

CONSUMER CONNECTIONS LIVE PANEL: The COVID-19 Chronicles #5 | April 23, 2020 The Impact on the Family | Five Key Takeaways

1

Families remain resilient and show signs that they are starting to settle more into their days at-home together.



Struggle to balance mental + health stressors



Cautiously planning for the summer



“My kids know it’s dangerous. When we pick up school lunches, they wipe the bags down. They relate it to the Spanish influenza they’ve heard about. **They’re making plans for summer, fall already.** I’m letting them make plans yet saying let’s focus on the moment and not get too carried away. Their face lights up when they talk of summer and I have to let them have it.”



2

Challenges abound: their day is restructured; shopping has become daunting; the absence of social and physical interaction with outside world is draining.



More time together in the house



Shopping is stressful



Managing remote work and kids’ school



The process of going to the store, it hurts my head. My kids stay home but you have to wear a mask and gloves, I have to wipe the groceries. Coming home I don’t want my kids near me. **The task is so daunting now. That’s been the biggest adjustment in my house.”**



3

Not all changes these families are experiencing right now are a struggle... seeing some silver linings in this pandemic.



Witnessing previously unseen moments for the first time



Unexpected quality time



Appreciate philanthropic brands



“When you lose the ability to do things and things slow down, **I’m taking stock of what really matters.** It’s not getting the new car or more aspirational things. There will be a time and place for that later. It’s **focusing on family, people you care about,** the bare essentials. It’s a shock back to the basics.”



4

Food and meals are playing a bigger role than ever as a key focal point in the day.



More snacking due to boredom



Dinner is an event



Family participation



“We always did dinner at the table. What has changed is I let my kids do it. Before I used to do it myself because we had to stick to a schedule. **I’ve been letting them into the kitchen, and they’ve been enjoying helping me cook.”**



5

Families are most looking forward to just being out and around people and having a life of their own again, but worry about keeping everyone safe.



Looking for to simply leaving the house



Fears around travel



Role other than parent



“I am looking forward to going back to work. My kids are looking forward to going back to school. Having my own life outside of home. I like going to the movie theater, eating popcorn. Or walking with the kids at the mall. **We want to go do it all.”**



C+R’s TAKE:

Families remain resilient and hopeful. Parents continue to work to foster a healthy, harmonious and productive home environment—not an easy task even in the best of times.

Support parents’ and kids’ mental and physical well-being. They are looking for tools, guidance and products – anything that will help them balance out an ever-changing array of mental and physical demands. What can companies do to help families find and mark more silver linings? How can you help families discover more things they can enjoy doing together—what’s beyond cooking and puzzles? What’s something they can celebrate together? As the season changes, how can they enjoy the outside together? How can your brand tie positive messages to actions that families can tangibly feel?

Lean into the focus on food and emotional benefits provided. How can your brand help make meals or mealtime easier or more exciting day-to-day? How can the whole family get involved? How can your brand provide the emotional comfort consumers seek from the familiar? What’s a way to make kids more self-sufficient with their snacking? How can you break up the boredom?

Recognize “normal” isn’t happening anytime soon. How can brands help parents get a little escape in this new reality—take them away from the constant pressure and responsibility, if only for a moment? What can you do to help families feel like they are equipped to adjust to the new normal? When things start to open up again, how can you provide a sense of safety and security?



Curious to hear more? Join us for the next Consumer Connections Panel: Understanding Where We Are Six Weeks Later on Thursday, April 30 at 12pm Central. Sign up [here](#).