

# ME AND WE:

HOW BRANDS CAN  
INNOVATE FOR GOOD IN A  
WORLD OF UNCERTAINTY

**AN IPSOS  
POINT OF VIEW**

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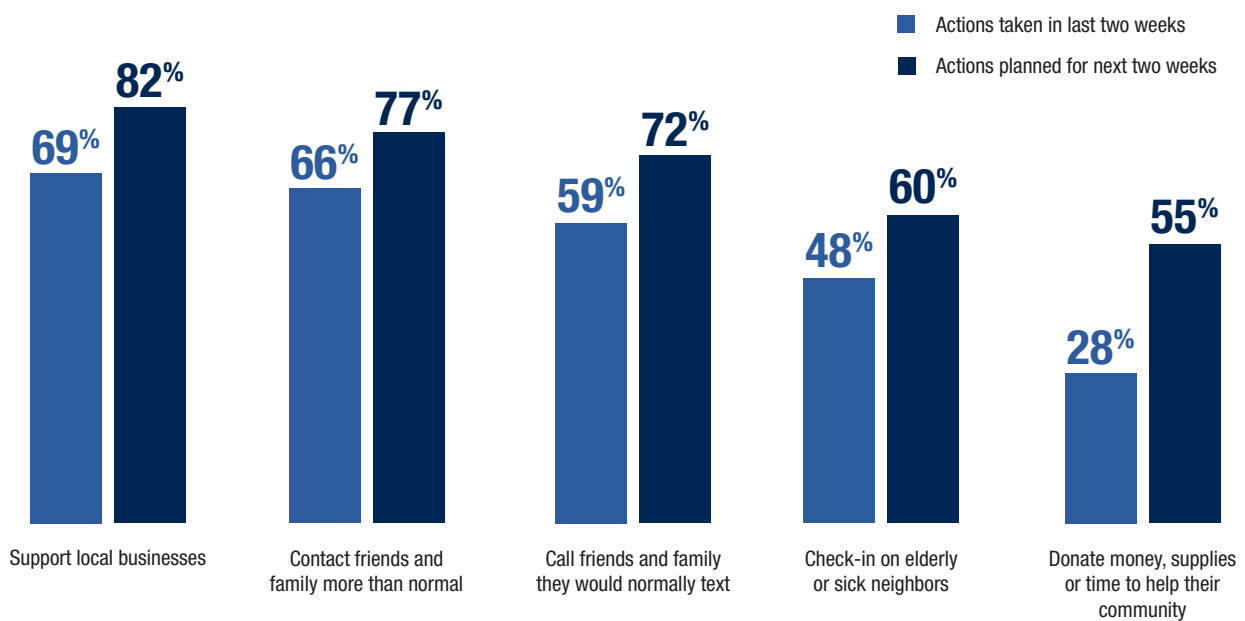
An Ipsos Point of View  
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As America battles the COVID-19 pandemic, a long-building trend is gaining momentum. We are no longer simply looking out for ourselves, we're looking out for our communities, our cities, our country... our world. Me has given way to we.

From the amateur army of people making masks and supplies to donate to local hospitals, to the less at-risk individuals

collecting and delivering food to those who cannot go out, to the many local initiatives created to support small business owners and workers, this crisis has made us acutely aware of the impact our choices have on others. It has also underscored the power these choices have to create good amidst chaos. Said differently, we more clearly see that what is good for me is good for we, and vice versa.

## PEOPLE ARE SEEKING DEEPER CONNECTIONS AND OFFERING MORE SUPPORT



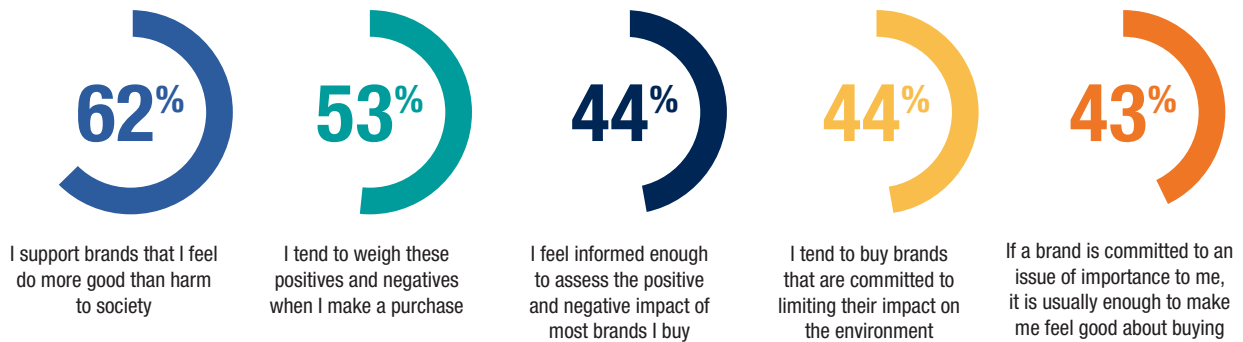
Source: Ipsos Survey conducted between April 10-19 among 1,114 online adults

This me-to-we mentality is more than a mere shift in general sentiment: it is driving notable behavioral changes at the individual level, both big and small, that are having real commercial and economic impact. Companies and policy

makers that understand this shift, and more importantly that tailor their strategic initiatives to authentically take action in response, are more likely to garner trust and ongoing support from their constituents or buyers.

## THE *WE MENTALITY* IS ALSO EVIDENT IN BRAND CHOICE

Percent of Americans that agree with each statement



Source: Ipsos Survey conducted between April 10-19 among 1,114 online adults

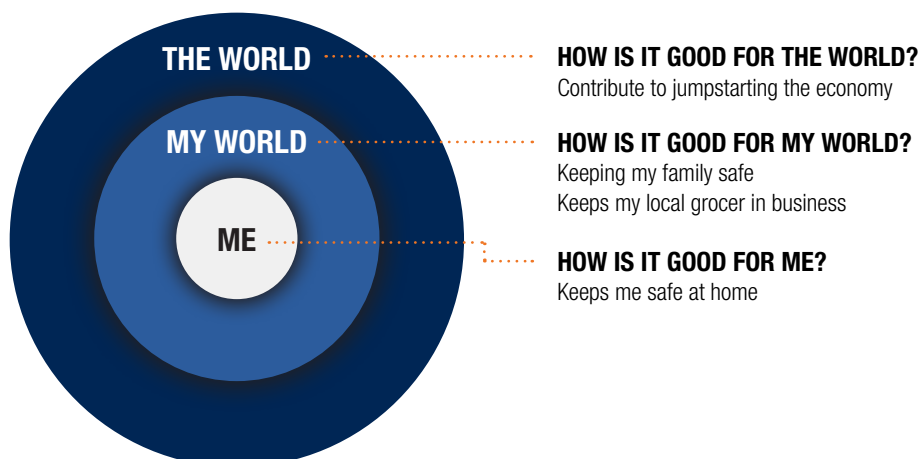
## The Ipsos Good Innovation Model

We use our **Good Innovation Model** to help guide innovation and brand strategies. It provides a lens to think about what people care about on three levels; what is *good for me*, what is *good for my world* and what is good for the world. If a brand or innovation can help people feel satisfied on each of these levels, it will drive a more positive brand experience.

Of course, the user experience with the product or service is equally important. Getting both right, creates a superior total experience that extends beyond the moment of use and increases the likelihood to continue to engage with the brand, as well as share the experience with others.

### THE GOOD INNOVATION MODEL IN A COVID WORLD: Making good for me, good for we

An Example: Grocery Delivery Service





# FINDING CREATIVE WAYS IN A QUARANTINED SOCIETY

Aligning a brand with a purpose isn't an easy task. However, as Unilever's [Aline Santos](#), EVP of Global Marketing and Chief Diversity and Inclusion Officer, told us, it's important to do the work. Having a well-established brand purpose allows you to talk to your customers authentically about how your purpose applies to the current situation.

Of course, we must remember that demonstrating a *we* purpose is only powerful if genuine; it cannot be seen as opportunistic. In the context of COVID-19 we have seen many

heralded examples, from LVMH and many local distilleries making hand sanitizer to Dyson shifting production to make ventilators. However, there are additional ways brands and businesses have been helping during the pandemic, such as Burger King showing their customers how to make a Whopper at home with easy to source ingredients, and Houseparty creating a free space for online gatherings. We have even seen [local businesses who are finding creative ways](#) to solve patrons' needs in a quarantined society.

			<b>The Bar Down the Street</b>
	Burger King shared a recipe to <b>make a Whopper at home</b> , using brands people typically have	Houseparty 'lets you connect face-to-face with the people you care most about.' It's currently the third most downloaded app in the U.S.	Is delivering pitchers of traditional and craft cocktails with "no contact drop-off" to its local patrons
<b>How is it Good For Me?</b>	I can still get a Whopper, without leaving my house	Makes me feel a little less isolated	I get a delicious cocktail (that I can drink in my virtual happy hour)
<b>How is this Good for My World?</b>	I can have fun with my family and share my results with friends online	Brings my friends a little closer together, even if we're not	I know my bar is not only there now, but will still be there when this is all over
<b>How is it Good for the World?</b>	I'm stopping the spread of COVID-19 while spreading some much needed cheer	I'm stopping the spread of COVID-19 while still spreading love	Both the bar and I are doing our small part to keep the economy going

# DON'T WAIT TO DO GOOD

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Our research shows that more than half of consumers have tried new products and services as a direct result of the pandemic (this jumps to 77% for 18–34 year olds). Most claim these new products/services are just as good or better than what they typically use, and even more (72%) intend to keep using the new products in the future.



**57%**

have tried a new product/service as a direct result of Covid-19



**72%**

think they will keep using the new product/service in the future

Meanwhile, too few brands are taking action that solve for all three levels of good (good for me, good for my world, and good for the world). For every Burger King or bar down the street, there are others who are afraid to actively innovate or talk about their products or brands for fear of being tone deaf. However, both empirical data and well-established behavioral principles tell us that what we do now will stick with consumers later. Doing nothing will stick as well.

None of us know what the future looks like when we get to the other side of the pandemic, but one thing does seem clear: people will have a much greater awareness of how their individual choices impact the larger world. This will manifest in countless ways – how they shop, how they work, how they vote, how they view healthcare, and more. Innovation will be rampant as a result, and we'd wager that the best innovations will come from those brands that authentically deliver for me *and* we.

## CONTACTS

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