



# NEW ROUTINES & RITUALS:

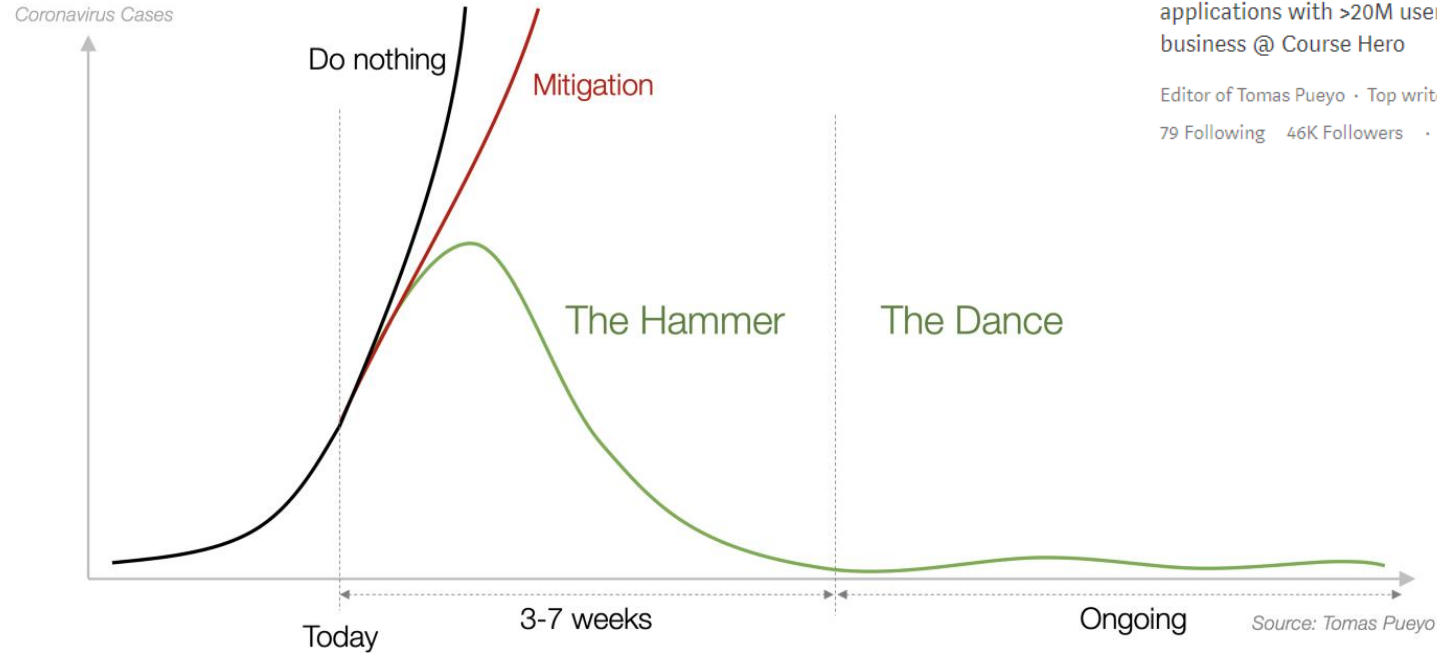
DEVELOPPING BRAND STRATEGY  
IN A FLUID, LOW TOUCH WORLD

*JUNE 5<sup>TH</sup> 2020*

**GAME CHANGERS**



# GETTING READY FOR THE LOW TOUCH REALITY



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# WE HAVE ESTABLISHED TRADITIONS AND ROUTINES...

allowing us not to have to undertake all decision making that we once did

**When we do familiar activities we inhabit a world with certainties**

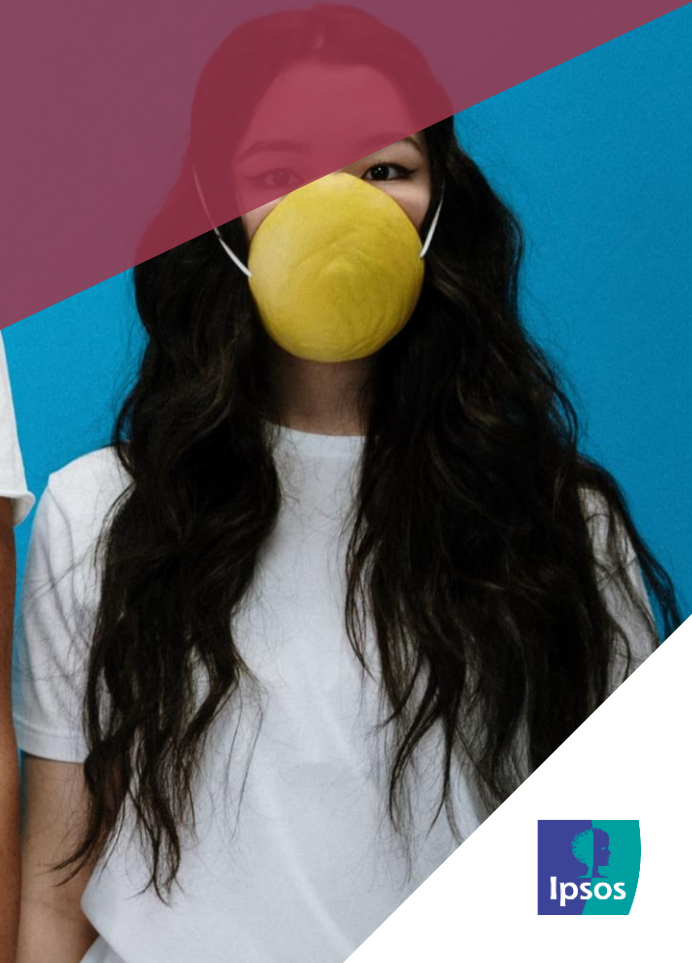
**As we learn what works, our behaviour becomes more automatic**

**This works, as long as the overall structure and logic of the options available to us are fundamentally unchanged**

# BUT THE CORONAVIRUS MEANS THAT OUR ENVIRONMENT IS INCREASINGLY 'FLUID'...

subject to permanent change and operating without fixed, solid patterns

**Our thinking and planning about how to navigate the world cannot depend on these automatic behaviours. They reflect a mastery of a past that no longer exists. The Coronavirus means we need to be flexible and adapt constantly to rapid change.**





# CONSUMERS ARE EMBRACING NEW ROUTINES & RITUALS FAST

## SHOP LOCAL



## NEW FAMILY MOMENTS



## VIRTUAL FUN



# HOW SHOULD BRANDS RESPOND?

Brands can articulate their response on 3 different phases:



**1 – Empathy**

**2 – Connect with new  
routines & rituals**

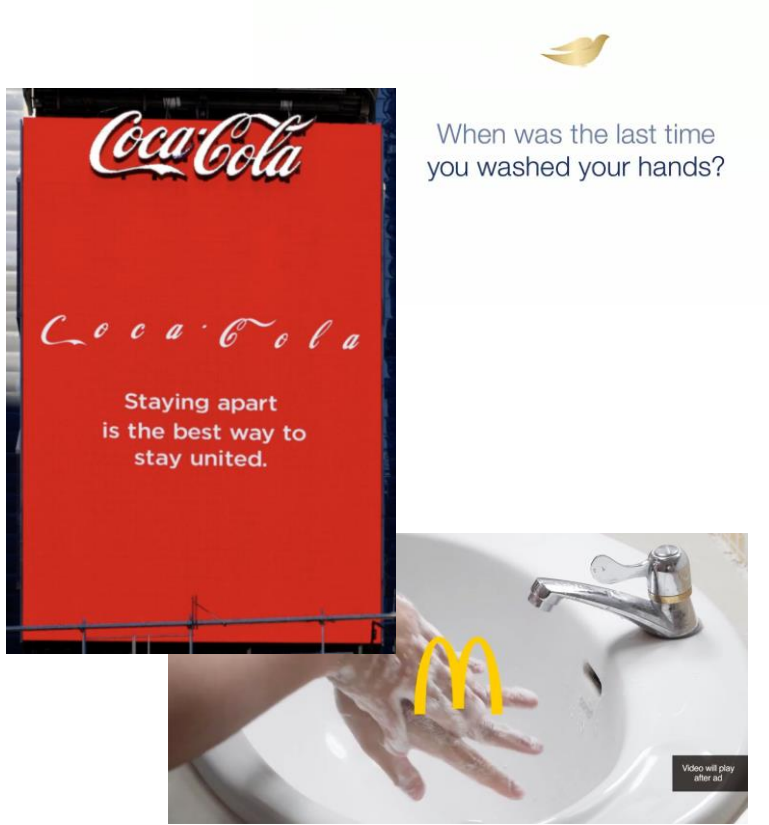
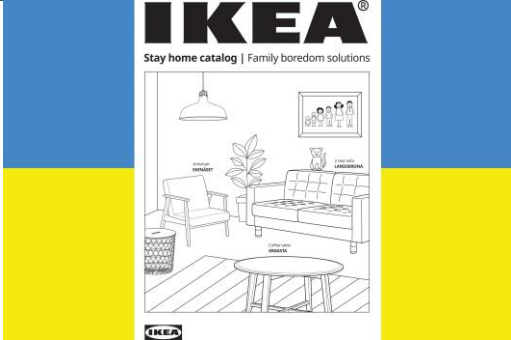
**3 – Start envisioning the post C19  
future**

# EXAMPLES OF BRANDS SHOWING EMPATHY

Give comfort

Help people pass time and build new routines

Reinforce social messages





**CONSUMERS EXPECT BRANDS  
TO PLAY A ROLE  
DURING THE CRISIS  
...AND GOING DARK IS A POOR  
STRATEGIC CHOICE**

**72%**

**COMPANIES HAVE A  
SOCIAL RESPONSIBILITY  
TO OFFER AID DURING  
CORONAVIRUS**

**71%**

**I AM INTERESTED IN  
HEARING FROM BRANDS  
THAT CAN HELP ME  
NAVIGATE THE CRISIS**

**70%**

**I WANT TO CONTINUE TO  
HEAR FROM BRANDS AND  
COMPANIES ON WHAT  
THEY HAVE TO OFFER**



**ROUTINES BECOME RITUALS  
WHEN THEY ARE INFUSED WITH  
MEANING**

**RITUALS TYPICALLY FULFIL A  
NEED**

**RITUALS EMERGE AMIDST  
UNCERTAINTY TO ALLOW A  
SENSE OF NORMALCY**



# IN THIS NEW LOW TOUCH CONTEXT, THERE IS AN OPPORTUNITY TO CONNECT BRAND-ASSOCIATED MEANING WITH NEW BEHAVIORS

HOW can brands become part of a ritual experience?

## SEEK UNTAPPED RITUALS



Identify new, potentially durable routines that are not yet ritualized.

## HELP INTERNALIZE NEW HABITS



Build benefit associations and affirm the behavior, building confidence in its mastery.

## CULTIVATE A SENSE OF SHARED EXPERIENCE



When trying new behaviors, people often feel self-consciously alone. Show them others are doing it too, so they will be more likely to repeat it.

## DELIVER AN ALIGNED BRAND EXPERIENCE

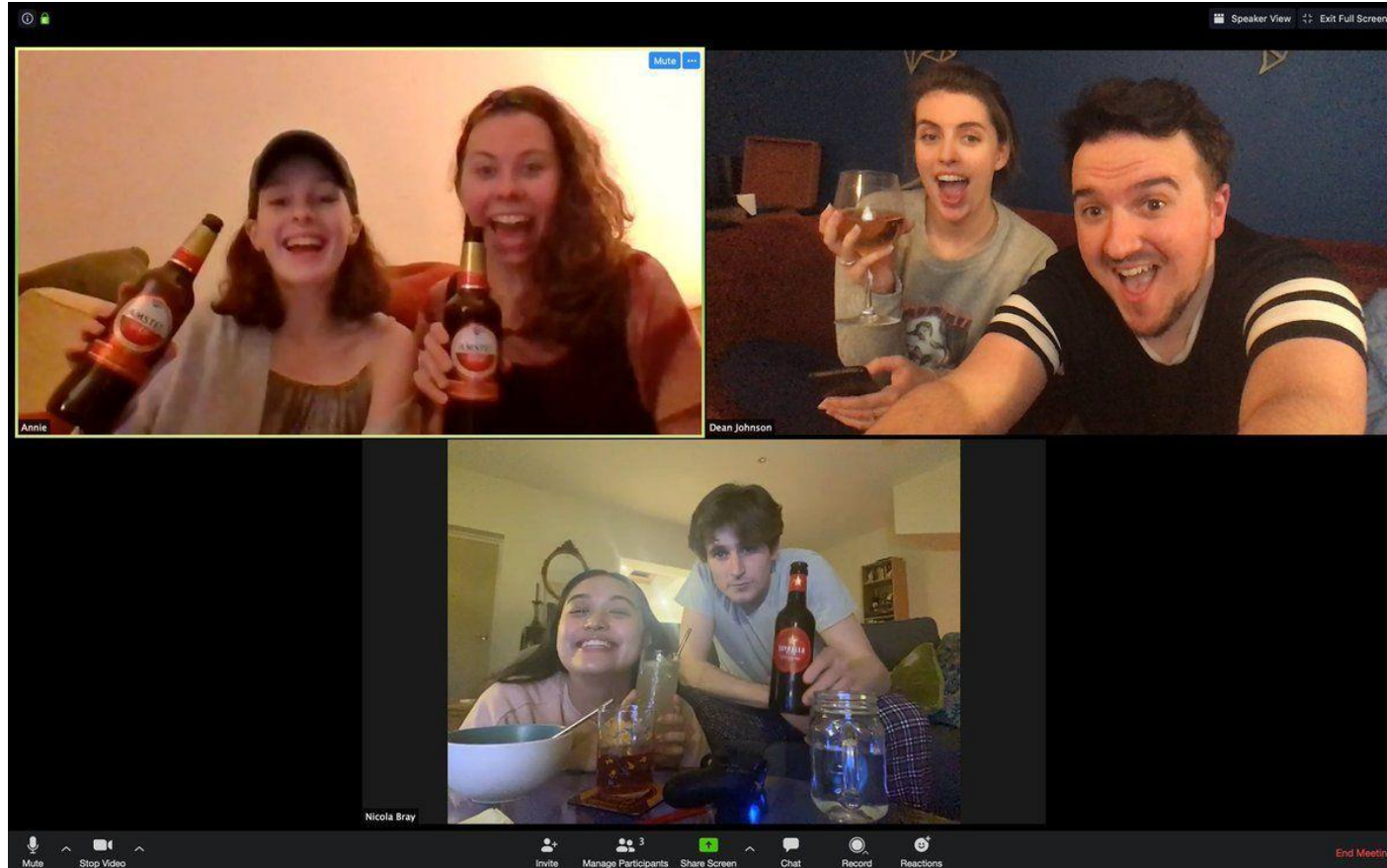


Develop positioning and delivery that provide mutual reinforcement – laying the groundwork for repetition.



# IDENTIFY NEW ROUTINES

Consumers are already developing new routines & rituals



*SCOTS are carrying on boozing in virtual pubs online after bars were shut - as home-drinking almost doubles to eight million pints a week.*



# IDENTIFY NEW ROUTINES

## EXAMPLE – BREWDOG reinvents hanging out with friends over a drink

### Going for a (virtual) pint

After switching up their UK bars to click & collect via their Hop Drop app, craft brewer BrewDog will now open 102 bars online this 27 March, with the new virtual bars offering beer tastings, homebrewing masterclasses, pub quizzes, live music and comedy.





# DRIVE INTERNALISATION OF NEW HABITS



# DRIVE INTERNALISATION OF NEW HABITS



**easyJet**

EasyJet hopes the face mask covers will help young flyers feel more at ease on flights when it restarts operations with strict coronavirus measures in place



# ILLUSTRATE SHARED EXPERIENCE



# DELIVERED AN ALIGNED BRAND EXPERIENCE

**IF YOU EVER DREAMED OF PLAYING  
FOR MILLIONS AROUND THE WORLD,  
NOW IS YOUR CHANCE.**

Play inside, play for the world.



*"We may not be playing together. We may not be playing for our countries yet. We may not be playing for giant crowds. But today we're playing for 7.8 billion people."*

*"This is our chance. Play for the world."*



# NEW ROUTINES ARE MORE LIKELY TO STICK WHEN THEY ARE INFUSED WITH MEANING



# BRAND COMPASS

## Research Questions

- Understand how context of consumption is changing, capturing new routines & rituals
- How is this impacting needs?
- What kind of barriers, frustrations or challenges are people experiencing?
- How are people compensating in their behavior?
- Which behavior change will be durable?

## Set-up

- Min N=300 category users
- Length of Interview max 15', device agnostic
- Using (mainly) pre-scripted questions
- Mainly using open ended responses and text analytics/topic modelling to unearth new routines & rituals

## Timing

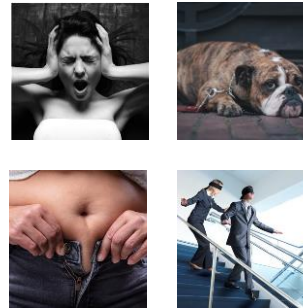
- +/- 1 week for field & analysis, 1 week for reporting & workshop

## OBJECTIVE

Insights on potential ways for the brand to respond to the new reality



**Censydiam Metaphors**  
uncover underlying needs  
and motivations with  
metaphor-led open ends  
(positive)



**Censydiam HURDLE**  
uncover frustrations &  
challenges with metaphor-  
led open ends



**Virtual Workshop**  
Define potential brand  
roles & translate into  
marketing activation



# KEY TAKEAWAYS



**The Corona virus  
continues to inspire  
new routines & rituals**

**Brands can help shape  
& reinforce new rituals**

**Rituals with meaning are  
more likely to stick**

# THANK YOU

GAME CHANGERS

