How Crisis Culture Is Redefining Consumer Behavior, Loyalty and Values

A look at how COVID-19 and events highlighting systemic racism are impacting how consumers view brands and corporations.

2020 is making Americans take a hard look at what really matters to them.

How and who are consumers evolving?

COVID-19 and social justice reform are igniting a radical rethinking of ethics and purpose for brands.

We’ve aligned these evolutions in consumer behavior to specific personas. Based on how open they are to reengaging with the outside world and how much their values have changed during this phase of nonstop disruption, consumers can be divided into one of four types.

When will consumers be ready to reengage with brands?

Find out more about our methodology and how we can help your brand through this time.

How were the crisis culture personas determined? How have protests against systemic racism added to the culture crisis? And how does this Brand Reckoning affect consumer engagement? Take a deeper dive at Ketchum.com/covid-consumer-survey.

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Brand Reckoning 2020:

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