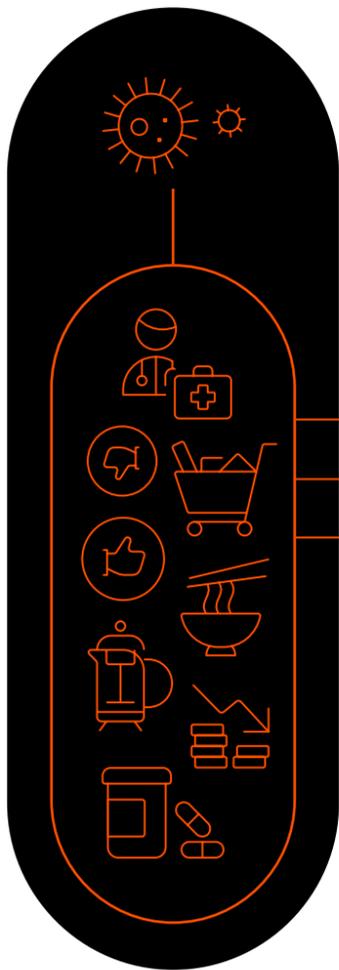


## COVID-19 and the Asia Pacific consumer

# COVID-19 Social Monitor: Anatomy of a pandemic



Consumers are seeking solidarity on social media during these extraordinary times, creating and sharing unprecedented volumes of rich content for marketers every day of the pandemic.



Are you tapping social analytics to get an insights-driven view of what matters, understand what is happening, and respond in the right context?



What is Kantar's Social Monitor telling us about consumers in Asia Pacific?



How can you get a sense of a broad spectrum of social conversation topics, and quickly?

**We scoured the internet wading through social data from 58 million posts, 5 million authors across 10 markets in Asia Pacific to make sense of the COVID-19 crisis and the Asia Pacific consumer for marketers and their brands.**

## Here are the **top 5 social buzz** that emerged

- Korea remains highly engaged with international news and economic impact, or sports**
- Philippines has a strong emotional reaction and high engagement with any government response**
- Japan is extremely interested in the state of infections**
- Australia is grappling with a new normal after going into gradual lockdown**
- Some FMCG-related keywords surfacing from coronavirus conversations include "gasoline" (Vietnam), "vitamins" (Indonesia), "coffee" (Australia), "side dishes" (Korea)**

## So what? 5 quick wins for brands and marketers

- Let the government take the lead**

Every market showed that consumers paid close attention to govt responses in their COVID-19 discussion. A pandemic is a time for govt to lead on pandemic control measures. It's prudent for brands to keep an eye on how the citizen-govt dynamic is evolving over time
- Sudden digitisation**

Consumers are quickly moving their tasks online. Brands need to think about how their products or services can support consumers' new, highly digitised needs. Time to leverage e-commerce channels for retail inventory and learn about unique ways to improve consumers' lives online
- Keep it localised**

Every market has its own unique response to the pandemic. Every govt has rolled out different measures too. In a pandemic, it is even more critical for brands to consider the local market context when planning responses
- Appreciate the gravity...**

Whilst humour is not entirely forbidden, brands must be extra careful when using it. In an exceptionally sensitive environment, brands must be ever more thoughtful or risk consumer backlash when perceived to be trite or mercenary
- ...whilst lifting spirits**

We have witnessed consumers banding together to support each other through tough times. Brands can continue to answer physical needs, but also cater to emotional sustenance: keep cheerful, to stay strong, and hold on to the hope that there will be a light at the end of the tunnel

This is the fourth in a series of Kantar's COVID-19 and the APAC consumer webinars. Contact [Joy.Lee@kantar.com](mailto:Joy.Lee@kantar.com) or tune in to our experts across Kantar share insights to help your brand manage the effects of COVID-19 and prepare for the future at <https://www.kantar.com/Inspiration/Coronavirus>.

### About Kantar

Kantar is the world's leading evidence-based insights and consulting company. We have a complete, unique and rounded understanding of how people think, feel and act; globally and locally in over 90 markets. By combining the deep expertise of our people, our data resources and benchmarks, our innovative analytics and technology, we help our clients understand people and inspire growth.