



Libyan International Medical University Faculty of Business Administration



Course: Brand management
Instructor: Dr.Sabri Mohammed

Effects of Covid-19 on Effects of Covid-19 on branding

Name: Omaima Elfaitori

ID: 1720

E-mail: omaima_1720@limu.edu.ly



Effects of Covid-19 on **branding**

Table of content



I. Introduction

II. Consumers' **focus of activities** during the coronavirus crisis & its impact

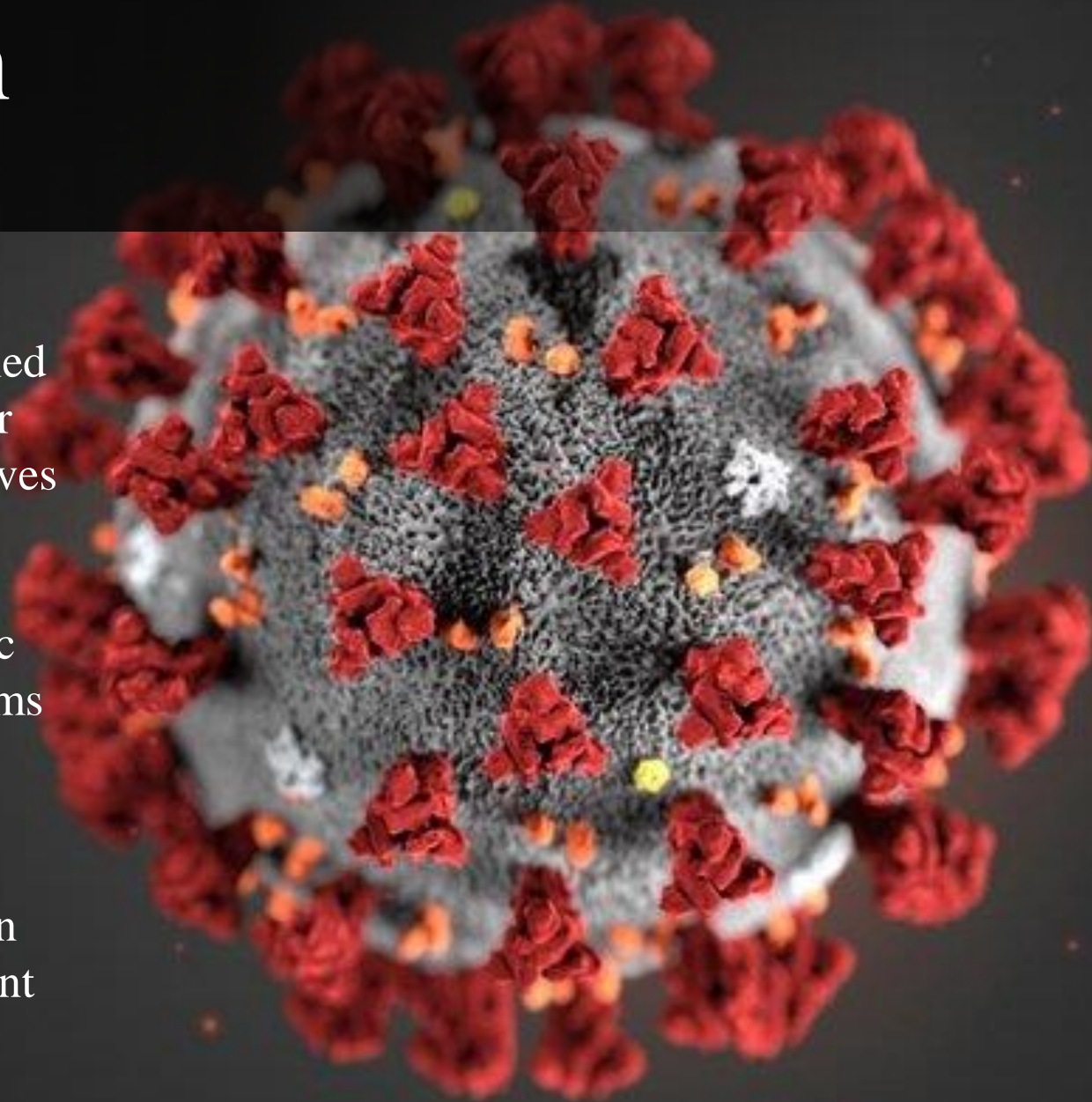
III. Effect on **branding style** in **Libyan businesses**

IV. How can brands **respond to the coronavirus crisis?**

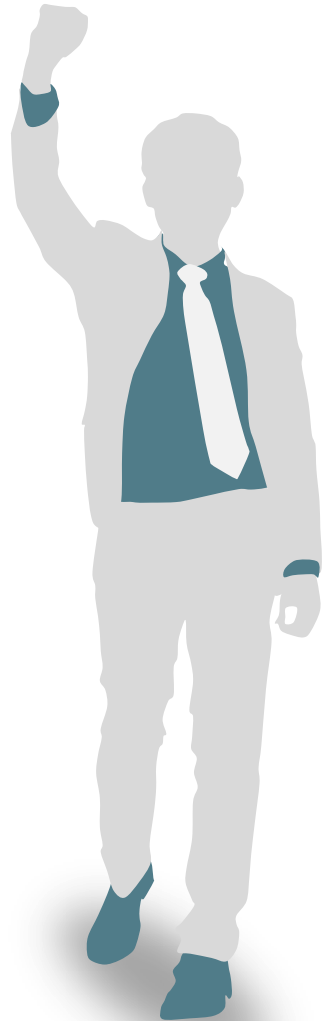
V. Conclusion

Introduction

- The COVID-19 pandemic led to a dramatic loss of regular routines and even human lives worldwide
- The virus challenges public health facilities, food systems and the world of business, affecting brands
- **Today's question:** How can brands respond to the current crisis?



Consumers' focus of activities during the coronavirus crisis



	Australia	Canada	France	Germany	Italy	Japan	Russia	UK	US	Vietnam
Travel outside your city	25%	25%	20%	20%	34%	22%	42%	20%	24%	49%
Go to a major shopping center	23%	27%	22%	28%	32%	26%	37%	25%	26%	48%
Take public transit	15%	10%	11%	15%	21%	19%	26%	14%	13%	40%
Go to religious services	10%	7%	7%	13%	15%	4%	17%	7%	13%	23%
Attend a social or sporting event	17%	18%	13%	18%	24%	13%	32%	14%	18%	36%
Go to your place of work	12%	8%	7%	8%	10%	8%	12%	10%	10%	22%

Source: Ipsos, Coronavirus Results Wave 3 (February 28-29, 2020)

The Impact of the coronavirus crisis



- People's spending behavior
- Online Shopping has gained the biggest increase (i.e. China)
 - Most spending goes to food, online education and home delivery
- The digital industry (esp. Websites and Apps) also benefited/ still benefit from the crisis

Effect on branding style in Libyan businesses

Pre COVID-19

- Mostly kept the traditional way of branding



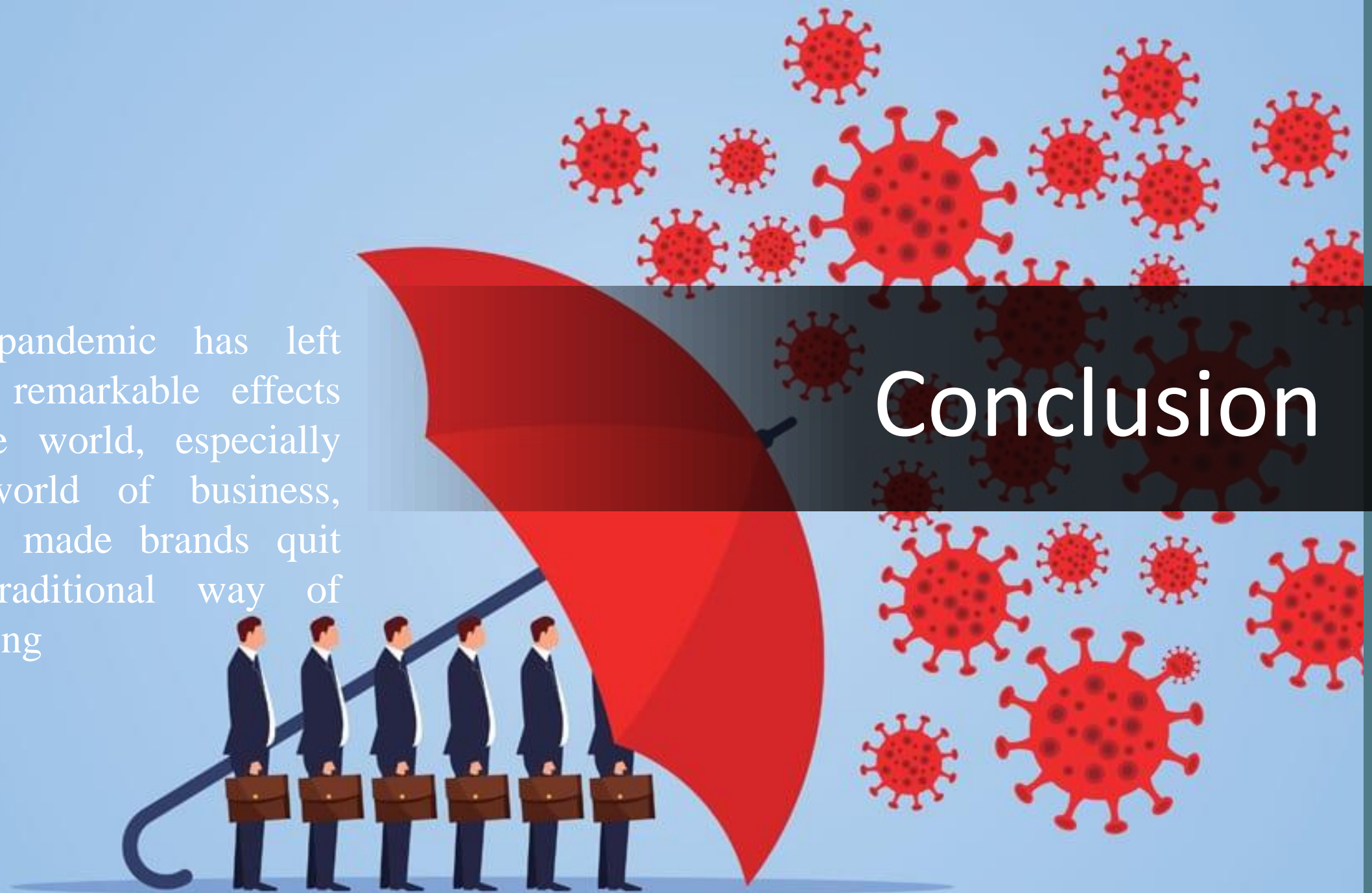
Currently

- Shifted & started adapting to the virtual world

How can brands respond to the coronavirus crisis?



- The pandemic has left some remarkable effects in the world, especially the world of business, which made brands quit the traditional way of branding



Conclusion

Source

- Naert, Steven (2020): How can brands respond to the coronavirus crisis?, in: IPSOS.
https://www.ipsos.com/sites/default/files/2020-03/ipsos_how_brands_can_respond_to_coronavirus_mar20.pdf
(09.06.2021).



Thank you for listening!

Any Questions?