

## Emergency Preparedness

**Infographic: Brands Aren't the Only Ones Changing Habits Following a Year of Disasters. Consumers are also looking to companies with new expectations.**

By Nicole Ortiz

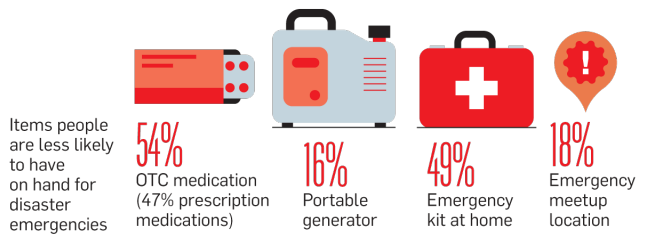
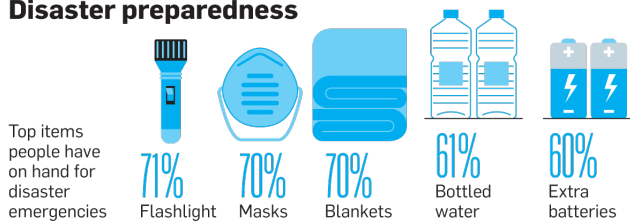
The past year saw its fair share of emergencies, from weather-related disasters to the pandemic that's still ravaging the world. And brands aren't the only ones building emergency preparedness into their routines.

According to monthly research series ML:Next from agency MullenLowe U.S., which spoke with 550 consumers from different backgrounds across the country between Feb. 22-28, more people are looking to brands in different ways, particularly how they could help out in areas struck by disaster.

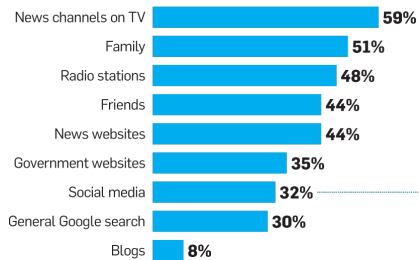
Respondents would love to see brands offer discounts to residents in affected areas, encourage employees to roll up their sleeves and volunteer and pay for disaster relief. Although, many said they would prefer that a brand do something tangible rather than "throwing money at the issue."

Additionally, these types of disasters affect how consumers use their social media platforms. Almost half (49%) said they use social for self-serving purposes during natural disasters. Meanwhile, 41% felt the best way to get information to consumers about these types of disasters is through their phones.

### Disaster preparedness



### Places people would turn to if they were to experience a natural disaster or severe weather



Among those who would turn to social media for information



### Brands' most effective approach during natural disasters or severe weather:



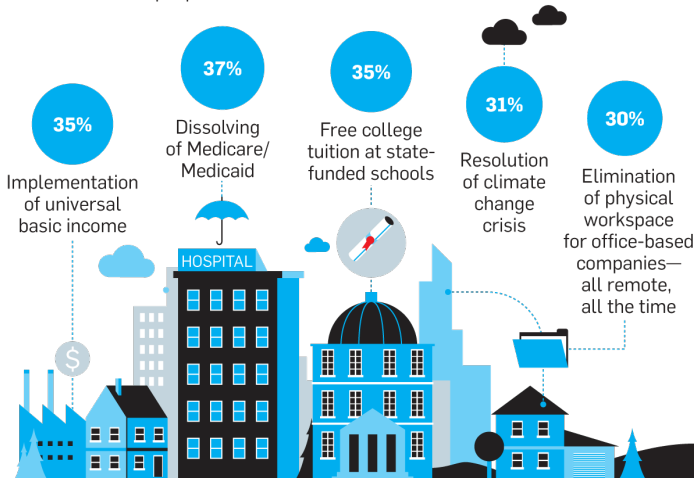
63%

agree that it would be helpful if brands shared important information during natural disasters or severe weather

89%

of people feel it would be helpful if big-box brands like Walmart, Target and Amazon created emergency kits for different disaster scenarios

### ● Circumstances people think will never occur



### ● Circumstances people think will occur in less than a year

