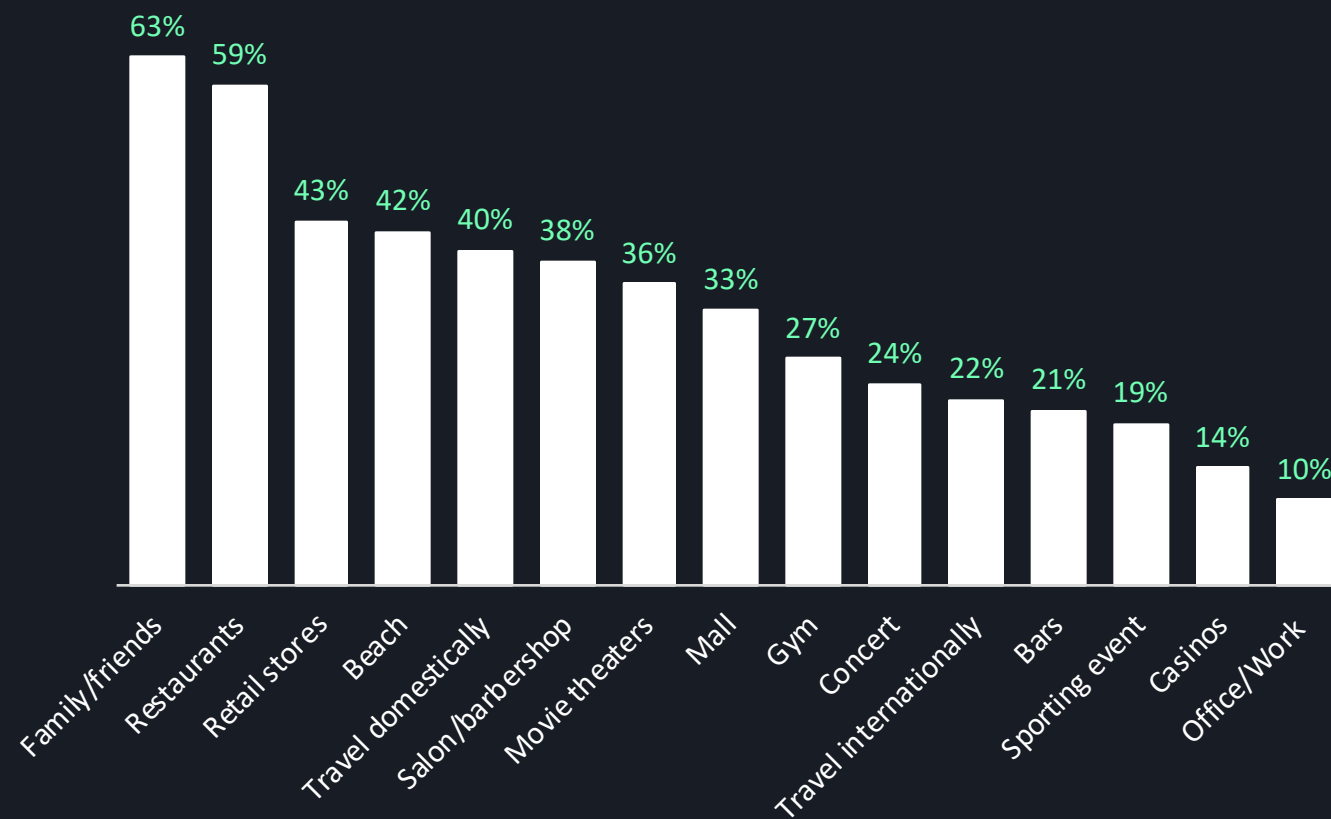


A woman with long brown hair is walking on a city street. She is smiling and looking down at a smartphone in her right hand. She is also holding a white disposable coffee cup in her left hand. She is wearing a light blue blazer over a white top and yellow pants. A brown leather bag is slung over her shoulder. The background is a blurred city street with buildings and cars.

Part 3: OOH planning post COVID.

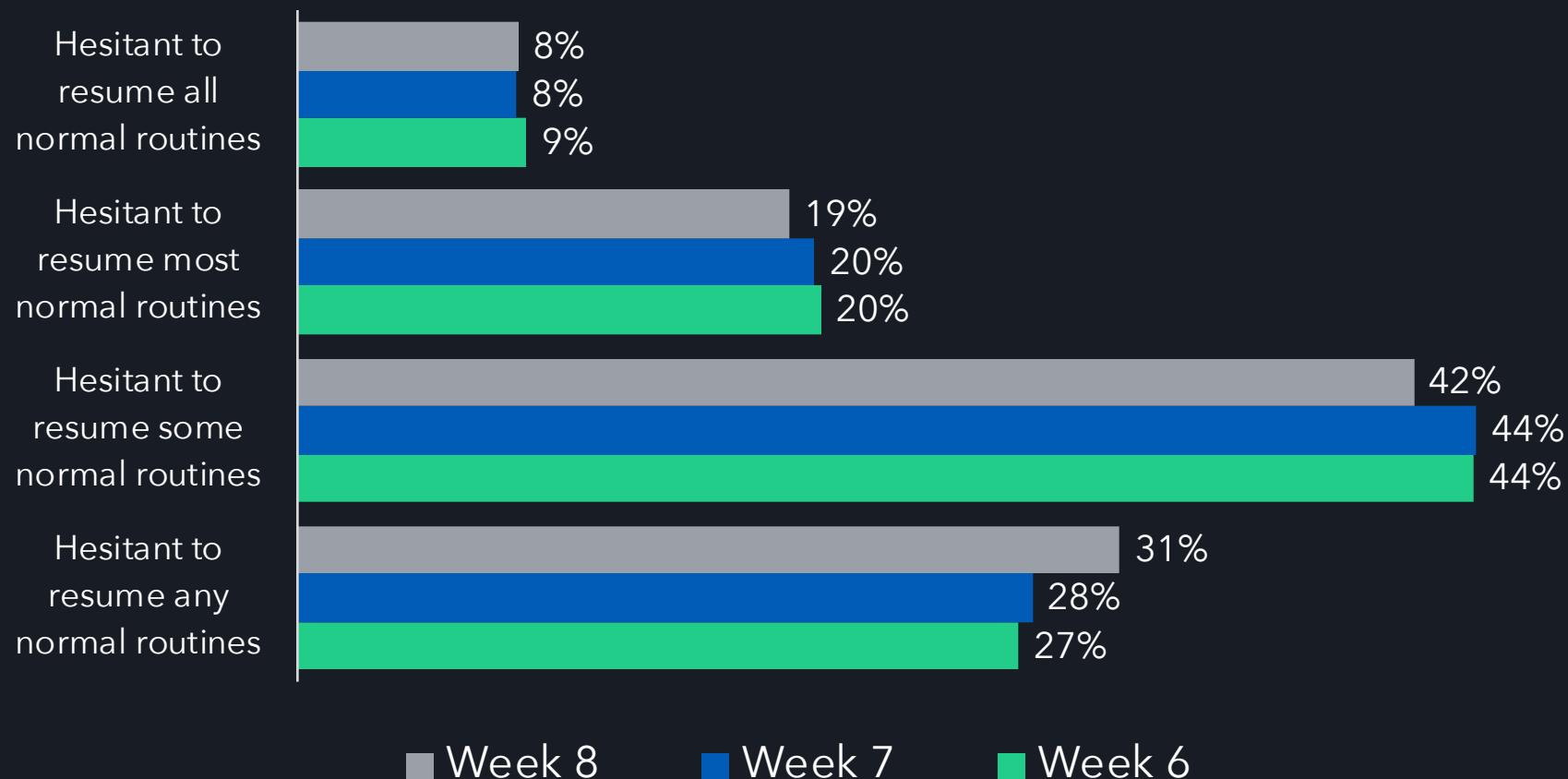


Top activities post COVID.





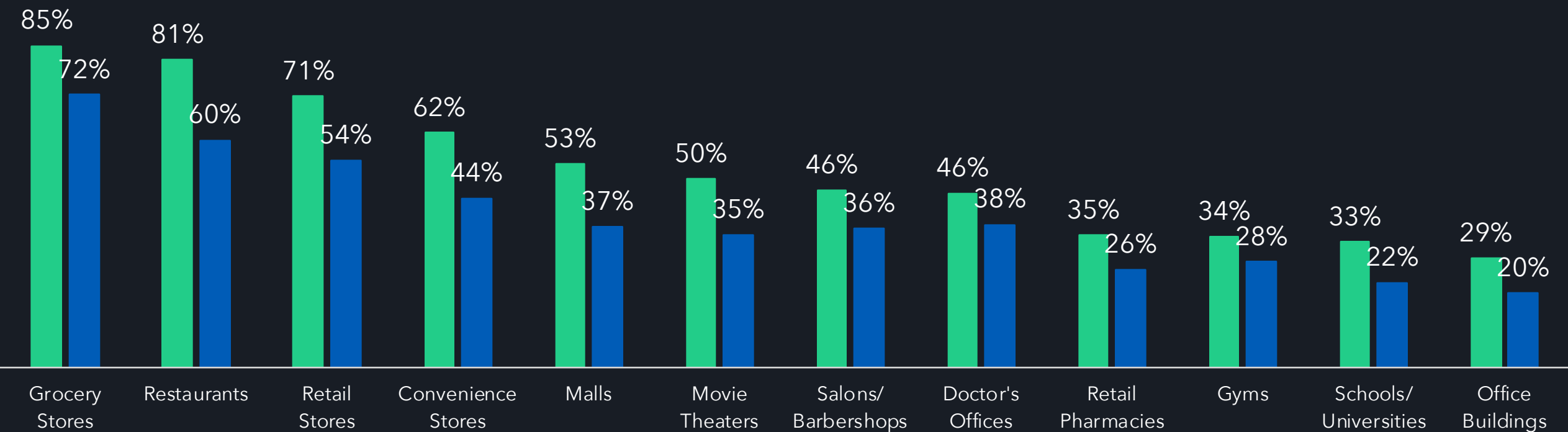
Urgency of resuming normal activities.





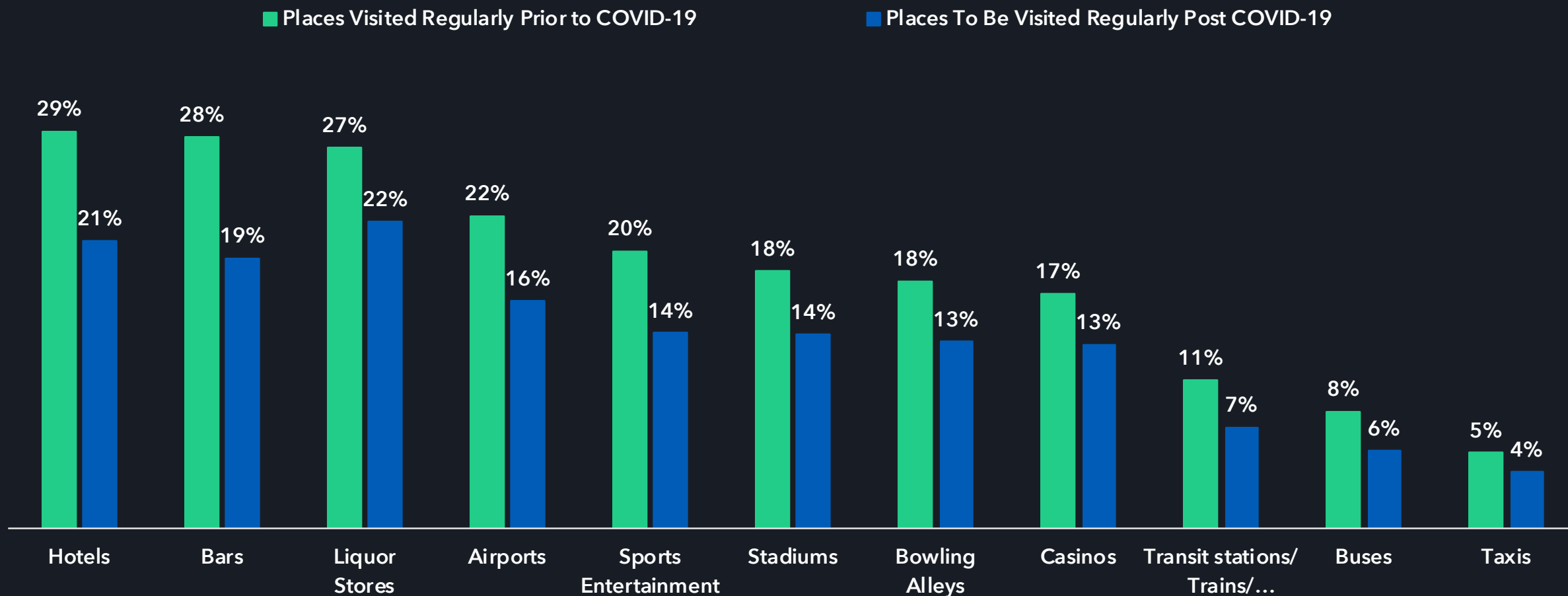
Visitation habits pre & post COVID.

■ Places Visited Regularly Prior to COVID-19 ■ Places To Be Visited Regularly Post COVID-19



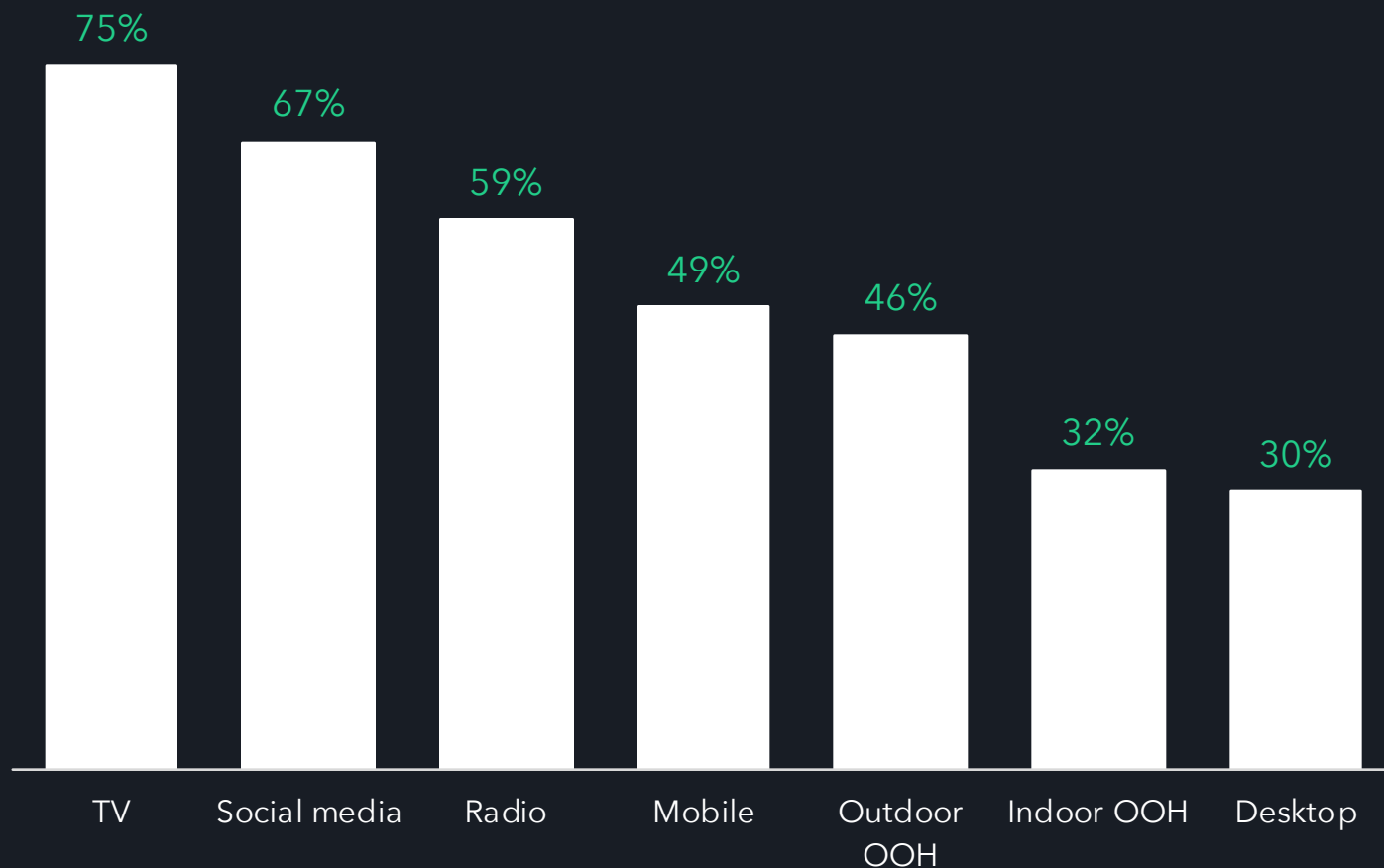


Visitation habits pre & post COVID.





Consumer approved ad mediums.





The nation's largest, first-party consumer panel.
10 million daily consumer journeys.

Q&A