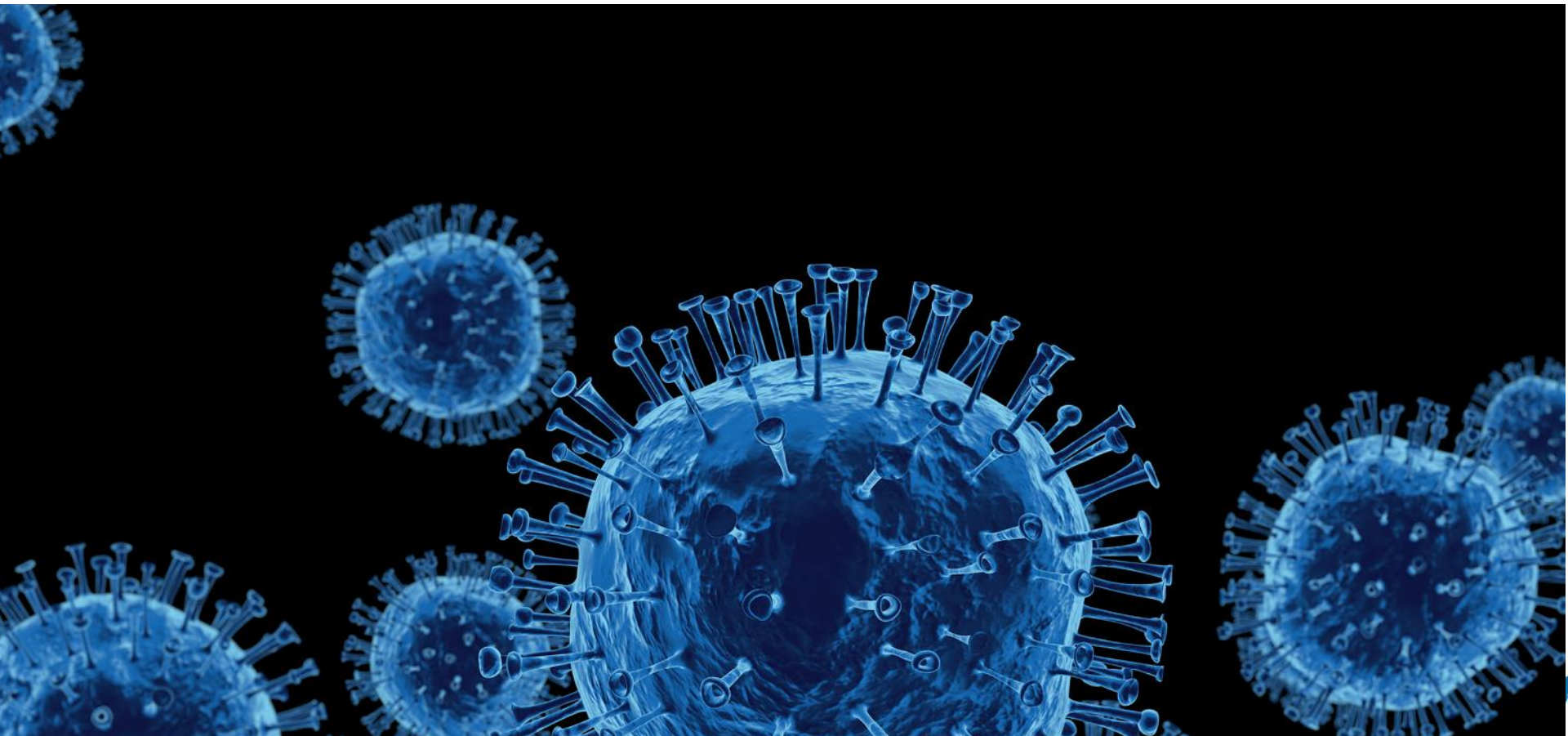


Beyond COVID-19: Brand as the ultimate leadership tool



Today's Panelists



Steve Odland
(Moderator)
President & CEO
The Conference Board



John Chambers
Founder and CEO of
JC2 Ventures
Former CEO
Cisco Systems



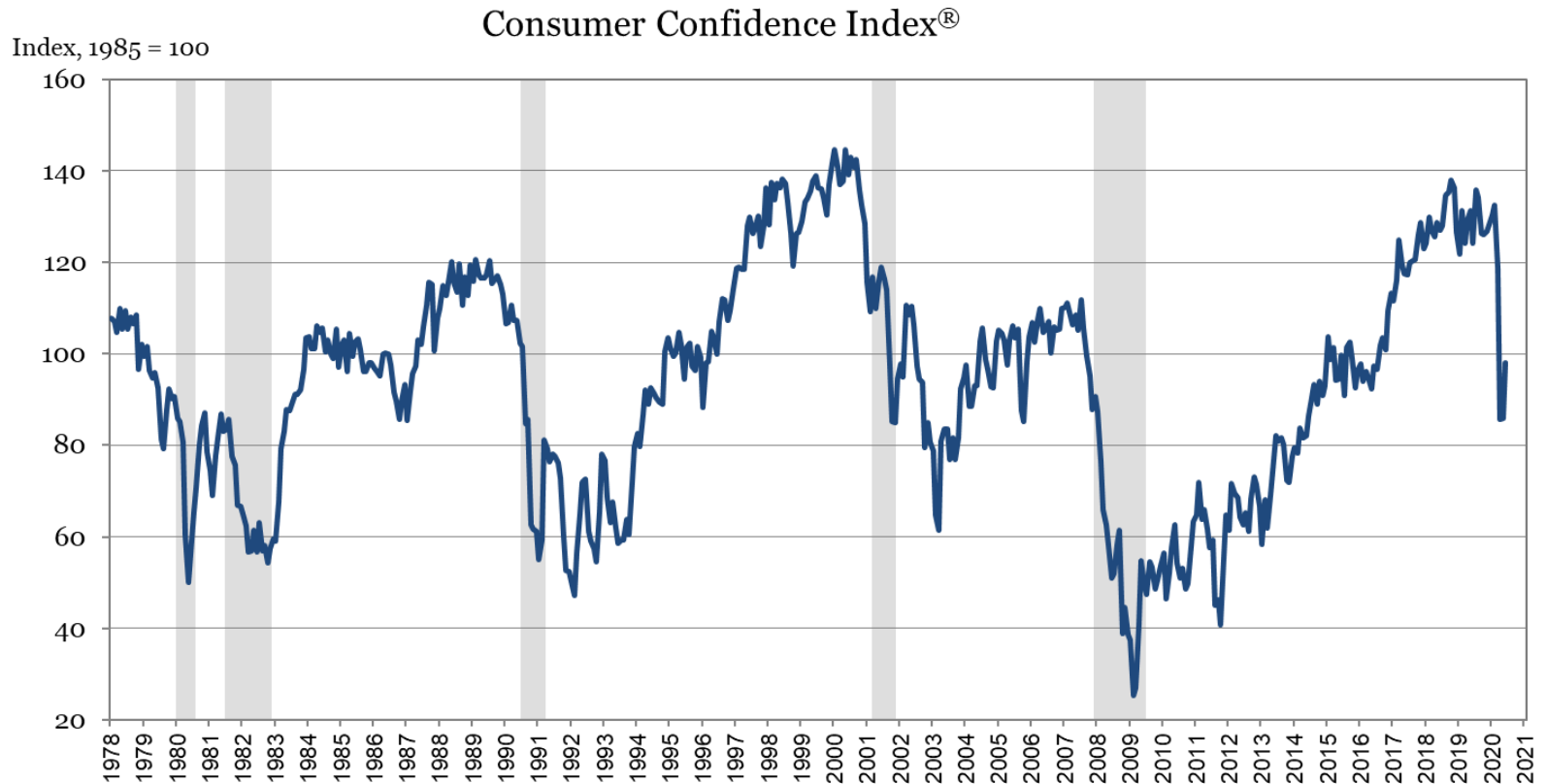
Hampton Bridwell
CEO and
Managing Partner
Tenet Partners



Chiqui Cartagena
CMO
The Conference Board



Consumer Confidence Index® (1978 – Present)



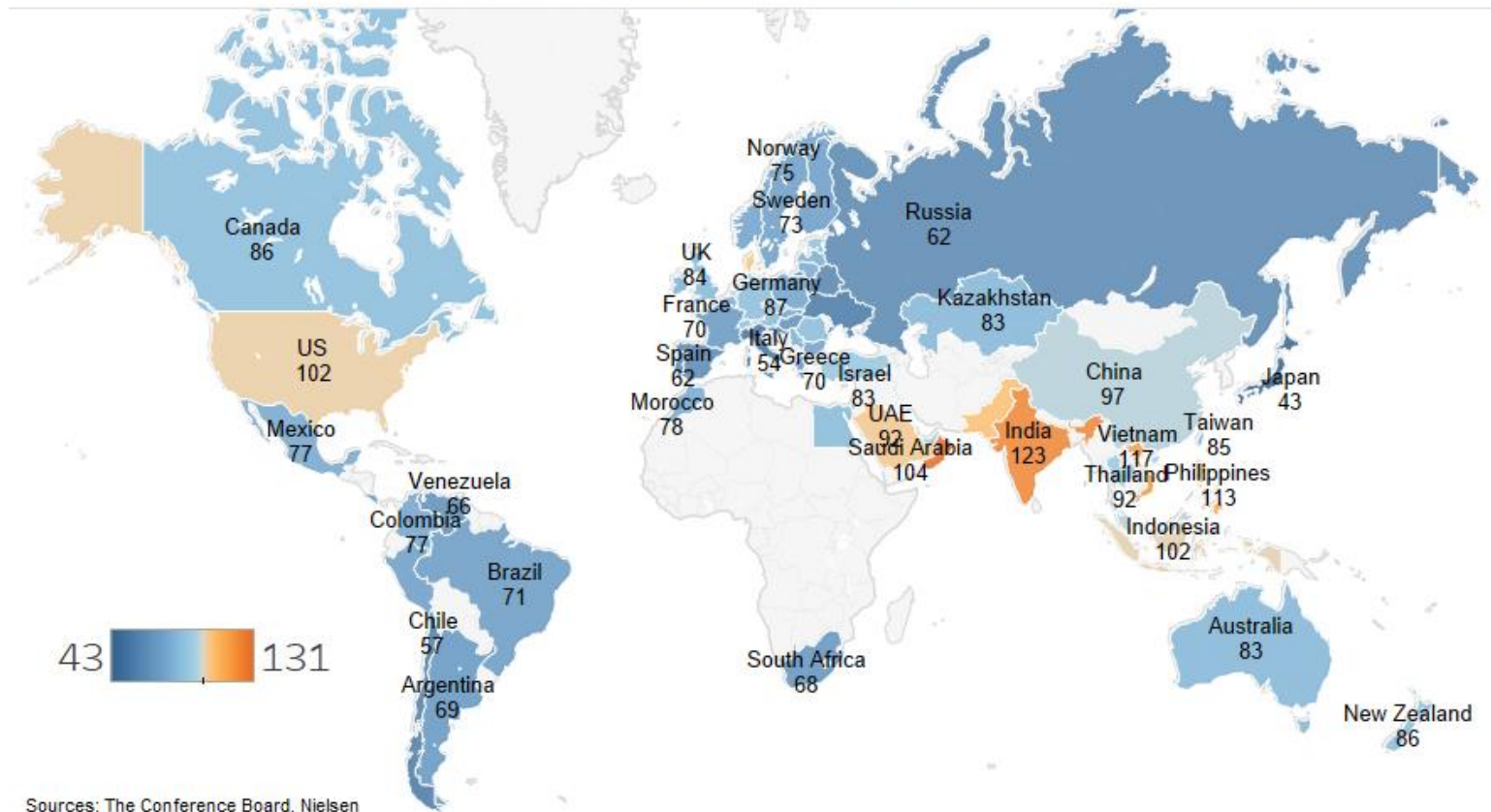
*Shaded areas represent periods of recession.
Sources: The Conference Board; Nielsen; TNS; NBER
© 2020 The Conference Board. All rights reserved.

For more information: <http://www.conference-board.org/data/consumerdata.cfm>



56 out of 68 markets in the survey showed greater pessimism among consumers globally

GLOBAL CONSUMER CONFIDENCE INDEX, 2020 Q2: 92

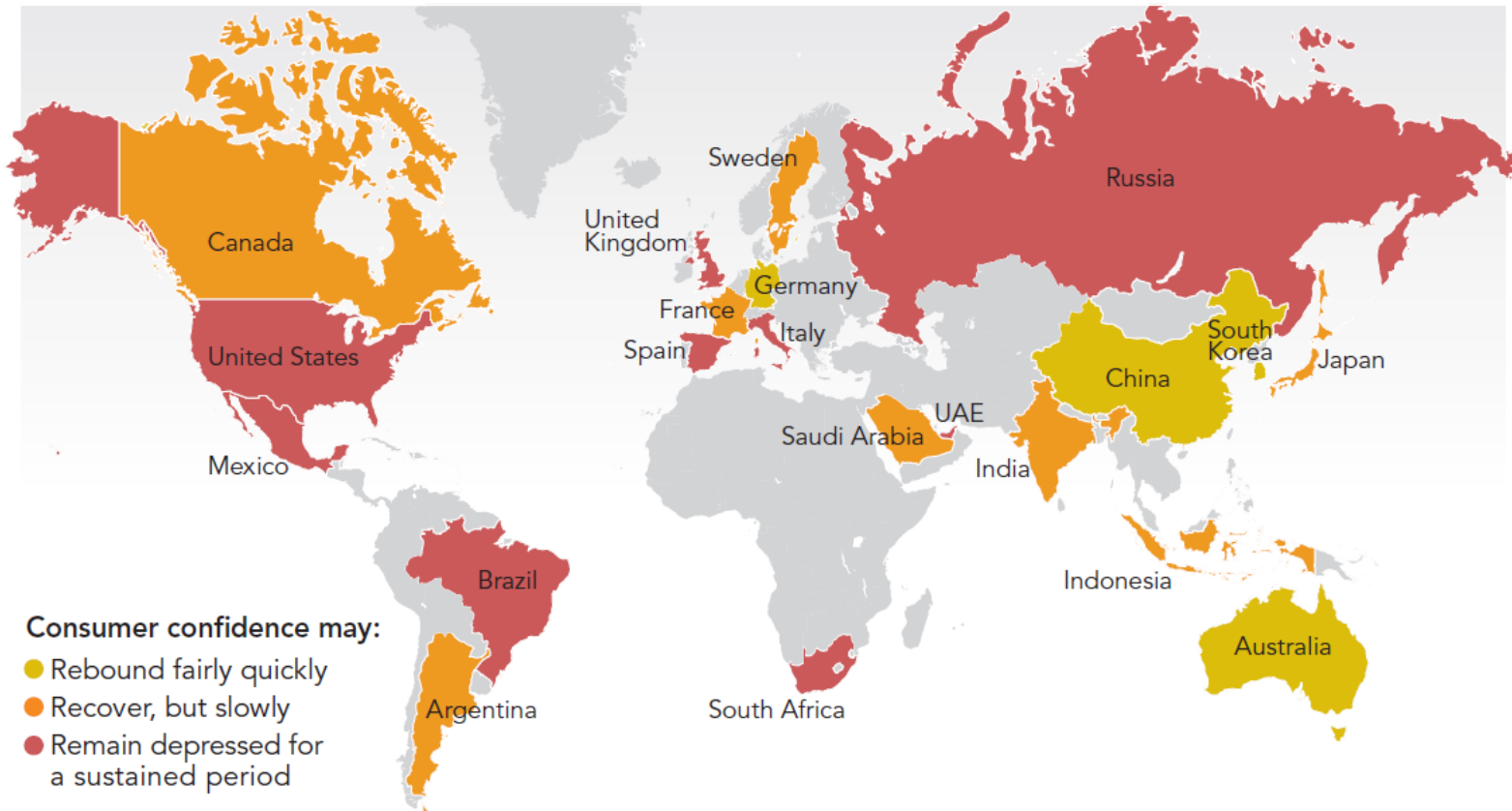


Sources: The Conference Board, Nielsen



The recovery will depend on containment measures, job losses, and policy response

Impact of COVID-19 on consumer confidence around the world

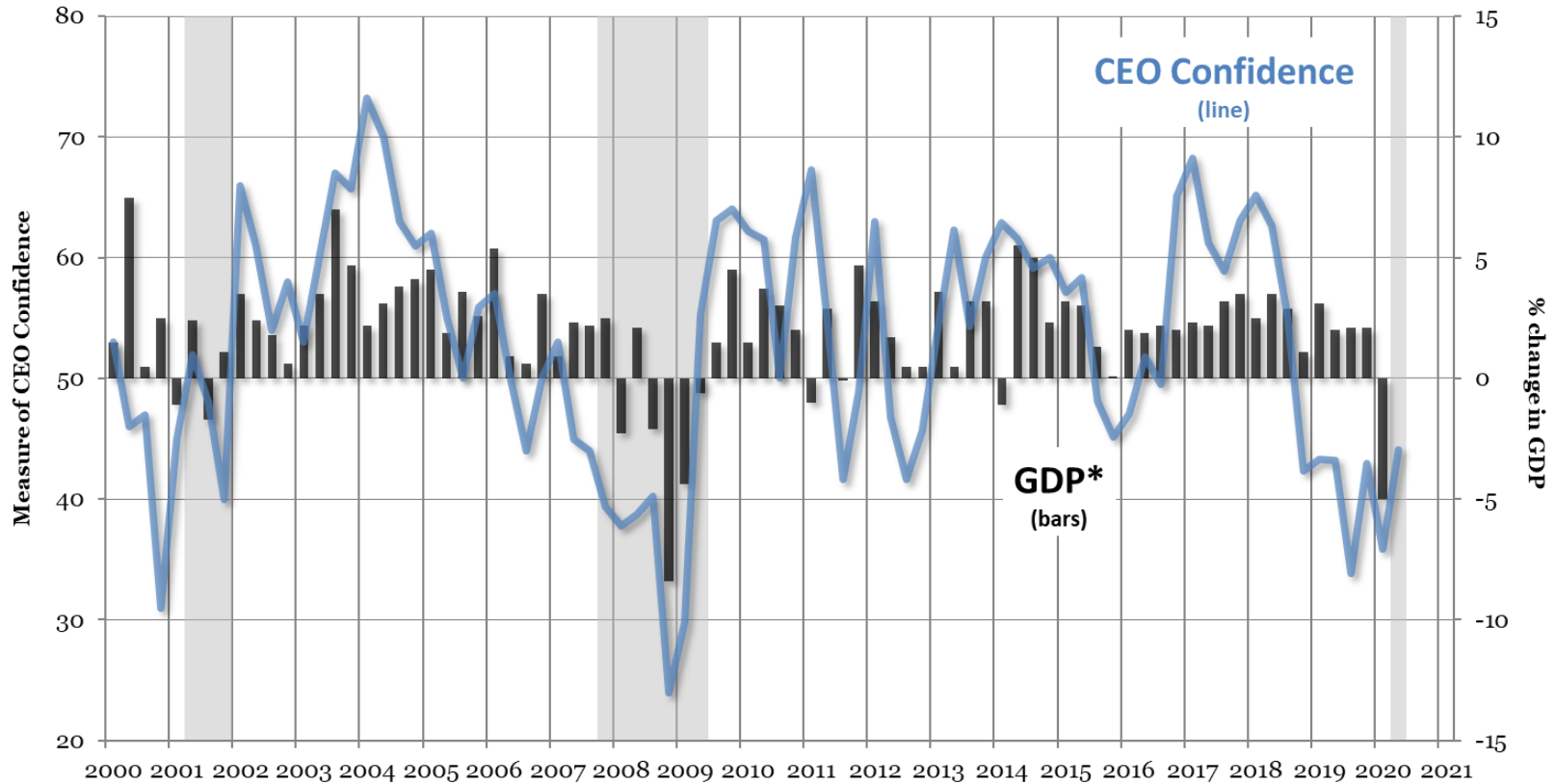


Source: The Conference Board, July 2020



Measure of CEO Confidence & GDP

The Conference Board *Measure of CEO Confidence*TM



*Quarterly changes in real Gross Domestic Product at annual rates, based on chain-type 2005 weighted measures.

Note: Shaded areas indicate periods of recession.

Sources: The Conference Board; U.S. Department of Commerce; NBER



TENETSM

2020
TOP 100
MOST
POWERFUL
BRANDS

The Rise of the Essential Brand

Essential brands:

Deeply understand consumers' current emotional and functional needs

Rapidly adapt products, services, actions and communications in crisis

Create societal impact beyond their product or service


Deliver authentic care for workforce

Leverage sector contraction to find the best talent, reposition products, expand influence

How essential brands reacted to the crisis

A photograph of a Best Buy store exterior with a large sign, overlaid with a blue tint.

Best Buy adopts “enhanced curbside service” far ahead of others

A photograph of a delivery person wearing a cap and a face mask, holding a cardboard box, overlaid with a green tint.

Amazon and Walmart hire 325,000+ during March and April

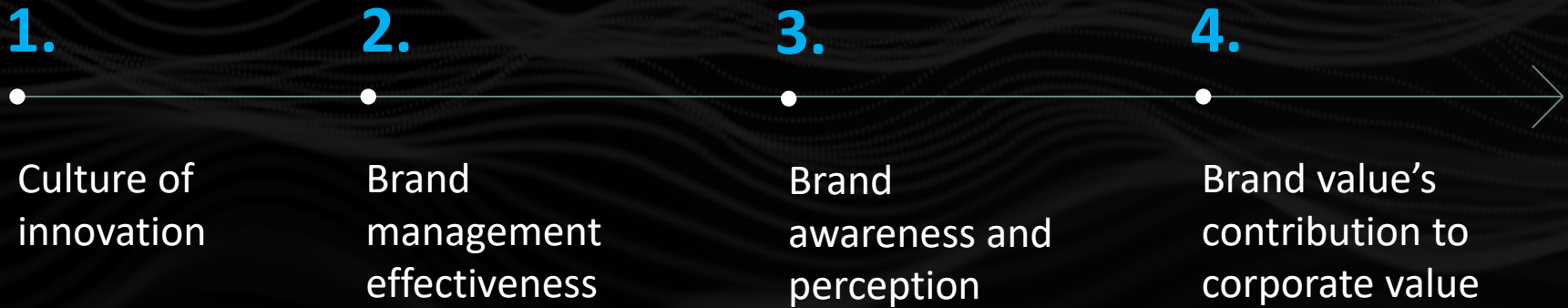
A graphic of a globe composed of small blue squares, overlaid with a blue tint.

Colgate-Palmolive switches on supply-chain contingencies within a day

A photograph of a smiling woman wearing sunglasses, overlaid with a blue tint.

McDonald’s boosts marketing spend while competitors struggle

Here is how we evaluate brands:



The 2020 Top 10 Most Powerful Brands



Coca-Cola

#1



#2



WALT DISNEY

#3



PEPSICO

#4



Microsoft

#5



Google

#6



Johnson & Johnson

#7



HERSHEY
THE HERSHEY COMPANY

#8

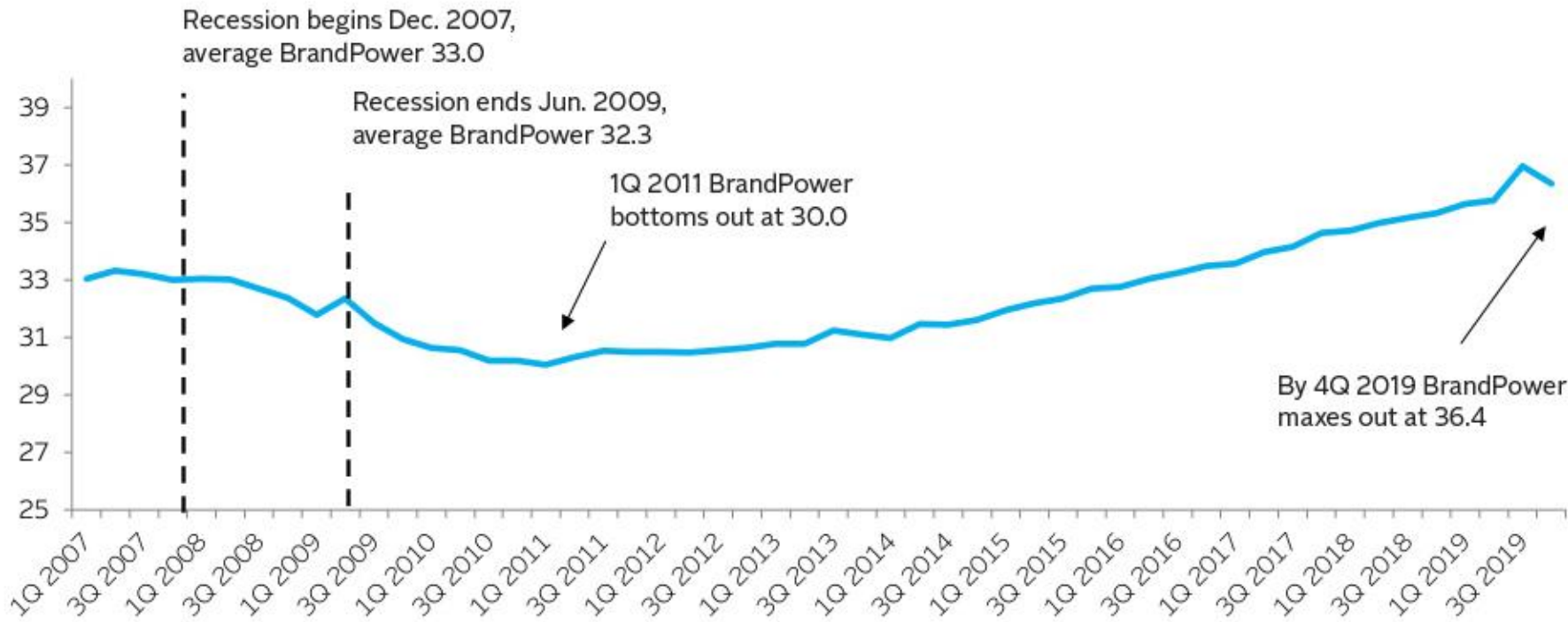


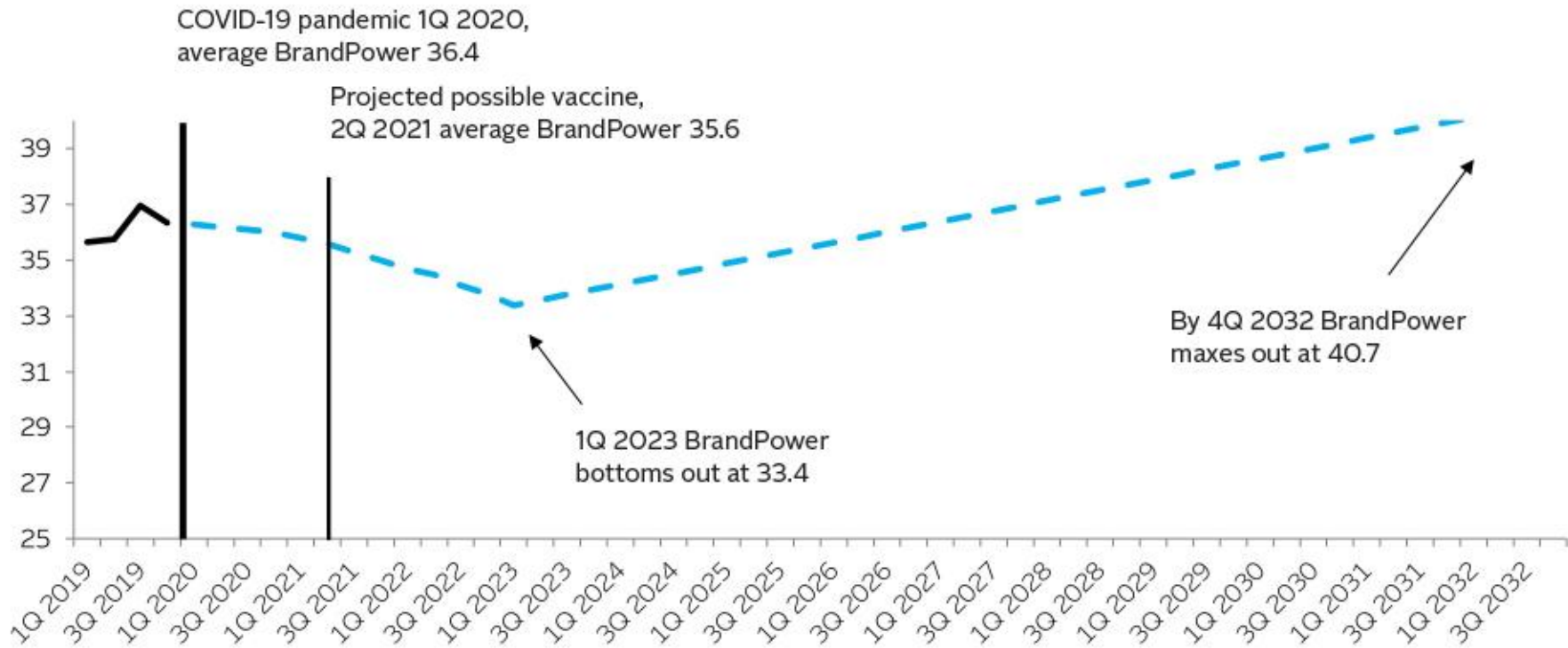
#9



IBM

#10





Upcoming Related Webcast Programming from The Conference Board

How will the Census 2020 Affect Marketers in 2021?

August 04, 2020 01:00 PM ET



D'vera Cohn

Census Expert, Senior Writer and Editor
Pew Research Center



Mark Hugo Lopez

Director, Global Migration and Demography Research
Pew Research Center



Jake Beniflah, Ph.D.

Senior Fellow, Marketing & Communications Center
The Conference Board

[View all of our upcoming webcast programs](#)

