

BASE MODEL FOR BRAND ENGAGEMENT DURING COVID-19

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ABSTRACT

The impact of COVID-19 on society, businesses, and individuals has been devastating on many levels. Managers have found themselves facing confounding challenges about the role and relationship of brands in consumers' lives. Brand engagement has never been more important for companies; and the current situation poses the question of if and how brand engagement must be approached. This paper attempts to establish that managers must not only engage in brand communication, but also be proactive about it. Based on a review of the extant literature on crisis communication, followed by thorough research on communication strategies adopted by various companies, a practical brand engagement model — BASE, has been proposed. The novelty of this paper lies in the proposed model which is expected to act as a ready reckoner for managers to help them traverse through brand communication challenges during the COVID-19 pandemic.

Keywords: Brand Engagement, Brand Communication, Crisis Communication, COVID Communication, BASE Model, COVID-19, JEL-Classification: M32, M37

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