

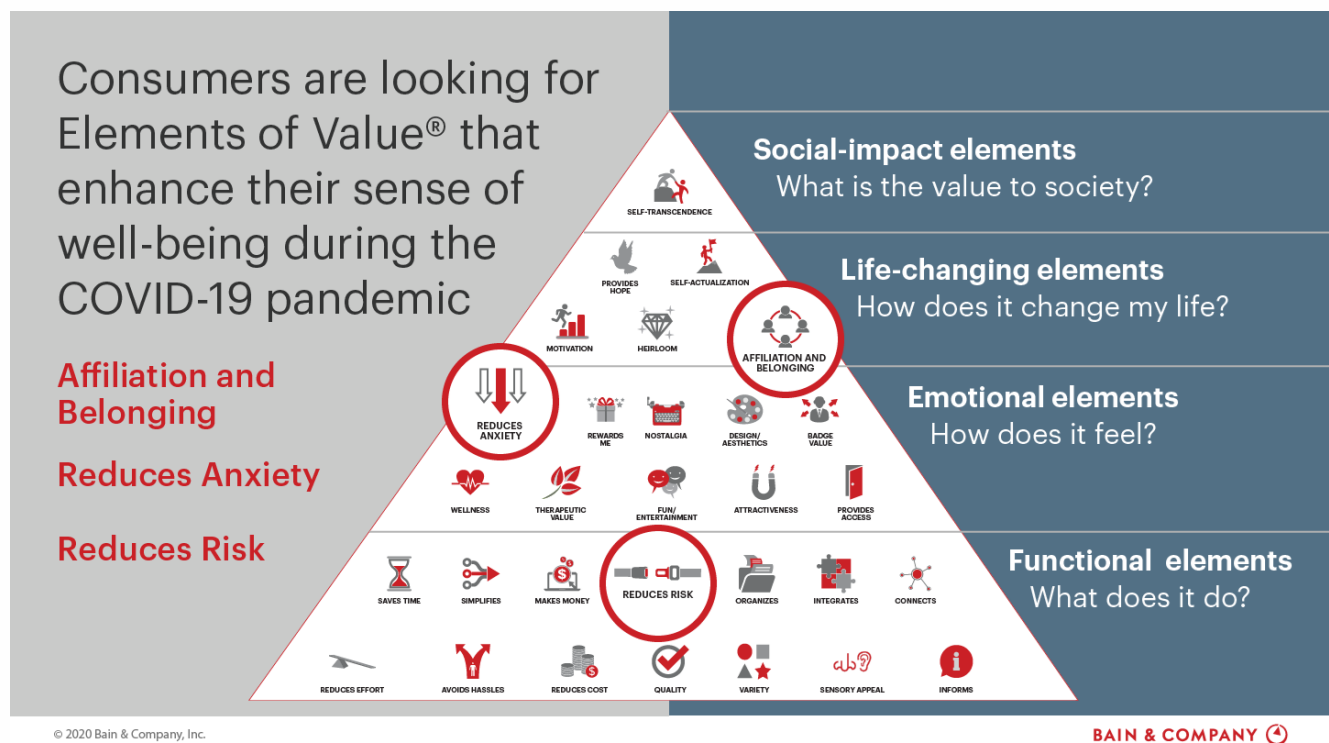
Snap Chart

Three Elements of Value® for Consumers Take Precedence During a Pandemic

Companies' response to the coronavirus needs to deliver these three values.

By Eric Almquist

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What do consumers value most in a given product or service? Companies can discern this by analyzing which of 30 Elements of Value consumers look for in the companies that serve them.

During the COVID-19 pandemic, consumers globally are valuing services, products, people, and institutions that reduce their anxiety, reduce their risks, or provide some sense of safety and belonging. Businesses and governments should consider whether their actions and communications deliver these three types of value. If not, don't take that action or release a communication, as it will be ignored or, worse, make consumers even more anxious.

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TAGS

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