**Brand Response to Coronavirus Vital for Consumer Trust**

Some 90% of global consumers believe brands should protect their employees and suppliers, and tackle social struggles during the coronavirus pandemic, per the 2020 Edelman Trust Barometer. Additionally, 69% of US participants say a brand would lose their trust forever if they witness it valuing profits over people during the pandemic and 61% say a brand's response during the crisis will have a major effect on whether or not they'll purchase from it in the future.

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[***https://www.mediapost.com/publications/article/349262/consumers-see-existential-role-for-brands-say-the.html***](https://www.mediapost.com/publications/article/349262/consumers-see-existential-role-for-brands-say-the.html)

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