

Applause for business?

What the UK public think of business and brands during the lockdown

Research by Message House

April 2020

Headlines

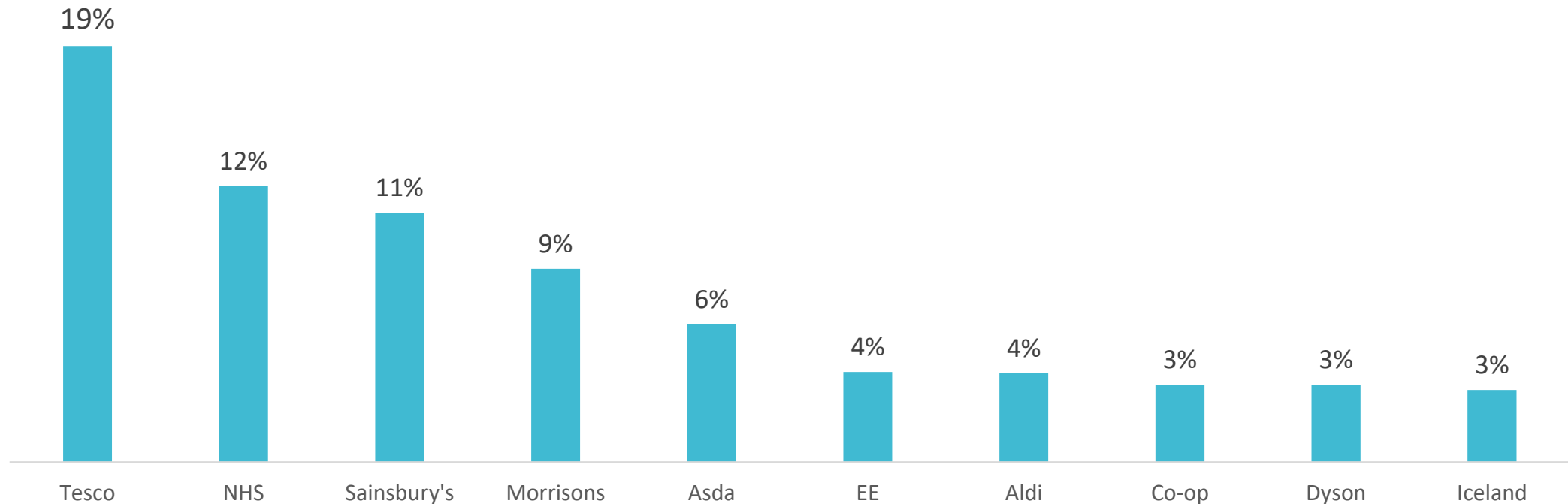
- Two-thirds of the public can name a company or brand that's done the right thing during the lockdown
- Supermarkets are receiving most praise, along with the NHS brand, sports brands and high street companies
- Praise is focused around three activities:
 - **Help for the NHS and its staff** – whether that's making PPE or discounts for NHS workers
 - **Help for the public** – such as through ongoing support or putting people before profits
 - **Help for employees** – like by paying staff properly and treating them well during the crisis
- Not all those recognised by the public are big corporates – smaller companies, sports teams, even local shops and services get a mention
- While stories about business and brands are often negative, the nature of their response to this crisis is leading some to win public praise and applause

Research Methodology

- Message House asked 2,103 members of the British public to name any brands or companies that have stood out for 'doing the right thing' during the lockdown
- Respondents were able to mention up to three brands or companies along with a reason why they felt they were doing the right thing
- 65% provided at least one answer, 35% said none/no answer
- There were a total of 3,097 mentions of 425 different brands, companies and individuals
- Fieldwork took place online from 14th-17th April 2020

Tesco is top with almost 1 in 5 of the public mentioning them

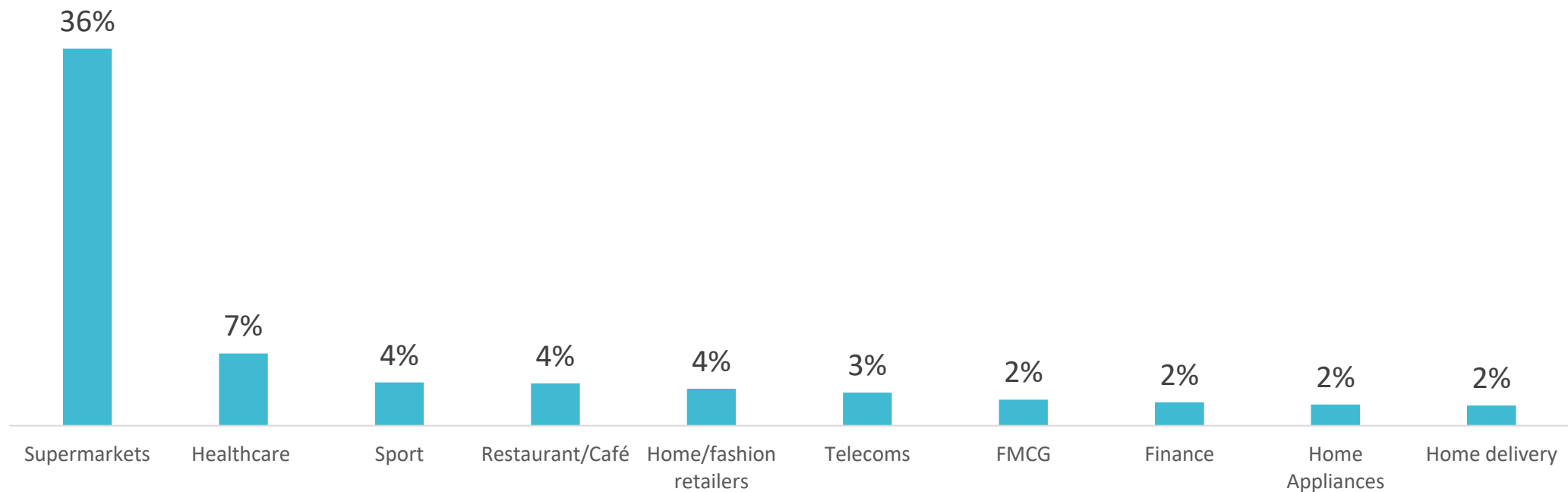
- 7 of the top 10 brands mentioned are supermarkets
- The NHS, EE and Dyson are the other brands that feature in the top 10



Top 10 brands/companies based on number of mentions

More than a third of respondents mention supermarkets, well ahead of any other sector

- The High Street features a lot, with restaurants, cafes and retailers mentioned
- Sports brands are also praised, primarily because of F1



Top 10 sectors based on number of mentions

Top 50 brands seen to be doing the right thing during the lockdown

- The top 50 is notable by not being dominated by tech brands – while they feature, most are less prominent than High Street brands and retailers

1. Tesco	11. Mercedes	21. Next	31. Lloyds Bank	41. Post Office
2. NHS	12. Amazon	22. Pret A Manger	32. Virgin Media	42. Timpson
3. Sainsbury's	13. M & S	23. Deliveroo	33. Barbour	43. Sky
4. Morrisons	14. McDonald's	24. McLaren	34. Apple	44. Aviva
5. Asda	15. Waitrose	25. BBC	35. BT	45. B&Q
6. EE	16. Lidl	26. Burberry	36. B&M	46. easyJet
7. Aldi	17. Formula 1	27. Costa Coffee	37. Domino's	47. Manchester Utd
8. Co-op	18. Boots	28. Home Bargains	38. Greggs	48. Tesla
9. Dyson	19. BrewDog	29. Barclays	39. Leon	49. Uber
10. Iceland	20. Royal Mail	30. HM Govt	40. Ocado	50. Halifax

Top 50 brands/companies based on number of mentions

Organisations are being praised for three main things

Helping the NHS/ NHS staff

One of the earliest adopters of the idea of an 'NHS Staff Hour', and now giving NHS staff a discount
MORRISONS

They are making thousands of bottles of sanitizer for the NHS for free in their distillery
BREWDOG

Helping the public

Delivering goods to everyone to keep them going
AMAZON

Making the decision to shut down even under pressure to stay open... Donating remaining food
MCDONALD'S

Helping their employees

Paying their staff if they have to self isolate and giving staff who don't need to self isolate a bonus
HOME BARGAINS

15% bonus for staff...
Paying all furloughed staff 100% of salary
MARKS & SPENCER

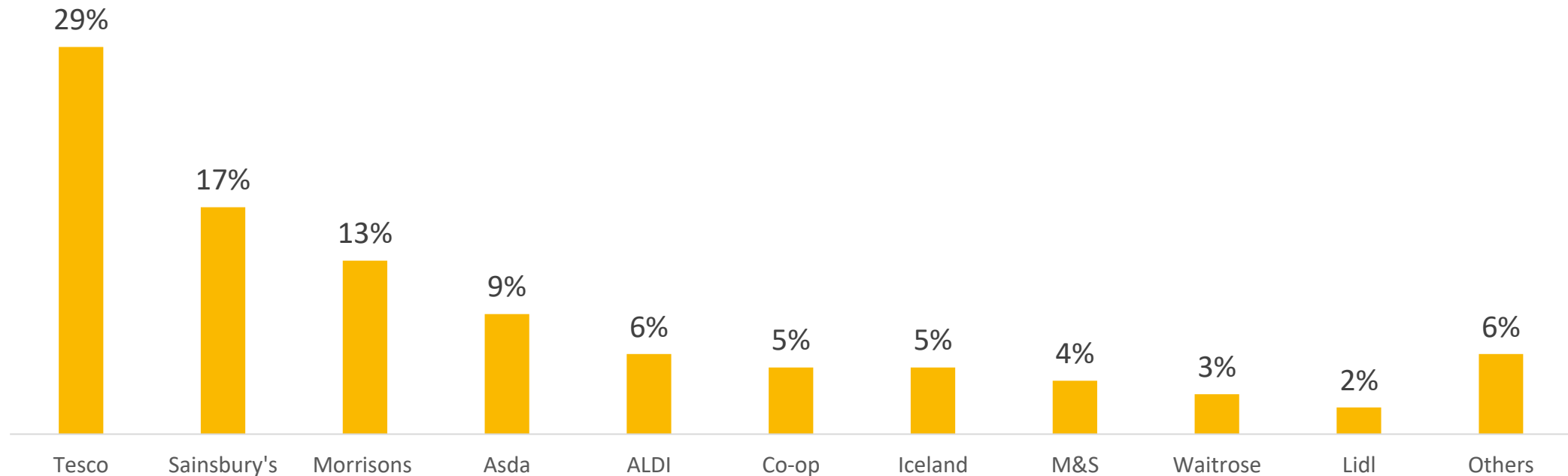
SECTOR SUMMARY

- Some sectors, like Supermarkets, feature a wide range of brands each of which get lots of praise
- Others sectors are just about one organisation, like Healthcare (NHS) or Home Appliances (Dyson)
- Sports and Telecoms have lots of brands mentioned but each has one receiving significantly more recognition
- FMCG brands seem to be struggling to get cut-through – with lots of single mentions and only BrewDog and Unilever standing out
- Finance is the only category where general mentions (“all banks”) are more prominent than the biggest brand recalled



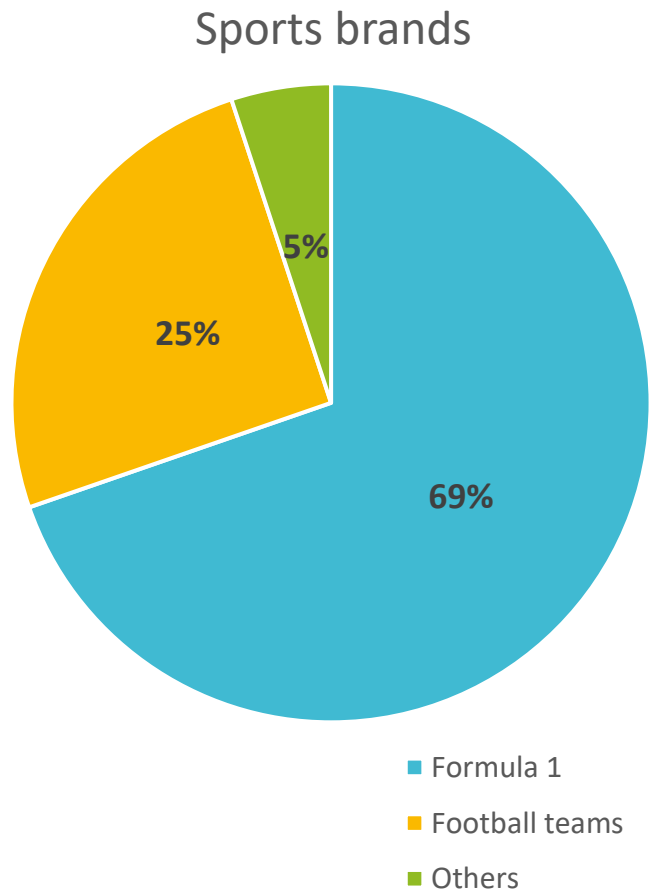
Tesco gains almost 30% of all supermarket mentions

- Sainsbury's and Morrisons also receive more than 10% of supermarket mentions



Showing percentage of the supermarket sector mentions received by each brand

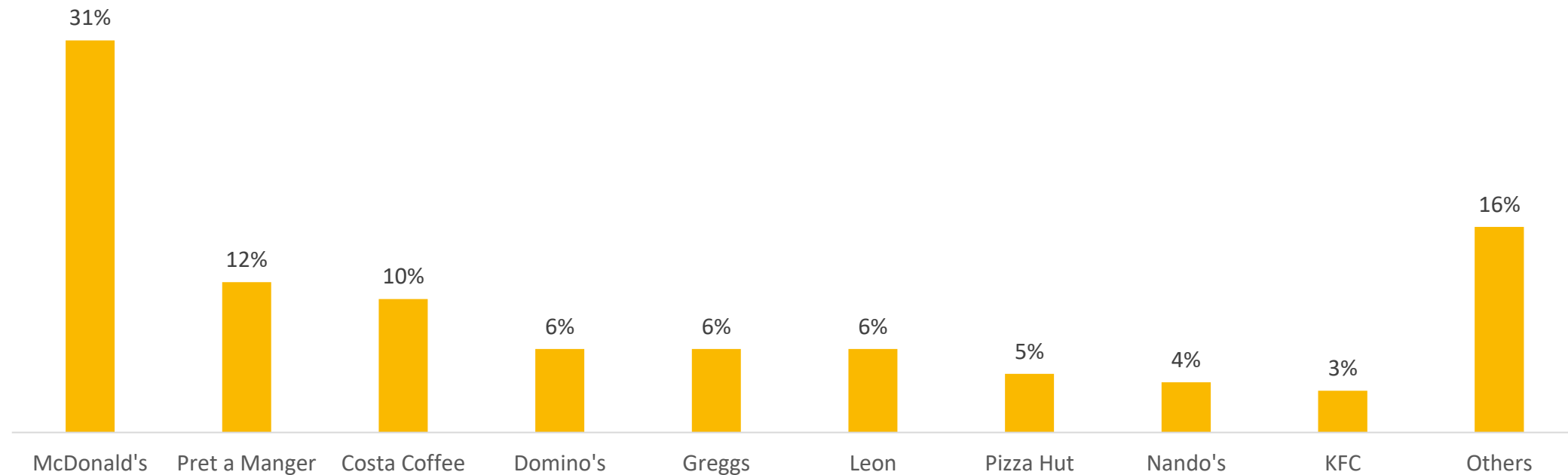
A wide range of sports brands and teams are mentioned but Formula 1 and Mercedes dominate



- The action to switch engineers from racing cars to ventilators is recalled by two-thirds of those mentioning a sports team
- Within the F1 mentions, more than half are specifically of Mercedes, with Maclaren also featured
- Lots of football teams are praised, and for a change Man Utd come out on top, ahead of Liverpool, Chelsea, Celtic, Man City and others
- Other sports, including cricket, rugby, gyms and a yoga app get a mention

Praise for restaurants/cafes is spread across the sector, with McDonald's leading

- In closing ahead of the lockdown, McDonald's is felt to have put staff and customers ahead of profits



Showing percentage of the restaurant/cafe sector mentions received by each brand

While McDonald's wins most plaudits for putting health ahead of profits, others are continuing to be thanked for helping the NHS

- McDonald's stands out for the simple act of closing restaurants quickly and donating food
- Costa and Pret have been continuing to provide help for NHS workers and their ongoing customer engagement via email/online is praised too

McDonald's



Costa



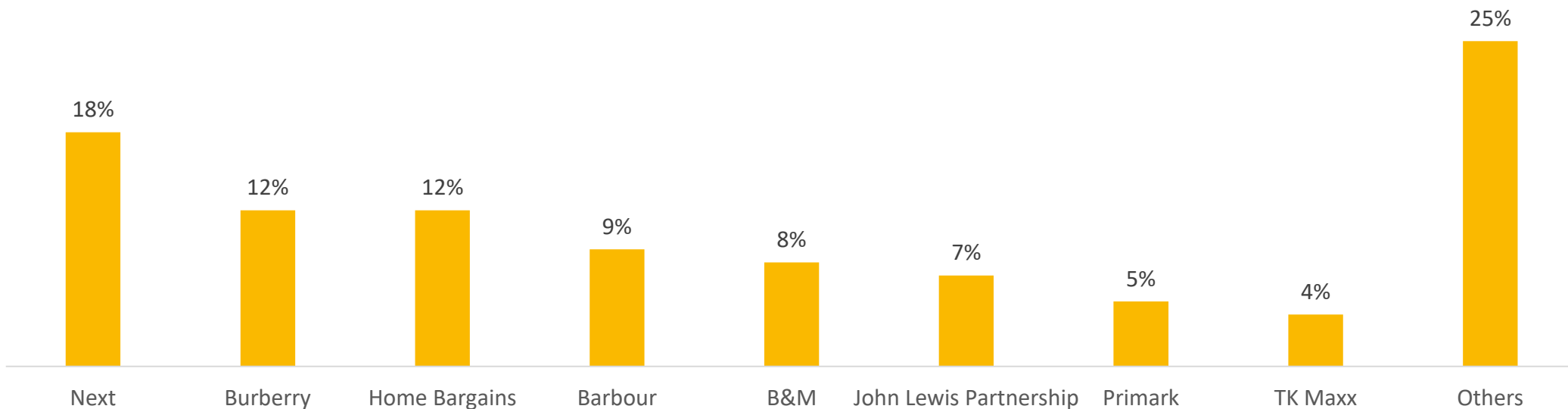
Pret



Word clouds show most frequently mentioned words the biggest

Home/fashion retailers have stood out for looking after their workers and switching production to help the NHS

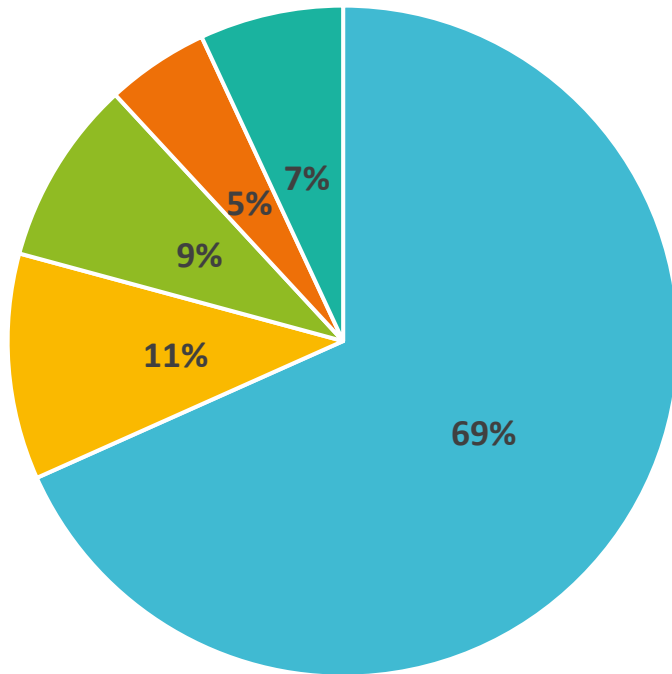
- Next, Home Bargains, and B&M are acknowledged as taking action to help protect staff
- Burberry and Barbour are praised for helping to make PPE



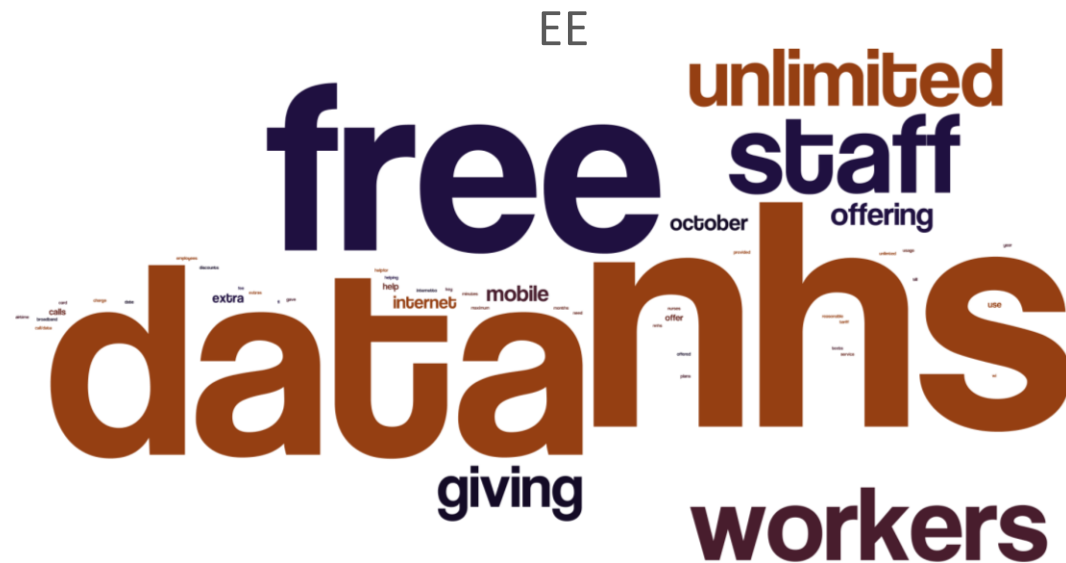
Showing percentage of the home/fashion retail sector mentions received by each brand

Many Telecoms brands are recalled but EE's message dominates

- Almost everyone who recalls EE's actions mentioned exactly the same thing – free data for NHS staff

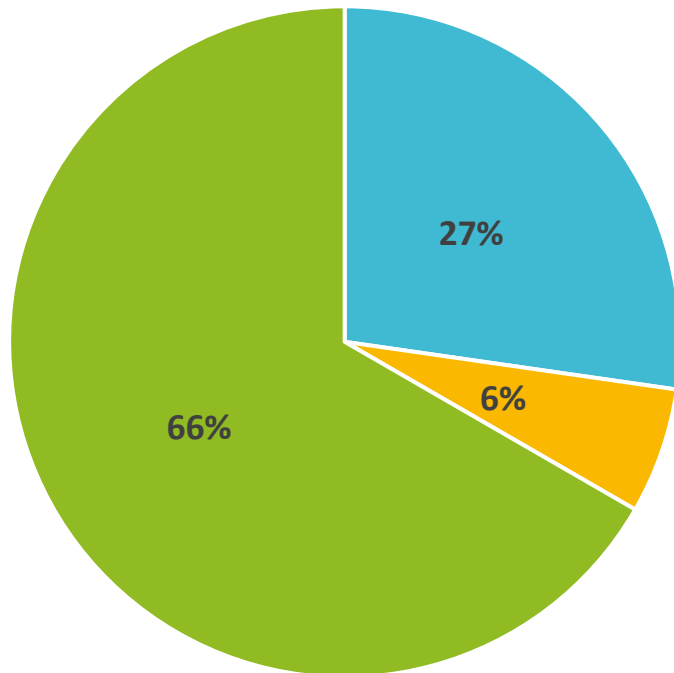


■ EE ■ Virgin Media ■ BT ■ Vodafone ■ Others



Showing percentage of the telecoms sector mentions received by each brand. Word clouds show most frequently mentioned words the biggest

Just two FMCG brands stand out to the public – more than 50 others receive only a single mention



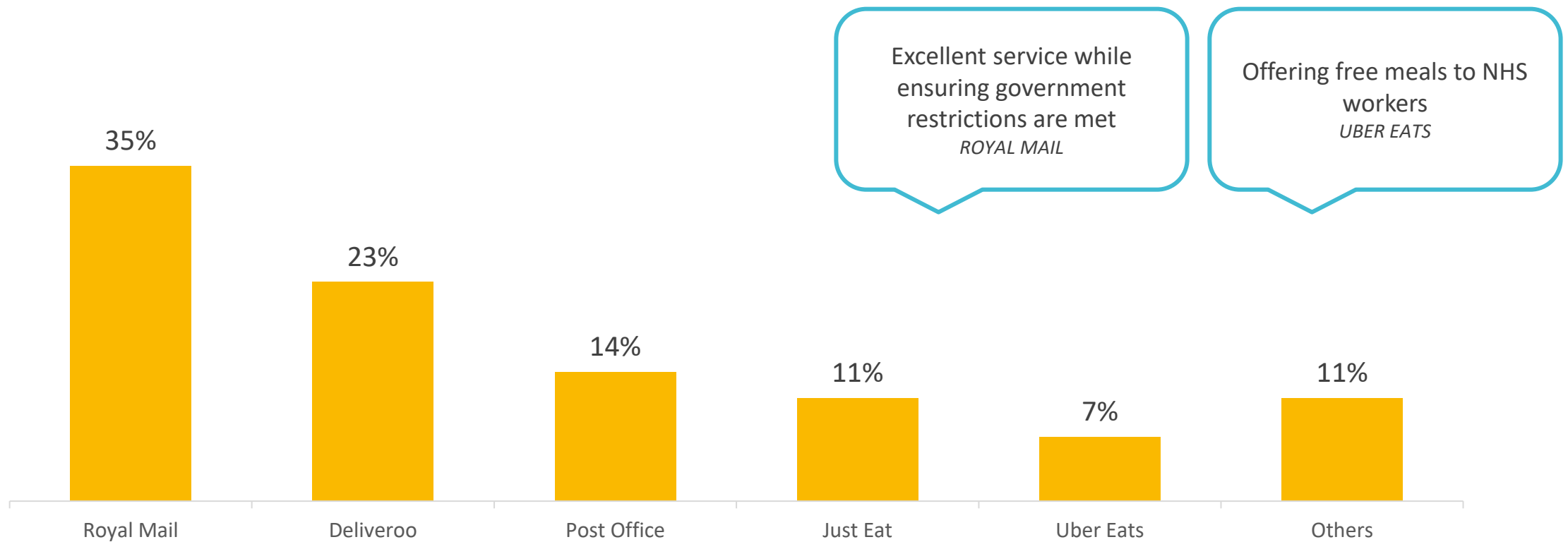
■ Brewdog ■ Unilever ■ Others

- The craft brewer BrewDog receives more than a quarter of all mentions of FMCG brands, for its work making hand sanitizer
- This is well ahead of Unilever with 6%, and a number of the world's biggest FMCG brands that receive just one mention each

Showing percentage of the FMCG sector mentions received by each brand.

Services that still provide home delivery receive special thanks

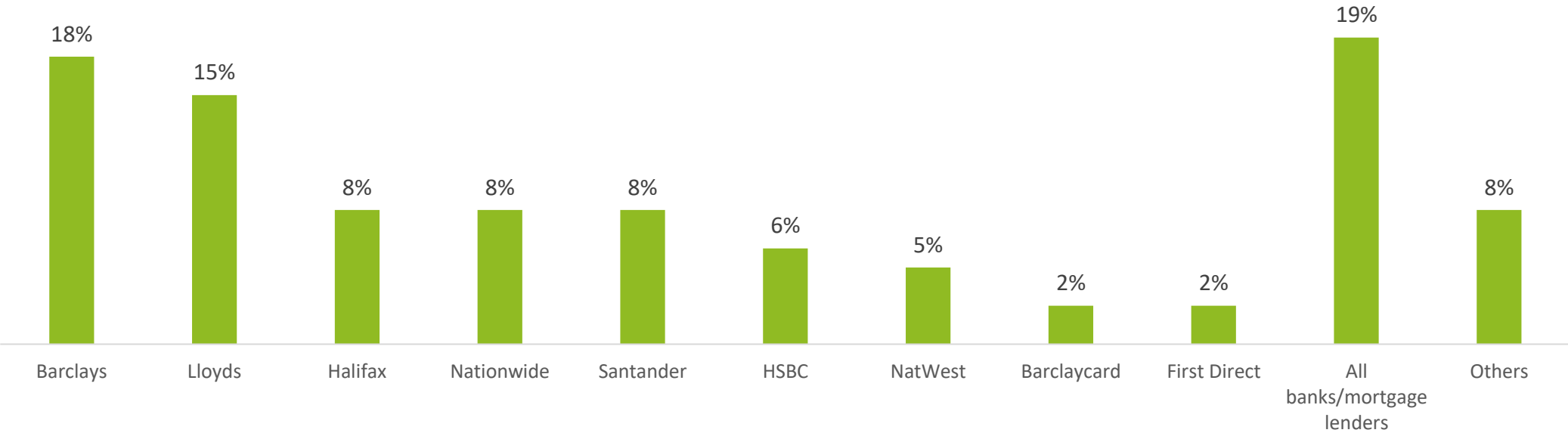
- Postal workers feature strongly as do food delivery companies, like Deliveroo, Just Eat and Uber Eats



Showing percentage of the home delivery sector mentions received by each brand

Banks are receiving praise more as a group than individually

- Barclays and Lloyds are seen to have helped assist people in managing their finances in a difficult moment, and Lloyds is praised for cancelling branch closures
- The biggest response is people saying 'All banks'



Showing percentage of the finance sector mentions received by each brand

Almost 2% of respondents mention a local shop or service

- There are lots of individual mentions of local shops or services that win applause from the public
- Individually these unsung heroes don't feature in a single category but together they amount to a significant group that the public want to thank
- They are corner shops, petrol stations, grocers, butchers and stores – even a local beer shop – who are seen to be helping their local community through the crisis

Delivering food for free to over 70's
LOCAL CORNER SHOP

Volunteering to supply NHS staff and vulnerable people with prepared food
VARIOUS LOCAL SUPPLIERS

Keeping the village informed about new food deliveries
*LOCAL PETROL STATION/
VILLAGE SHOP*

Going above and beyond to get supplies out to vulnerable
LOCAL SHOPS

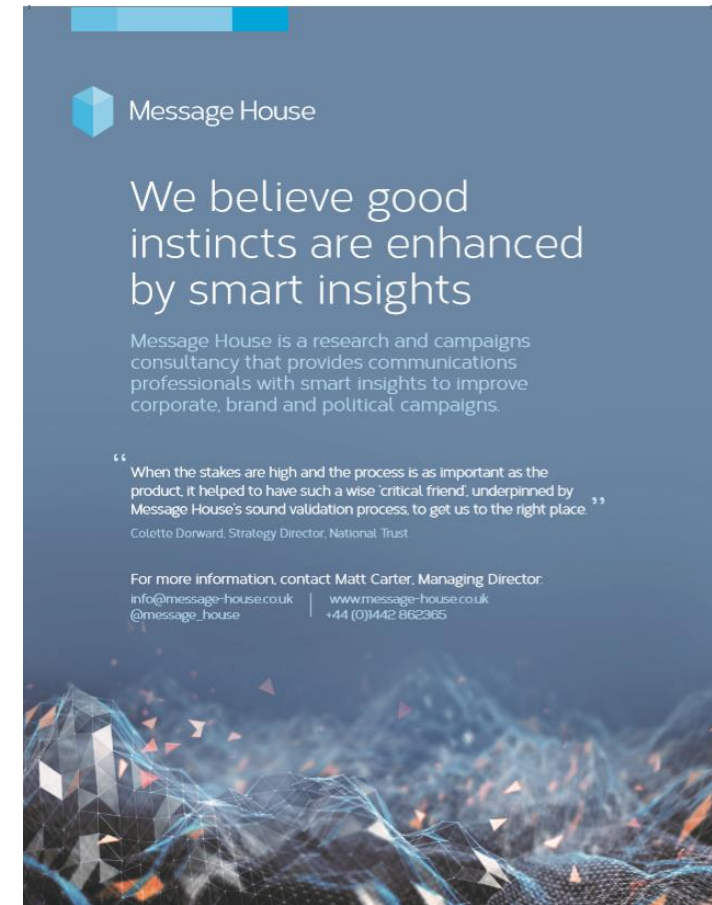
Keeping local people stocked up on things they need and setting up a delivery service for people who need it
LYNDA'S SHOP

About Message House

About Message House

We use smart insights to help clients create winning brand, corporate and political campaigns

- Message House was created in 2013
- We're a UK based team who've conducted qualitative and quantitative research with audiences around the world, including across Europe, Asia, North Africa and North and South America
- We work across sectors including utilities, energy, technology, pharmaceuticals and healthcare, transport, FMCG, financial services, media and politics
- We work flexibly to deliver quality at speed



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