



**Libyan International Medical University**



**Faculty of Business Administration**

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# **Brand Management**

**The Effects of Covid-19 on Branding**

**By: Tasneem Mehanna**

**Supervised by: Dr. Sabri elkrghli**

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# Introduction

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- The purpose of a brand is the reason for its existence, or that it has been seen for some time. For some people it is just a buzzword, for others it has formed the most important aspect of their business. Regardless of beliefs so far, the coronavirus outbreak has given new meaning to the brand's purpose. It has brought unprecedented challenges for individuals, governments, and businesses.

# The Effects of COVID-19 and Consumer Thoughts

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- COVID-19s travel ban hurt the tourism market tremendously and changed peoples perspective on it . A study done by Chris beers (2020) suggests that in the COVID-19 crisis many people’s opinions changed in the general quality of life.
- 83% think that brands should provide flexibility in payment methods.
- 81% think they should provide free services to help.
- 67% of people think that brands should suspend factory production to produce essential goods.
- 79% think that non-standard products should be closed. Essentials store.
- Only 37% of consumers expect the brand to continue advertising normally.

# COVID-19 Impact on Brands and Creativity

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- Brands failed to advertise wisely so as not to alienate consumers struggling to cope with the pandemic while maintaining a healthy business. Unable to continue "business as usual", many brands try to create unique COVID-19 specific campaigns.
- In May, these activities began to address the need for "respect and self-realization", showcasing the creativity expressed during confinement, and looking forward to when people can leave home. The "safety and belonging" message initially resonated with consumers. However, as more and more brands followed suit, it lost its influence and vibrancy over time, since promotional activities were not considered original, the concept tended to be flat.



# Conclusion

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- In the future, we will have to pay more for daily food and many services including medical care. If this leads to a reduction in demand for products that threaten the future of the planet (such as transportation / travel), this is a benefit in itself. It is hoped that current development can spark creative innovation and contribute to a more sustainable and ethical economy and society in the post-COVID-19 era.

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