

COVID-19 emotional response-based segmentation for a QSR

Objectives

- Identify key segments of consumers who have different emotional reactions to the pandemic
- Use these segments to identify how to message to different groups during the pandemic and as life returns to normal

Research Design

- 1,800 people completed the quantitative survey regarding the impact of and coping with the COVID-19 pandemic, and attitudes and consumption related to QSRs

Results

- The research identified groups of consumers based on their perceived health consequences and the impact of the COVID-19 pandemic on them
- The segmentation changed the way the client thinks about the market
- The segmentation was quickly and widely adopted by the organization to drive messaging strategy from the height of the pandemic through its decline and society's return to normal life
- Client was better able to target promotions and drive-thru versus in-restaurant services