WEEKLY COVID-19 SENTIMENT REVIEW
APRIL 13 - 17

OVERVIEW

ABOUT SPARKLOFT: We are a social-first creative agency focused on the travel and tourism and food and beverage industries. For the last 4 years we've 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 summary report with interested travel and tourism marketers on a weekly basis.

METHODOLOGY: We use state-of-the-art machine learning, and a proprietary process, to analyze what social media users are saying about the coronavirus on a daily basis. We then generate weekly insights and recommendations for how to react to the crisis. The data in this summary is global, but we also create regional reports (country/state/city level). Please contact us if you are interested in that information (coronareport@sparkloftmedia.com). You can subscribe to ongoing iterations of this report on our website at sparkloftmedia.com.

YTD PHASES OF COVID-19

DENIAL little to no conversation
UNEASE conversation is driven by corporate travel cancellations and new WFH policies
PANIC major event cancellations & travel restrictions spur panic
QUARANTINE major social changes spurred by social distancing and government-mandated stay-at-home directives

PROJECTED PHASES

Using sentiment data to identify trends in advance, we predict the next phases of the crisis will primarily be:

FRUSTRATION regulation of quarantine measures causes frustration over people's daily activities and lifestyle
DIVISION as activity picks up and cases decrease, division occurs over social regulations

CURRENT METRICS BY PHASES

<table>
<thead>
<tr>
<th>PHASE DATES</th>
<th>TOTAL POSTS</th>
<th>AVG POSTS PER DAY</th>
</tr>
</thead>
<tbody>
<tr>
<td>DENIAL Jan 1 - Feb 24</td>
<td>67,005,209</td>
<td>1,218,277 12%</td>
</tr>
<tr>
<td>UNEASE Feb 25 - Mar 11</td>
<td>129,274,611</td>
<td>8,079,663 10%</td>
</tr>
<tr>
<td>PANIC Mar 12 - Mar 20</td>
<td>317,691,384</td>
<td>35,299,043 12%</td>
</tr>
<tr>
<td>QUARANTINE Mar 21 - Apr 15</td>
<td>547,621,100</td>
<td>20,282,263 13%</td>
</tr>
</tbody>
</table>

DENIAL

UNEASE

PANIC

QUARANTINE

SPARKLOFT
OVERVIEW

CHANGING SOCIAL MEDIA BEHAVIORS

Analyzing social data is one of the fastest ways to stay up to date on the consumer mindset. The data from this week's report shows that while the total volume of COVID-19 conversations is falling, audiences are still exhibiting a high degree of fear and anxiety. While some may turn to social channels to vent or rally support for local relief efforts, others may retreat from the information overload and seek an escape. Marketers need to tailor their messaging to address those individual sensitivities. Below, we highlight ways to approach your messaging to reach audiences in three different crisis mindsets.

WHAT ELSE WE ARE WORKING ON

Starting next week our reports will have a new format. On a rotating basis we will publish data and insights on consumer sentiment in regards to coronavirus, the economy, travel and hospitality, and the new consumer mindset. We will continue to share key insights in this weekly summary. The full reports will be available on our website at sparkloftmedia.com.

FOR MORE INFORMATION

We are providing this free summary report to anybody interested and hope that the information is helpful as marketers 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.

THE ACTION-ORIENTED CONSUMER

Key Behaviors
The action tendency is to join and contribute to the cure for coronavirus. Utilizing social media to organize and crowdsourced information, they're looking 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.

THE CURATORS

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.

THE ESCAPISTS

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.

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THE FOUR FUNDAMENTALS OF MAKING COFFEE

THE EARTH IS IN OUR HANDS

Harry Potter
April 9 at 1:00 PM

We recommend making a den, getting some good snacks in and generally being as comfy as possible, how do you like to get cozy when settling down with your favourite Harry Potter books? [via Wizarding World]