

coastal
MISSISSIPPI
The Secret Coast

SPARKLOFT



UNDERSTANDING THE MINDSET OF THE CRISIS CONSUMER

APRIL 2020

SP/RKLOFT

WHAT TO EXPECT

WHY is the mindset of consumers shifting?

WHAT are consumers thinking now?

HOW do you prepare your marketing for the future?

WHAT can you do today?

HOW can you be efficient?

This presentation will be shorter than 30 minutes



Martin Stoll
CEO, Sparkloft
Media



Erika Wuelfrath
Social Strategist,
Sparkloft Media



Milton Segarra, CEO
Coastal Mississippi

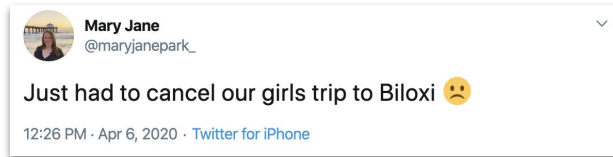


Karen Conner
Coastal Mississippi



Erin Rosetti
Coastal Mississippi

THE WORLD WE LIVE IN NOW



SPARKLOFT MEDIA SOCIAL SENTIMENT REPORTING

Sparkloft has been using social sentiment data for more than 5 years

We have been creating reports in regards to COVID-19 since January

Insights in this presentation is based on the data from these reports

UPCOMING WEEKLY REPORTS

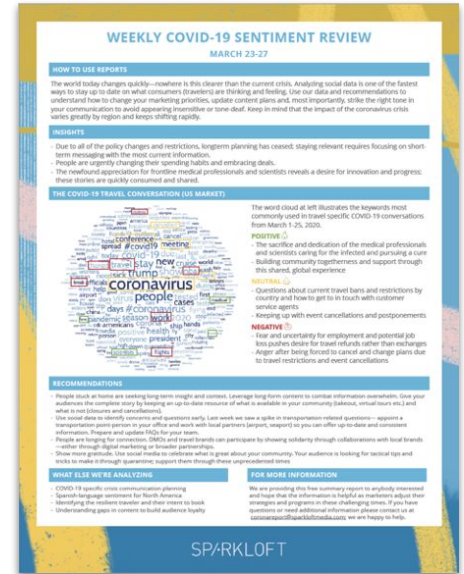
APRIL 22: Travel and Hospitality

APRIL 29: Consumer Behavior

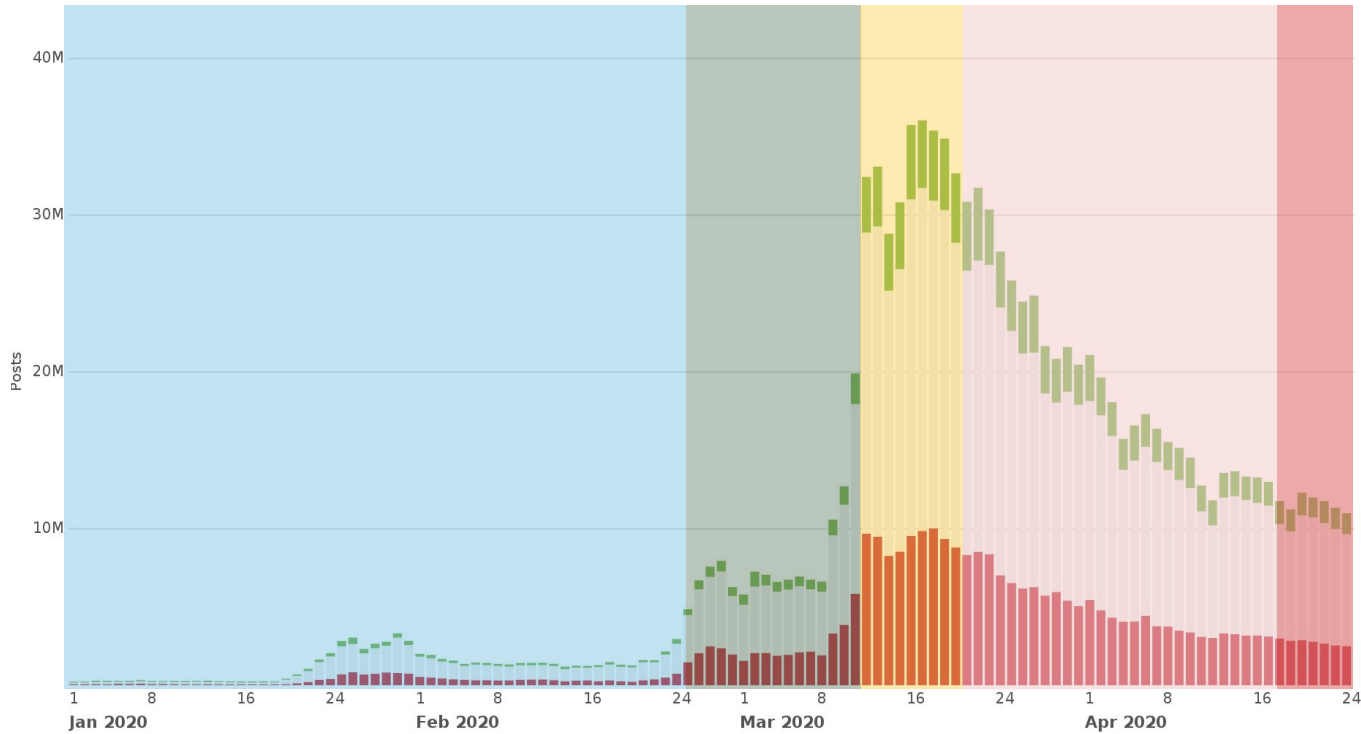
MAY 6: The COVID-19 Landscape

MAY 13: State of the Economy

You can find the reports at www.sparkloftmedia.com



GLOBAL CONVERSATION RELATED TO CORONAVIRUS (ENGLISH)



YTD PHASES OF COVID-19

DENIAL (1/1 - 2/24)

Little to no conversation

UNEASE (2/25 - 3/11)

Conversation is driven by corporate travel cancellations and new WFH policies

PANIC (3/12 - 3/20)

Major event cancellations and travel restrictions spur panic

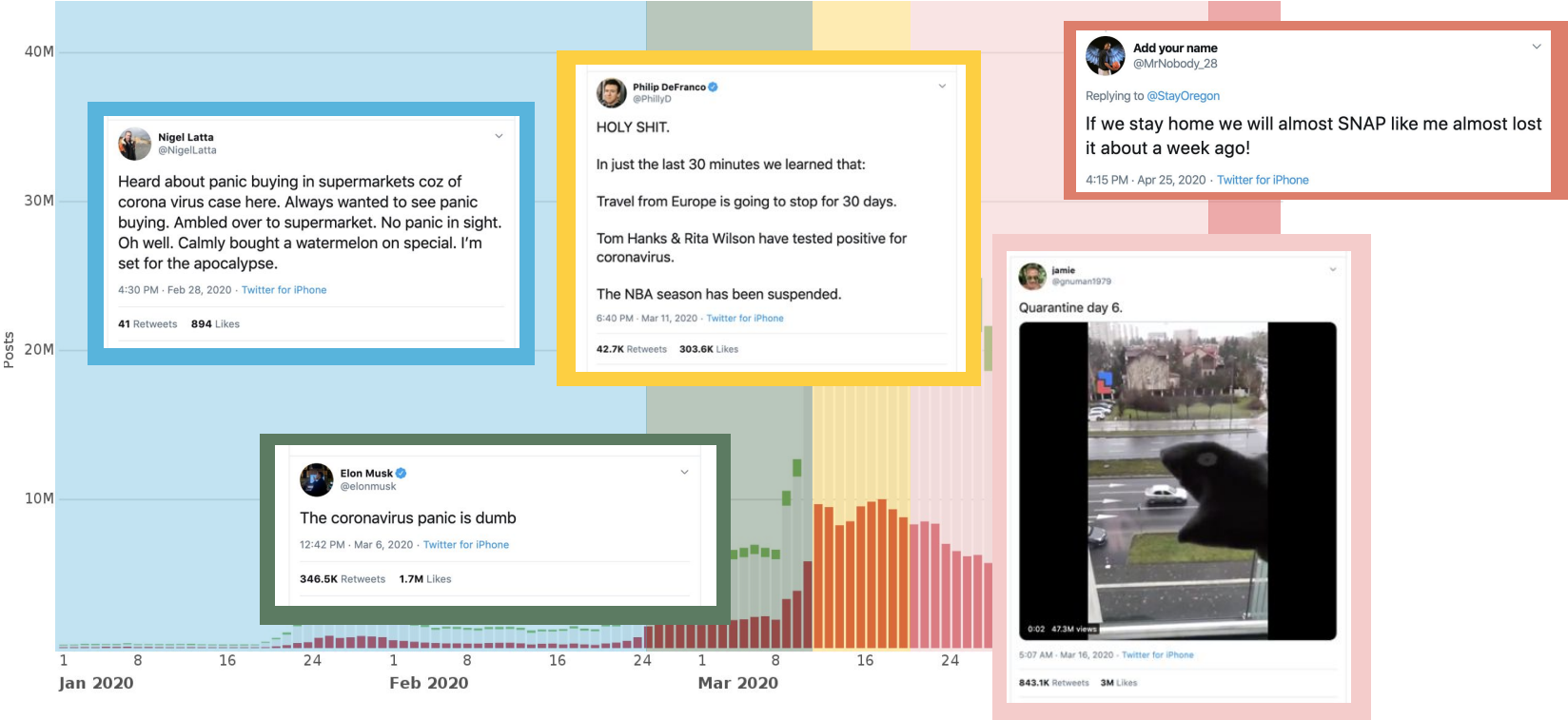
QUARANTINE (3/21 - 4/17)

Major society changes spurred by social distancing and stay-at-home directives

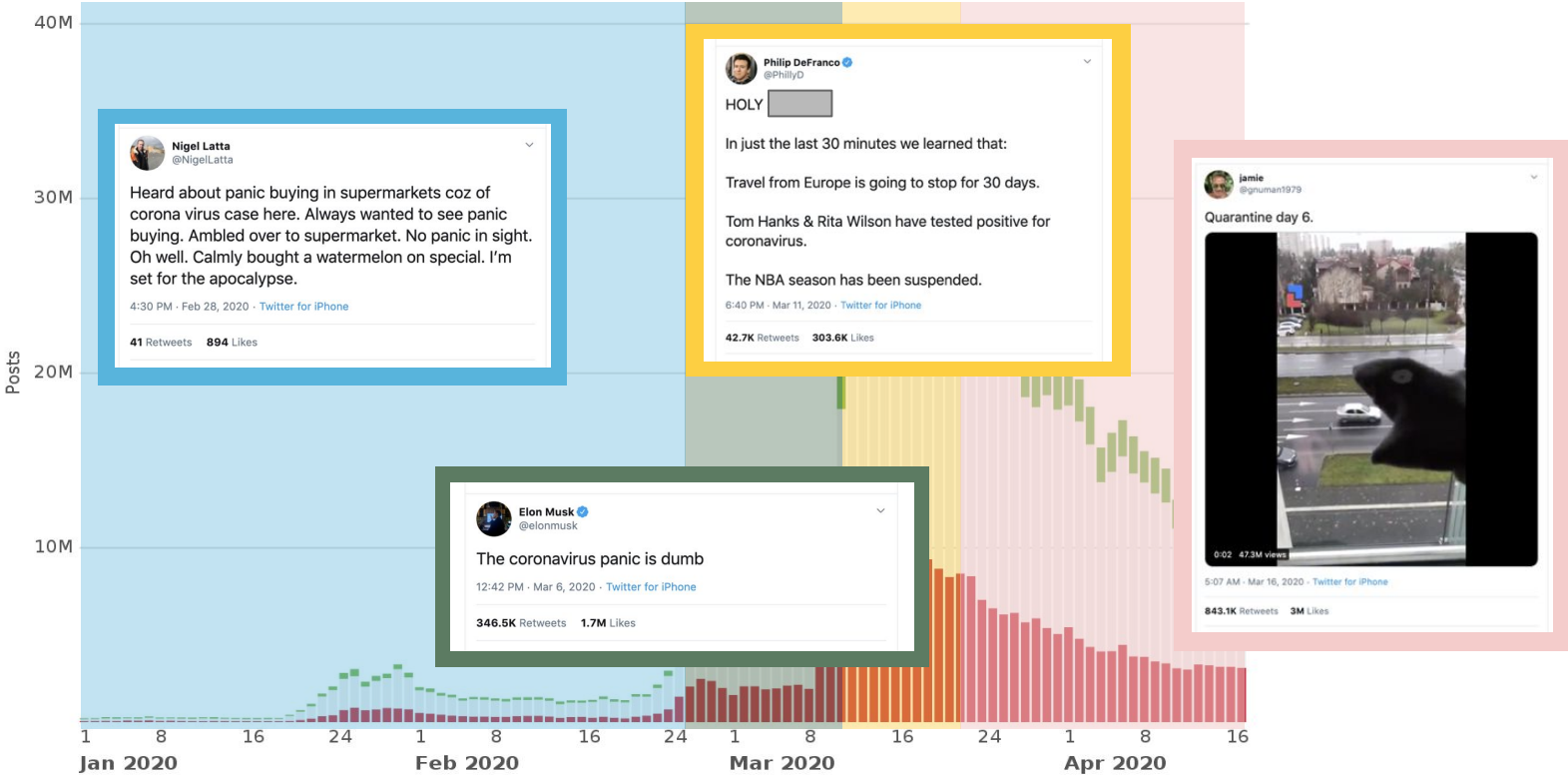
FRUSTRATION (4/18 - NOW)

Regulation causes frustration over people's daily activities and lifestyle

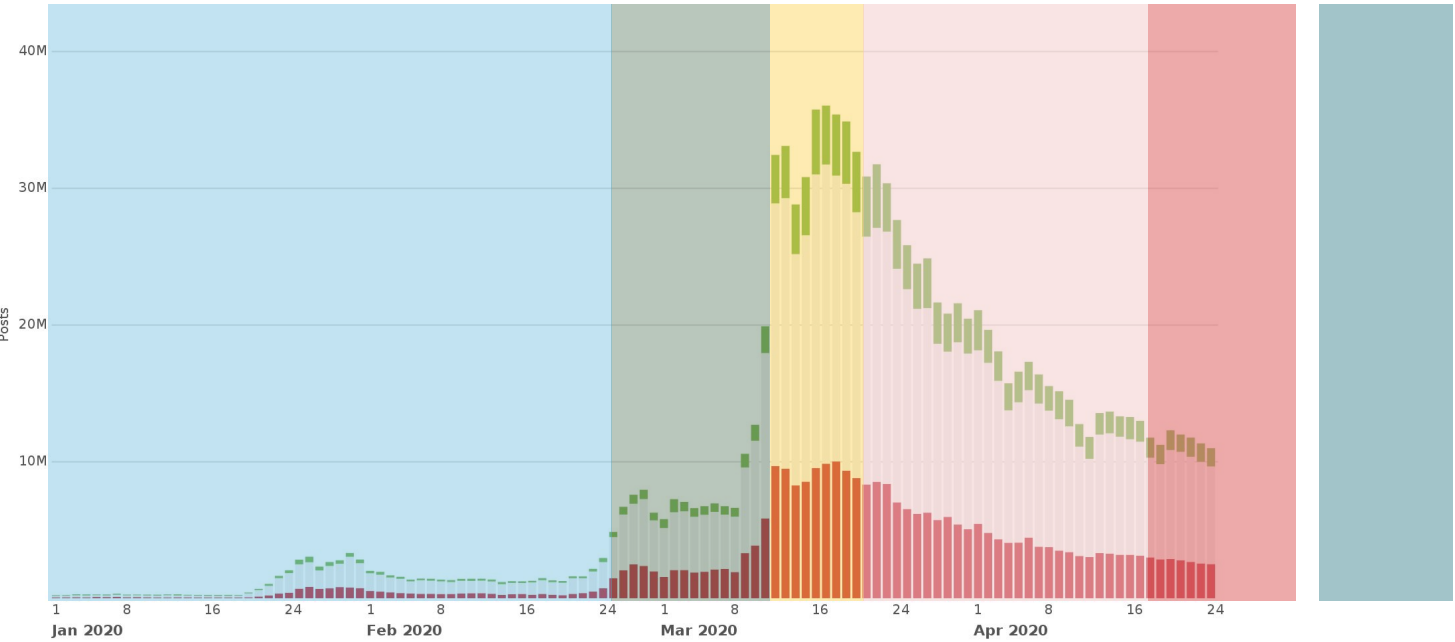
GLOBAL CONVERSATION RELATED TO CORONAVIRUS (ENGLISH)



GLOBAL CONVERSATION RELATED TO CORONAVIRUS (ENGLISH)



PREDICTED FUTURE GLOBAL COVID-19 CONVERSATION PHASES

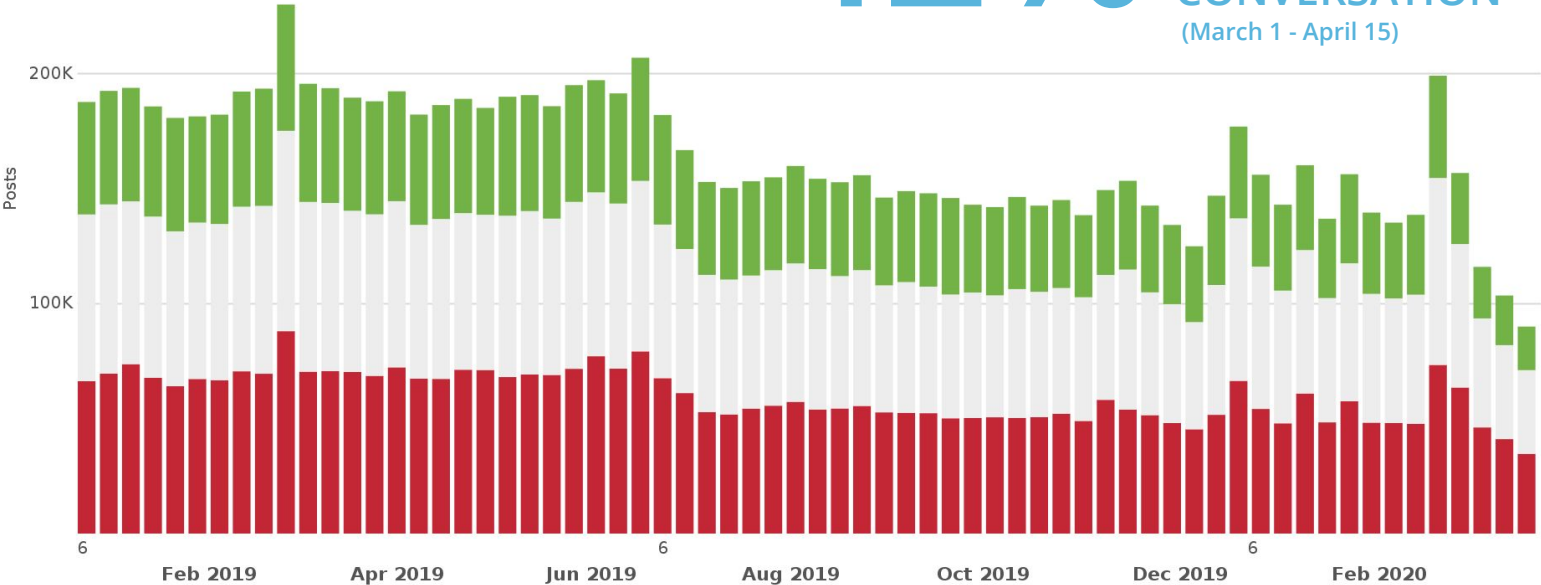


PREDICTION

DIVISION
As cases start to decrease in volume, there will be a division between when and how to resume normalcy. Increasingly, this is a political conversation in the U.S.

CONVERSATION RELATED TO HOSPITALITY (US+CA, ENGLISH)

42% DECREASE OF YEAR-OVER-YEAR CONVERSATION (March 1 - April 15)



THE NEW CONSUMERS

THE MINDSET OF CONSUMERS HAS FUNDAMENTALLY CHANGED

CONSUMERS...

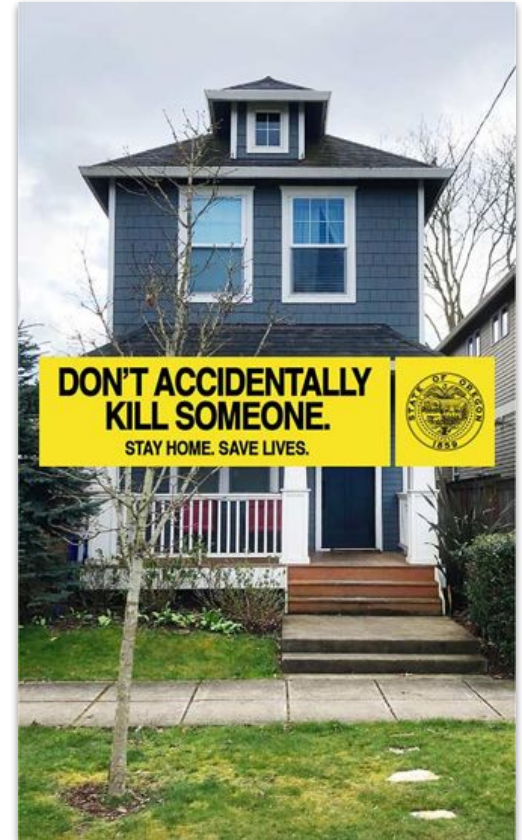
- ... are scared
- ... are frustrated
- ... face economic uncertainty

CONSUMERS HAVE LEARNED NEW BEHAVIORS

- Ordering restaurant food at home
- Buying groceries everything online
- Streaming live events (music, art, sports)
- Working out at home

WHAT IT CAN MEAN FOR THE TRAVEL INDUSTRY

- Zoom call instead of business trip?
- Conventions and meetings?
- Family vacation traditions “unlearned”?



QUARANTINE CONSUMERS

In social data we can currently identify three distinct consumer behaviors:



**THE ACTION-ORIENTED
CONSUMERS**



THE CURATORS



THE ESCAPISTS

QUARANTINE CONSUMERS: THE ACTION-ORIENTED CONSUMER

KEY BEHAVIORS

The action tendency is to join and contribute to the fight against coronavirus.

Utilizing social media to organize and crowdsource information, they're looking to be first to share the latest, sometimes more quickly than traditional news outlets.

Trends like #FlattenTheCurve reveal how effectively education can be turned to action.

HOW A BRAND IS SPEAKING TO THIS GROUP

By demonstrating that it is in solidarity with efforts to fight COVID-19 and prioritized social responsibility over immediate profit, Airbnb earns the goodwill of an audience conscious of spending their money with the companies that align with their efforts.



QUARANTINE CONSUMERS: THE CURATOR

KEY BEHAVIORS

The curation tendency sees this time in quarantine as an opportunity for self-improvement.

From working out to accomplishing projects to learning new skills, this group is browsing social media for inspiration to make the best use of their time.

HOW A BRAND IS SPEAKING TO THIS GROUP

Starbucks understands that people's morning coffee runs may be nonexistent.

The brand shared fundamentals to teach its followers how to achieve a caffeine fix that they may be missing, creating further affinity despite no CTA to visit.



QUARANTINE CONSUMERS: THE ESCAPIST

KEY BEHAVIORS

The escapism tendency wants to get away from all the coronavirus chatter, or at least as much as possible, while also engaging in activities that they're missing out on, like vacations, concerts and even dating.

HOW A BRAND IS SPEAKING TO THIS GROUP

The Harry Potter franchise furthers the escapism of the series while many of its followers are at home, seeking distraction. Though an extra effort, the brand shows its dedication to its audience by creating new community through updated activities.



Harry Potter ✓
April 9 at 1:19 PM · 🌐

We recommend making a den, getting some good snacks in and generally being as comfy as possible. How do you like to get cosy when settling down with your favourite Harry Potter book? [via **WIZARDING WORLD**]

WIZARDINGWORLD.COM

How to have the ultimate cosy experience reading Harry Potter | WIZARDING World

BRAND EXAMPLE: STARBUCKS

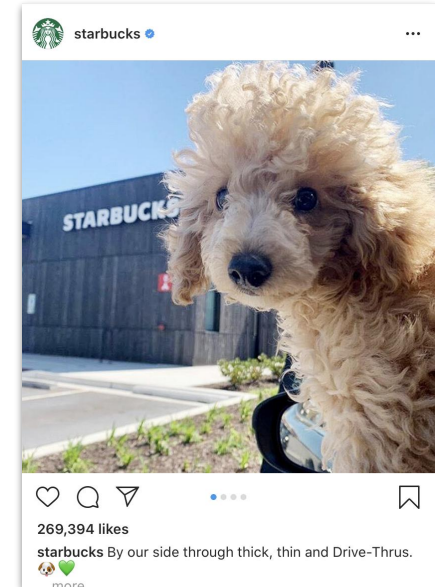
ACTION



CURATION

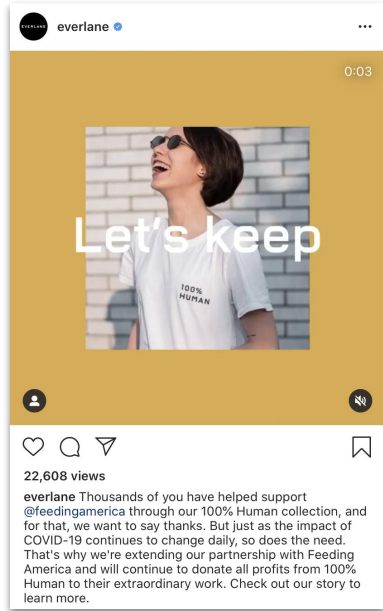


ESCAPISM

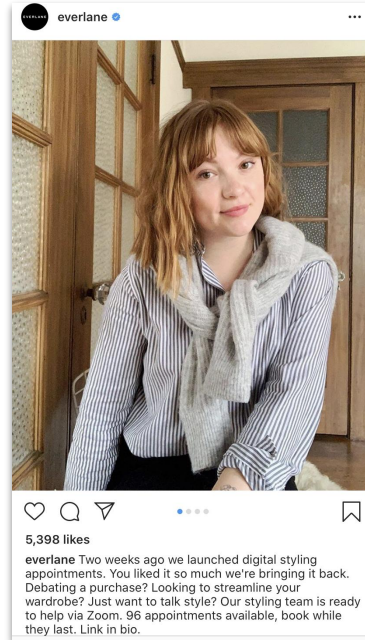


BRAND EXAMPLE: EVERLANE

ACTION



CURATION



ESCAPISM

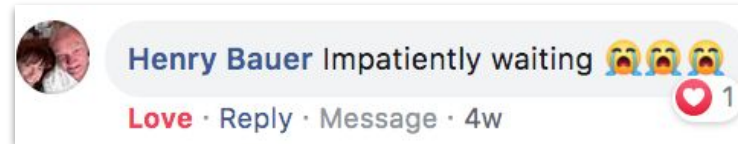
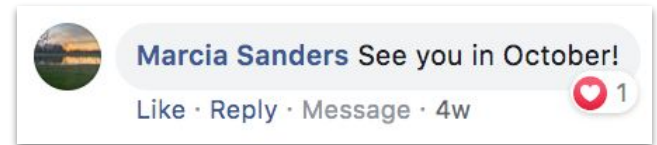


WHAT COMES NEXT?

THE POST-CRISIS CONSUMER WILL THINK DIFFERENTLY

REACTIONS AFTER CRISIS WILL VARY

- Some people will be ready to travel right away
- Others will still be hesitant to travel and visit businesses



YOU WILL NEED TO MARKET DIFFERENTLY


TO NAVIGATE THE NEXT PHASES

1. Use tactful + sensitive messaging
2. Stay engaged with your audience
3. Reassure your future guests




USE TACTFUL + SENSITIVE MESSAGING

PROACTIVE


 **Coastal Mississippi**
Published by HeyOrca [?] · March 28 · 🌐

We understand if you can't visit us for a while. That's okay. We look forward to welcoming you to our shores soon.


For more inspiration, visit www.coastalmississippi.com
#MSCoastLife



REACTIVE

 **Jacqueline Stidham** I miss you coastal mississippi! ❤️ 1

2w

 **Author**
Coastal Mississippi Jacqueline Stidham We hope to see you soon, when the time is right! 💙 1

2w

 **LuAnne Johnson Caldwell** Can you cross over into MS now? Like · Reply · Message · 2w

 **Author**
Coastal Mississippi LuAnne Johnson Caldwell There are currently no travel restrictions entering or exiting Mississippi, but we do urge all visitors to take protective measures against COVID-19 and make informed travel decisions. More information on items to consider prior to traveling can be found here:
<https://www.cdc.gov/.../travelers/travel-in-the-us.html>

STAY ENGAGED WITH YOUR AUDIENCES

 **Coastal Mississippi**
Published by HeyOrca [?] · April 6 at 9:01 AM · 🌐

Take the family on an immersive trip through The #SecretCoast without ever leaving your living room!



GULFCOAST.ORG

A family's virtual guide to Coastal Mississippi



 **kimpton** • Following

 Social Hour, Wine Hour - whatever you want to call it - is a nightly indulgence at Kimpton hotels. Since things look a bit different right now, we're bringing you a weekly "Virtual Social Hour" with our expert beverage team, every Thursday at 6p ET/3p PT. This team is SO pumped to teach you a thing or two about cocktail-making and selecting wines. First up: the Negroni. Pull up a seat tomorrow with some vermouth, Campari and gin and tune into our Instagram post at 6p. WE MISS YOU! (feat. @gastronautmike @winechatwithkat @john_stanton505).

1d

 **annefeehrer** I am all set, but can't find the video!


Liked by **mikehenryjr** and others


1 DAY AGO

Add a comment... [Post](#)

STAY ENGAGED WITH YOUR AUDIENCES



 **studio_no.3_** Rocking on the porch, looking out at the beautiful gulf, sipping some cool drink 💕

 **snsetz2** Sitting down with a pile of crawfish and cold beer!

 **warren_pace** Just strolling the streets of Bay St Louis enjoying the food, drinks, music and scenery. First place I'm going

REASSURE YOUR FUTURE GUESTS



shangrilahotels • Follow

Here are some of the precautionary measures that our hotels have taken: temperature checks and hand sanitizers for guests and colleagues, increased disinfection to guestroom facilities and public areas, and enhanced food procurement and handling procedures.

We are here to support our guests and colleagues during this time. Learn more about what we are doing here: <https://slhr.hk/covid19>

Liked by elona and others
MARCH 24

Add a comment... Post



Alaska Airlines
@AlaskaAir

We're doing our best to take care in the air—and on the ground! Read more about how we're keeping guests & employees safe at every altitude.



How we're keeping guests & employees safe

As always, safety is our highest priority. Learn more about the actions we're taking to keep everyone safe.

blog.alaskaair.com

VISUAL BEST PRACTICES FOR THE POST-CRISIS CONSUMER



Safe and hygienic food handling



Wide open spaces



Amenities without crowds



Sanitizer and hand washing



Room to enjoy the outdoors



Dining with distance

COMMUNITY MANAGEMENT

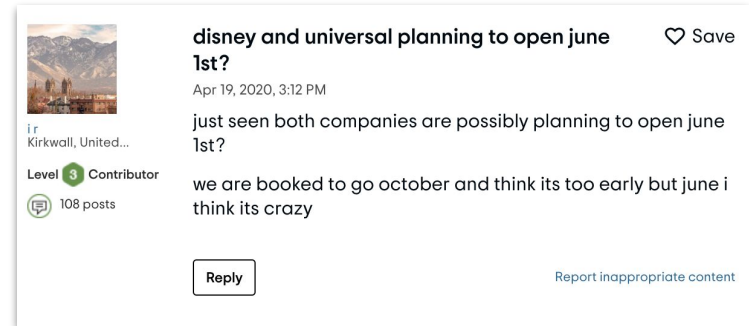
TIPS + TACTICS

- Respond to follower comments and questions
- Respond with more information + link to official resources
- Create template responses for FAQs and frequent comments you've been seeing on your channels
- Beyond your active social channels, check in on sites like TripAdvisor for reviews, concerns or questions



Maggie S @maggiestumpp · Apr 7
Replying to @FourSeasons
Thank you @FourSeasons for your compassionate support of NYC's health workers. Your courageous actions will be remembered and I look forward to many future stays with you.

Four Seasons Hotels @FourSeasons · Apr 8
Thank you for the kind words, Maggie. We are very grateful for the team at @FSNewYork and look forward to having you stay with us in the future. We also give our thanks to all of the individuals working tirelessly to keep our communities safe as these uncertain times continue.



disney and universal planning to open june 1st? Save

Apr 19, 2020, 3:12 PM

just seen both companies are possibly planning to open june 1st?

we are booked to go october and think its too early but june i think its crazy

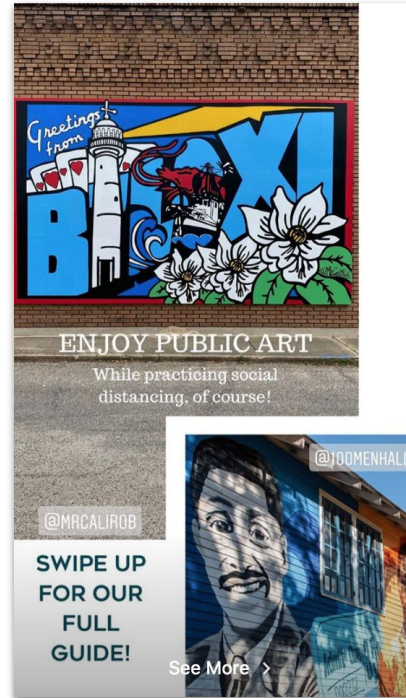
Reply

Report inappropriate content

ADDITIONAL TACTICS

OTHER WAYS TO STAY ENGAGED

- Re-share past content pieces (videos, articles)
- Join social trends
- Entertain with trivia, polls, Zoom backgrounds, etc.
- Ask people to share past memories + stories
- Share how-to's + other experiences (be the expert)
- Go live on social media
- Increase activity on Instagram Stories



INSTAGRAM STORIES

Working from home? Add a splash of the #MSCoastLife to your conference calls. 🌊

Download our Coastal Mississippi custom Zoom backgrounds by clicking below!



ZOOM BACKGROUNDS

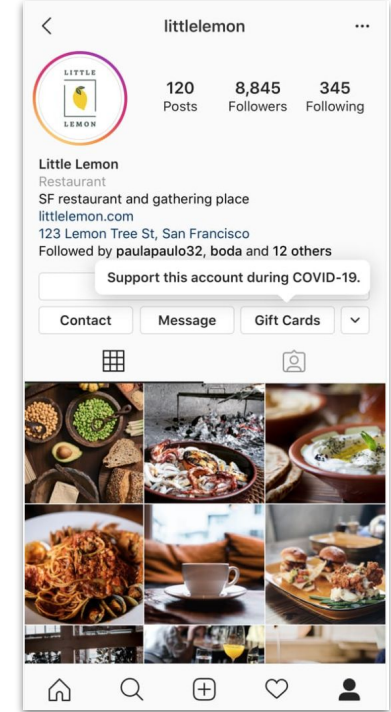
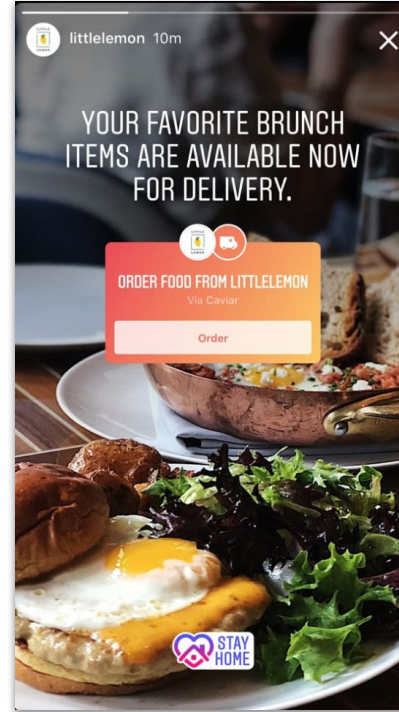


DESTINATION BINGO

INSTAGRAM UPDATES

FUNDRAISING + ORDERING ONLINE

- Businesses can share gift card, food order, and fundraiser stickers in Stories and on their profiles for direct purchase/orders
- Fundraisers open on Facebook to a personal fundraiser created by business owner
- Gift cards and food orders for delivery and takeout are available in the US/CA
- Buyers can spread the word by resharing the stickers in their Instagram Stories
- [Here is a breakdown of getting this set up](#)



RESOURCES FROM SOCIAL

LINKS FOR SMALL BUSINESS OWNERS

- [Small Business Emergency Hub](#) - Offers links + resources around crisis and a breakdown of tactics around specific, small business industries
- [Partner with a Marketing Expert](#) - Apply to speak to a direct FB representative (be prioritized if you have taken/plan to take advantage of Facebook ads)
- [Pinterest expands resources for small businesses](#) - Providing educational resources for small businesses
- [American Express launches 'Stand for Small' coalition](#) to support U.S. small businesses - AMEX is partnering with more than 40 businesses to support small biz through valuable services, offers, tools and expertise

Small Business Resilience Toolkit

A toolkit to help your Small Business prepare for a disaster

FACEBOOK

Responding to Coronavirus (COVID-19):

For Restaurants & Cafés

We recognize this uncertain time can create unique challenges for restaurants and cafés. That's why we're working to provide helpful information and support during this time, and have created this resource with examples of how businesses can adapt and respond.

TO SUMMARIZE

TO SUMMARIZE

1. This is not the “new normal” - this is the “current reality”
2. Clean > Deals > Experience > anything else
3. Show them that “you get it”
4. Tell your story - now

UNDERSTAND THE (POST-) CRISIS CONSUMER

Understanding the changed mindset of the consumer is critical at this stage. We provide reports with actionable insights.

WEEKLY REPORTS

APRIL 22: Travel and Hospitality

APRIL 29: Consumer Behavior

MAY 6: The COVID-19 Landscape

MAY 13: State of the Economy

Subscribe to our weekly report at www.sparkloftmedia.com

Custom reports available at coronareport@sparkloftmedia.com

GLOBAL CORONAVIRUS CONVERSATION DECREASED 39% WEEK-OVER-WEEK MARCH 23 - 30

VOLUME OF CONVERSATION DECREASES AS PERSONAL HARDSHIP INCREASES

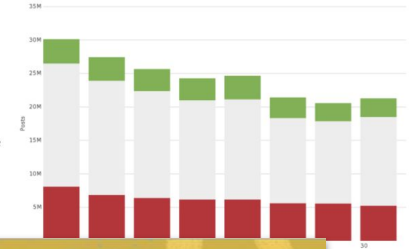
POSITIVE SENTIMENT: 1% INCREASE

Is driven by: acts of charity by celebrities and businesses; support for medical care workers and relief for those who test negative for the virus.

NEUTRAL SENTIMENT: 1% INCREASE

Sustains the greatest share of conversation due to reiteration of requests for economic relief

news about stimulus packages enacting measures.



WEEKLY COVID-19 SENTIMENT REVIEW

MARCH 23-27

OVERVIEW

ABOUT SPARKLOFT: We are a social first creative agency focused on the travel and tourism industry. For the last four years, we have used sentiment analysis to gain deeper insight into consumer attitudes and behavior.

ABOUT THIS REPORT: Since January 2020 we have been tracking social sentiment data to help clients better understand how the coronavirus crisis is changing consumer behavior, and how to update their strategies and communication plans accordingly. We are now sharing a biweekly report with interested travel and tourism marketers on a weekly basis.

METHODOLOGY: We use a state-of-the-art machine learning tool to analyze what social media users are saying about the coronavirus on a daily basis. Out of this data we generate weekly insights and recommendations for how to react to the crisis. While data in this summary is for the entire U.S., we are also creating regional reports (state/city level). Please contact us if you are interested in that information for your CMO (coronareport@sparkloftmedia.com). You can subscribe to longer iterations of this report on our website at sparkloftmedia.com.

VOLUME OF CONVERSATION + SENTIMENT

This data covers the timeframe of January 1 to March 25.

- Feb. 25: The CDC warns of potential coronavirus outbreaks in the U.S.
- Mar 11: Trump's Europe travel ban announced
- the evening and flight cancellations begin
- Mar 16: San Francisco is the first region to enforce stay at home measures, and other states and regions soon follow

YTD PHASES OF COVID-19

DEFINIAL: little to no conversation

CORPORATE UNEASE: conversation is driven by corporate travel cancellations and new WfH policies

TRAVEL UNREST: major event cancellations and travel restrictions (air ports)

DISSENT: major social changes spurred by social distancing and government mandated stay at home directives

METRICS BY PHASE

PHASE DATES	DEFINIAL	CORPORATE UNEASE	TRAVEL UNREST	DISSENT
Jan 1 - Feb 24	186,168	1,708,139	6,495,051	1,224,242
Feb 25 - Mar 11	32%	9%	12%	13%
Mar 12 - Mar 20	61%	56%	58%	56%
Mar 21 - Mar 25	27%	35%	30%	29%

WEEKLY COVID-19 SENTIMENT REVIEW

MARCH 23-27

HOW TO USE REPORTS

The world today changes quickly...nowhere is this clearer than the current crisis. Analyzing social data is one of the fastest ways to stay up to date on what actual consumers (travelers) are thinking and feeling. Use our data and recommendations to understand how to change your marketing priorities, update content plans and most importantly, strike the right tone in your communication to avoid appearing insensitive or tone deaf. Keep in mind that the impact of the coronavirus crisis varies greatly by region and keeps shifting rapidly.

INSIGHTS

- Due to all of the policy changes and restrictions, long-term planning has ceased. Staying relevant requires focusing on short-term messaging with the most current information.
- People are eagerly changing their spending habits and embracing deals.
- The newfound appreciation for frontline medical professionals and scientists reveals a desire for innovation and progress; these stories are quickly consumed and shared.

THE COVID-19 TRAVEL CONVERSATION (US MARKET)

The word cloud at left illustrates the keywords most commonly used in travel specific COVID-19 conversations from March 1 to 26, 2020.

POSITIVE

- The sacrifice and dedication of the medical professionals and scientists caring for the infected and pursuing a cure
- Building community togetherness and support through this shared global experience

NEUTRAL

- Questions about current travel bans and restrictions by country and how to get in touch with customer service agents
- Keeping up with event cancellations and postponements

NEGATIVE

- Fear and uncertainty for employment and potential job loss pushes desire for travel refunds rather than recharges
- Anger after being forced to cancel and change plans due to travel restrictions and event cancellations

RECOMMENDATIONS

- People stuck at home are seeking long-term insight and comfort. Leverage long-form content to engage information-seekers. Give your audience the opportunity to bring an up-to-date resource of what is available in your country (domestic, international) and lead ways to meet (tourism and cancellations).
- Use word clouds to identify concerns and questions early. Last week we saw a spike in transportation-related questions—appoint a transportation point person in your office and work with local partners (airport, seaport) so you can offer up-to-date and consistent information. Prepare and update FAQs for your team.
- People are looking for connection. DMs and travel brands can participate by showing solidarity through collaborations with local brands, whether through digital marketing or in-person partnerships.
- Show more gratitude. Use social media to celebrate what is great about your community. Your audience is looking for local tips and tricks to make it through quarantine, support them through their unprecedented times.

WHAT ELSE WE'RE ANALYZING

- COVID-19 specific crisis communication planning
- Spanish language sentiment for North America
- Identifying the resilience level and their stressors to help
- Understanding gaps in content to build audience loyalty

FOR MORE INFORMATION

We are providing this free summary report to amplify informed and best data that the information is helpful as customers adjust their strategies and programs in these challenging times. If you have questions or need additional information please contact us at coronareport@sparkloftmedia.com; we are happy to help!

QUESTIONS?

**MORE INFORMATION AND REPORTS CAN BE
FOUND AT [SPARKLOFTMEDIA.COM](https://sparkloftmedia.com)**

THANK YOU

SP/RKLOFT