



Libyan International Medical University
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Brand Management: How can Brands Respond to the Coronavirus Crisis

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INTRODUCTION

AS THE PANDEMIC STRIKES THE WORLD, THE STATE OF THE ECONOMY CONTINUES TO WORSEN BY THE DAY

BRANDS ARE TAKING THIS OPPORTUNITY TO SWING THE FAVOUR TO THEIR SIDE AND REAP THE BENEFITS

TO DO SO; BRANDS MUST FIRST IDENTIFY ALL CHANGES IN CONSUMER BEHAVIOUR AND ALL THE NEGATIVE EFFECTS THIS WORLDWIDE CRISIS HAD ON BRANDING TO BE ABLE TO GIVE THE OPTIMUM RESPONSE.



When written in Chinese, the word
'crisis' is composed of two
characters. One represents danger
and the other represents
opportunity.

— *John F. Kennedy* —

AZ QUOTES

HOW ARE CONSUMERS CHANGING THEIR BEHAVIOR?

**It is proven, there is a direct correlation
between branding and customer behavior**

**Changes that effect consumer behavior
such as; quarantine, self-isolation,
lockdown, public spaces being closed must
be taken into account when changing
branding strategies to fit new customer
needs and wants**

WHAT CATEGORIES WILL SUFFER MOST?

**Physical
retail**

**Alcoholic
beverages**

**Leisure
outlets**

**Travel and
tourism**

**Big ticket
items**

**Consumer
technology**

HOW SHOULD BRANDS RESPOND?

“Brands are nervous about appearing to profit from this crisis. The conversation is being had in many client and agency organizations, but they have to be absolutely sure they are helping people not just making money from it, or being seen to make money from it.”

- Owen Lee, chief creative officer of FCB Inferno (The Drum)

STEPS TAKEN;



A collection of tools including a grease gun, wrenches, and pliers on a red background. The tools are arranged in a row, with the grease gun on the left and various wrenches and pliers on the right. A semi-transparent blue box is overlaid on the right side of the image, containing a quote and the name Mark Ritson.

**“THE WHEELS OF INDUSTRY NEED TO KEEP TURNING SO
WORKERS ARE PAID AND FAMILIES ARE FED. THOSE
WHEELS ARE BEST GREASED BY EFFECTIVE MARKETING”
- MARK RITSON**

CONCLUSION

THE CORONAVIRUS IS A WORLDWIDE PANDEMIC, WHICH AFFECTED MANY DIFFERENT BRANDS IN DIFFERENT WAYS. IN SOME AREAS IT HAD NEGATIVE EFFECTS HOWEVER THERE WERE SOME BENEFITS TO BE REAPED. THROUGH A STUDY CARRIED OUT IN CHINA IT WAS PROVED THAT CONSUMER BEHAVIOR IS DIRECTLY PROPORTIONAL TO BRANDING. BRANDS NEEDED TO STUDY CONSUMER BEHAVIOR AND ANY CHANGES. IT WAS NECESSARY TO STAY UP TO DATE WITH THE CONSUMERS NEEDS AND WANTS AND TO OVERCOME ANY OBSTACLES TO TRY AND PROVIDE THE MOST FITTING GOODS AND SERVICES.

**THANK YOU
FOR LISTENING!**



REFERENCES

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