

BEHAVIOR CHANGE: BRAND STRATEGY & COMMUNICATIONS IN A COVID WORLD

TODAY'S HOST & SPEAKERS

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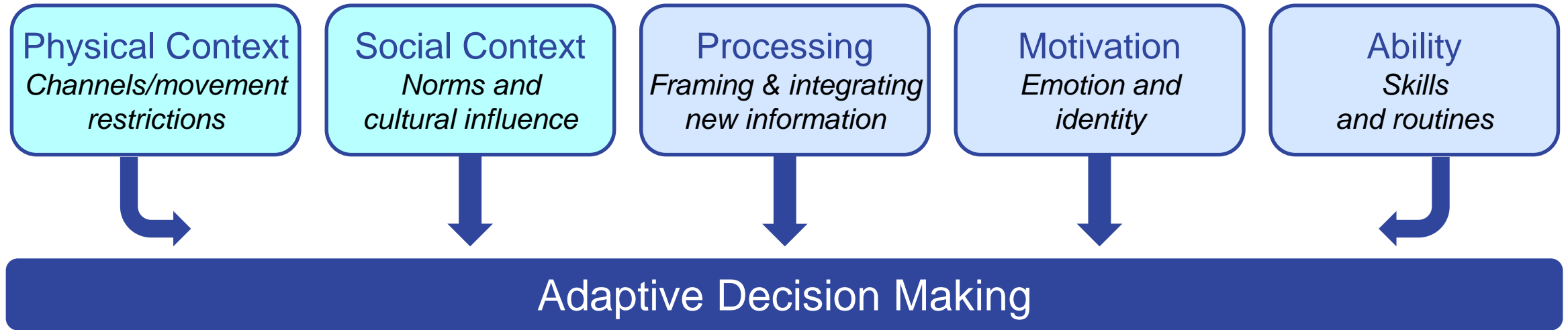
BEHAVIOR CHANGE: BRAND STRATEGY & RITUALS IN A FLUID, LOW TOUCH WORLD

GAME CHANGERS



CORONAVIRUS MEANS FLUID TIMES

Consumer decision-making and brand selection adapts based on **individual** and **contextual** characteristics.
In a fluid, 'low touch' time, it is hard to depend on automatic behaviors that reflect mastery of a past that no longer exists.



HOW SHOULD BRANDS RESPOND?

*“Brands are **nervous about appearing to profit** from this crisis. The conversation is being had in many client and agency organizations, but they have to **be absolutely sure** they are helping people not just making money from it, or being seen to make money from it.”*

Owen Lee, Chief Creative Officer
FCB Inferno (*The Drum*)

A background image showing two hands, one from the left and one from the right, holding a heart shape. The hands are positioned as if they are gently cupping the heart. The left hand is on a dark blue background, and the right hand is on a lighter blue background. The heart shape is formed by the fingers and thumbs of both hands. The overall image has a soft, ethereal quality with a gradient of blue tones.

THE 'LAST NEW NORMAL' TEACHES US BRANDS NEED TO **BE PRESENT** & INVEST IN RELATIONSHIPS IN TIMES OF CRISIS

It can be tempting for brands to go into cost containment mode in times of distress, quietly weathering the storm.

.....

But we have a unique window where brands can earn trust by maintaining presence and delivering relevant value in a fluid period of heightened anxiety.

.....



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%

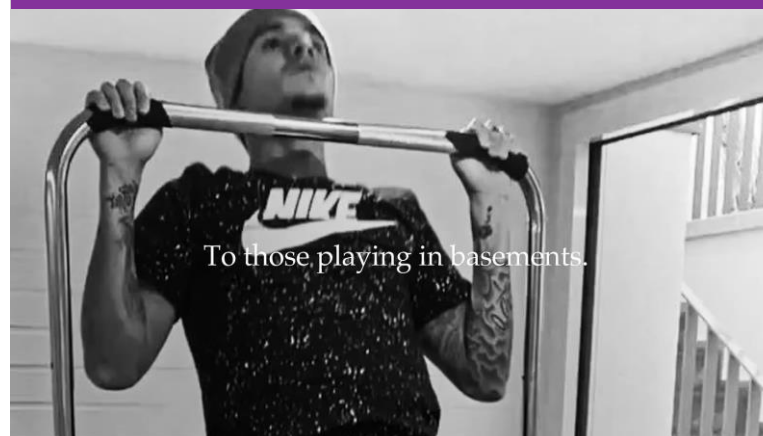
I WANT TO CONTINUE TO
HEAR FROM BRANDS AND
COMPANIES ON WHAT
THEY HAVE TO OFFER

HOW BRANDS RISE TO THE OCCASION

**SHOW EMPATHY AND
GIVE COMFORT**



**RECOGNIZE AND
AFFIRM NEW SOCIAL NORMS**



**HELP PEOPLE BUILD
NEW RITUALS AT HOME**



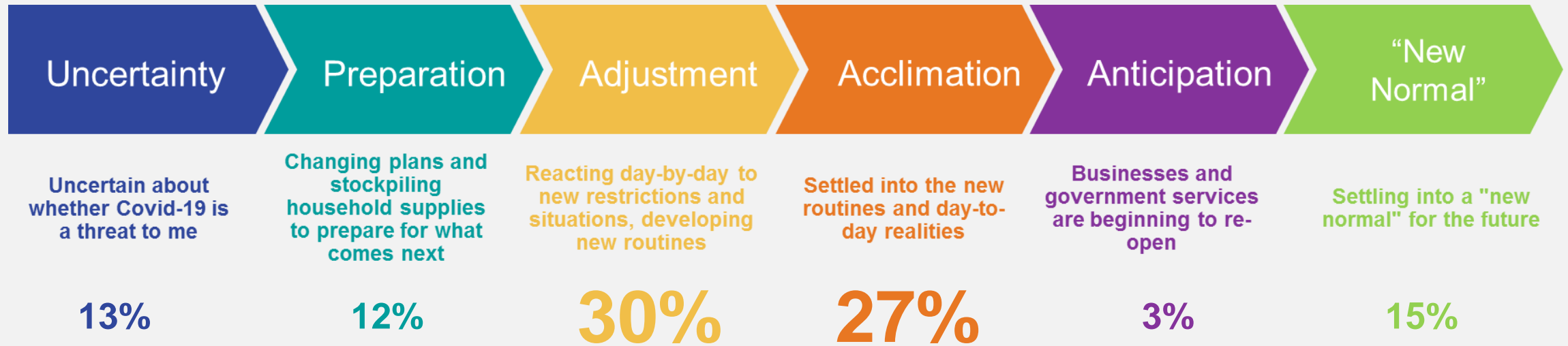
MARCH

APRIL

NOW

TAKING A STEP BACK

WHERE DO WE STAND AND HOW DO WE FEEL?



BUT NEW ROUTINES DO NOT EQUATE TO 'COMFORTABLE'

50%

Concerned for those who are vulnerable or weak

42%

Impatient to get back to normal life

35%

Worried about my job or financial security

29%

Anxious about my health

21%

Bored

13%

Lonely

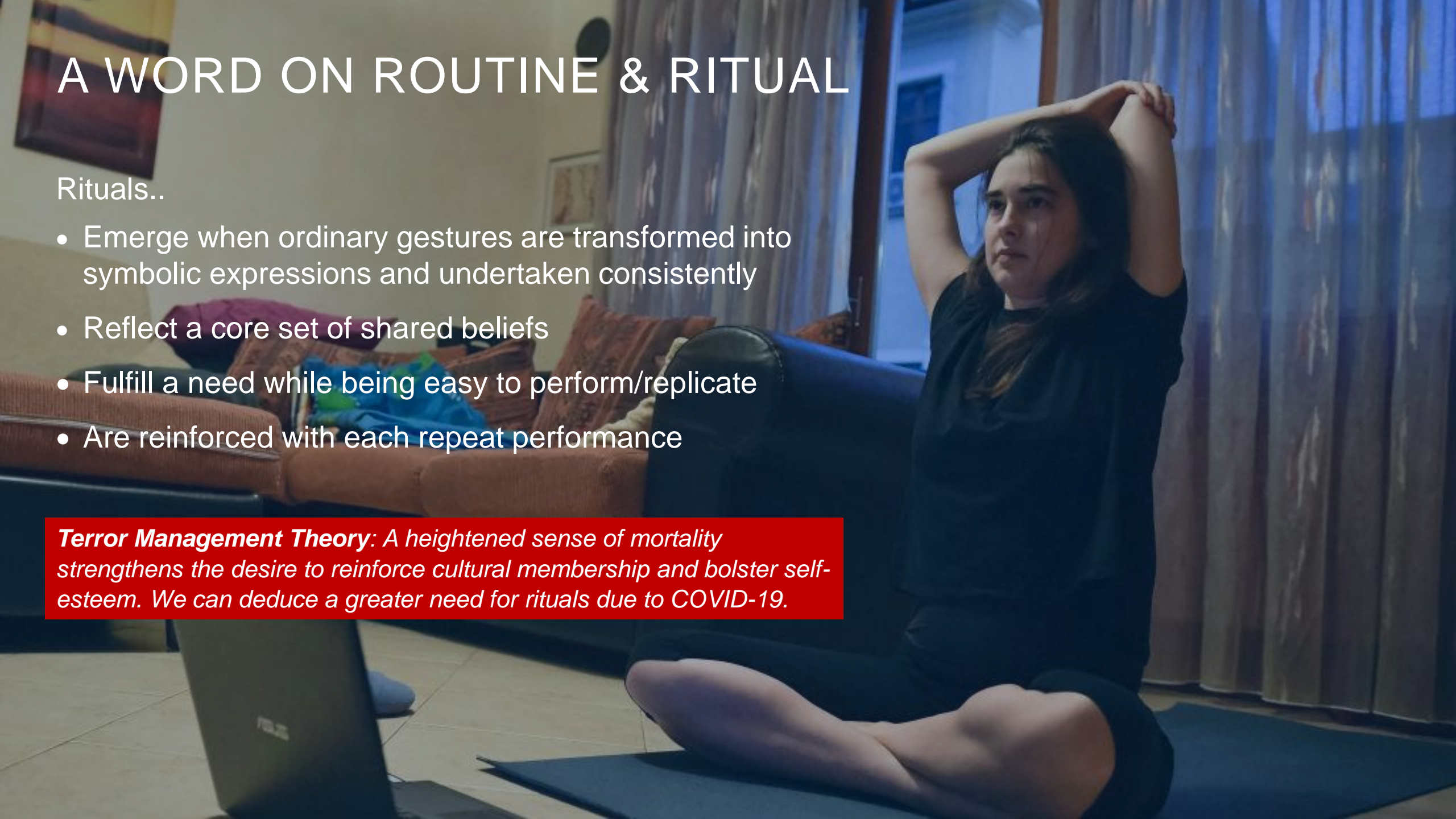


A WORD ON ROUTINE & RITUAL

Rituals..

- Emerge when ordinary gestures are transformed into symbolic expressions and undertaken consistently
- Reflect a core set of shared beliefs
- Fulfill a need while being easy to perform/replicate
- Are reinforced with each repeat performance

Terror Management Theory: A heightened sense of mortality strengthens the desire to reinforce cultural membership and bolster self-esteem. We can deduce a greater need for rituals due to COVID-19.



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



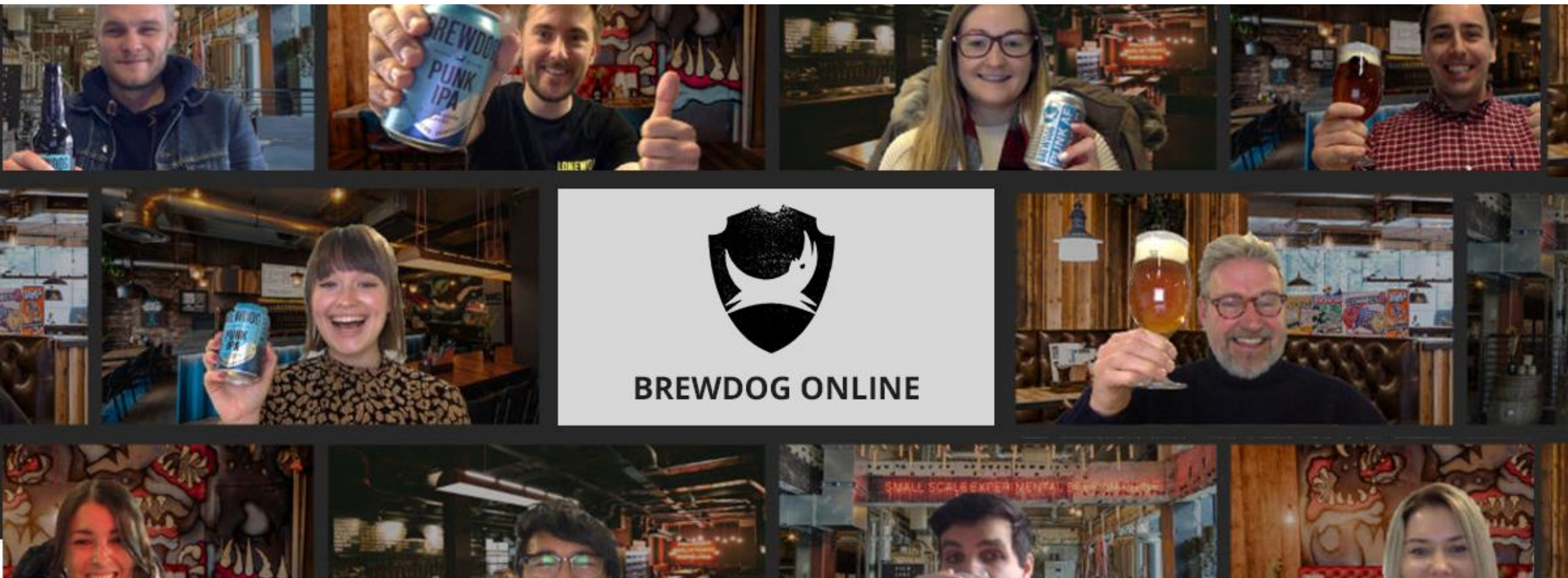
When trying new behaviors, people often feel self-consciously alone. Show them others are doing it too, so they will be more likely to repeat it.

DELIVER AN ALIGNED BRAND EXPERIENCE



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

BREWDOG: ON THE PATH TO DRIVING RITUAL BEHAVIOR



“Brands that have people’s backs with companionship and solidarity during crisis get standing ovations.”

KEY TAKEAWAYS

1 Brands play an important **role in the economy** – and the public are eager for its recovery.

2 Brands have a **unique opportunity** to deeply connect in today's disrupted, fluid and low touch context.

3 An understanding of rituals provides insight into how routines can be developed to be durable, repeatable and associated with **brand meaning**

4 As automatic brand selection and behaviours are disrupted, now is the time for brands to become **central figures** in consumers' new rituals.

COMMUNICATING & CREATIVITY IN A COVID WORLD

CREATIVITY STILL MATTERS

CREATIVITY drives business growth



Market Shares Gains*



More Stock Market Performance**

CONSUMERS WANT TO FEEL OPTIMISTIC AND SECURITY FROM ADVERTISING



Security - 37%

People want to feel safe and secure again. They want to be reassured that things will return to normal. There is no need to be afraid or to panic.

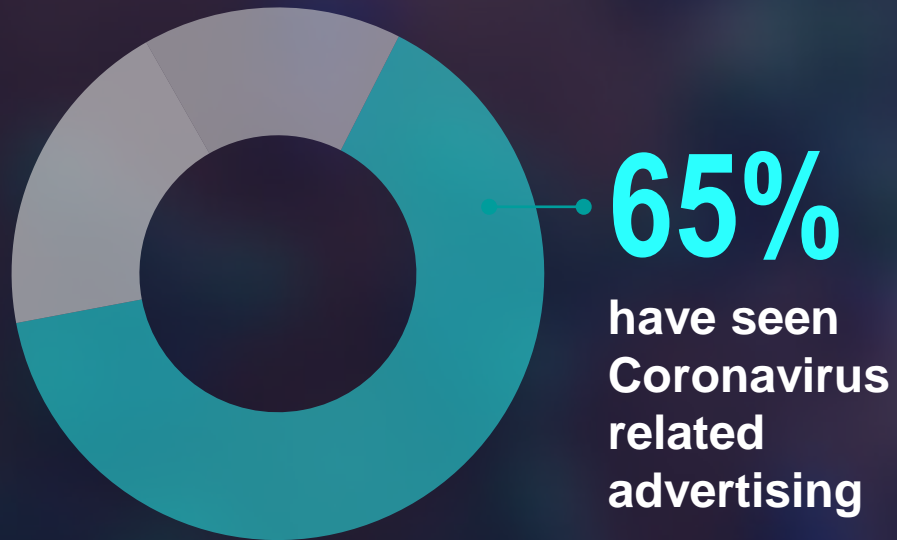


Positivity - 30%

They want to feel good again and improve their well-being. They want to feel calm, comforted, relaxed, hopeful, positive and optimistic.



ITS IMPORTANT TO NOT GET CAUGHT IN THE SEA OF SAMENESS



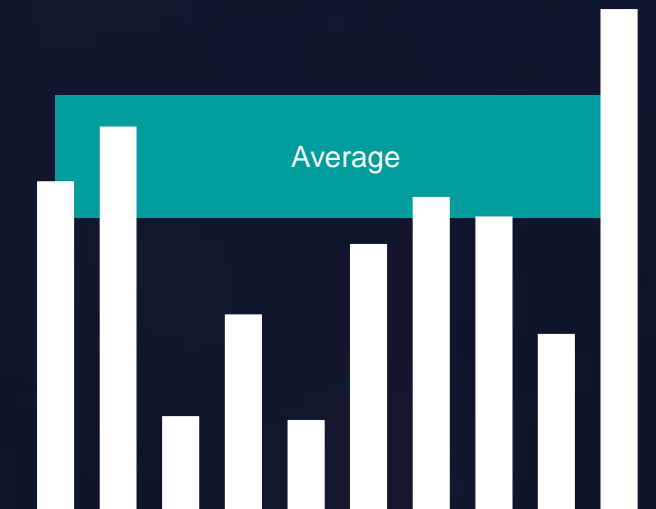
Sea of Sameness

*"I feel like every advertisement is shoving the **same message** at its audience. I'd like to see ads proceed as normal, and maybe a small highlight of Covid acknowledgement, not the main focus."*

"I want to hear we are still open for business and we are taking every precaution necessary to protect you from the virus."

*"I have **seen multiple ads that acknowledge the epidemic** and speaking directly about what they are doing to protect their employees and customers as well as what services they are continuing to offer."*

Brand Attention



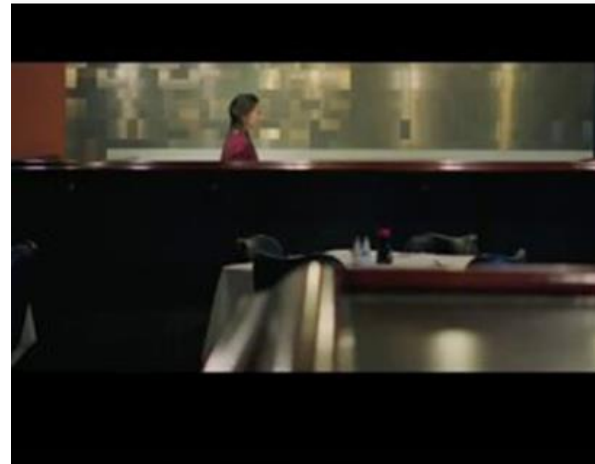
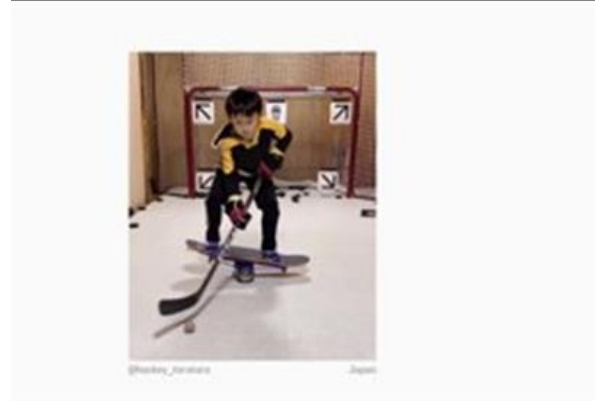
WE ARE SEEING EXTREMELY MIXED RESULTS

Is this that surprising?

Extraordinary efforts are resulting in ads being developed in days, using existing footage, minimal time for review, breaking all conventions, scrambling to air as soon as possible.

Times have changed for all of us, but

CREATIVE QUALITY STILL MATTERS



CONSUMERS EXPECTATIONS ALIGN WITH CORE PRINCIPLES FOR COMMUNICATION IN A CRISIS ENVIRONMENT:

Credibility



“Don't patronize us or get us to part with our money at this volatile time. Just let us know you're not going anywhere and taking care of your employees. That will build a long term relationship.”

Authenticity



“I think that brands should continue to use their 'regular' voice and not put on the "thoughts and prayers" voice/tone. **This will feel more authentic and less carbon copy.”**

“Don't cut and paste from other companies on your communications and **use your own thoughts.**”

Relevancy



“Brands can respond in ways that are most relevant to their product/services. **Everyone doesn't have to be the same, because every product/service isn't the same.”**

Empathy



“I want to hear them acting with empathy and being supportive during this crazy time.”

Contribution



“Any ‘help’ [offered] should be to their employees to ensure they have an income until the hysteria blows over. I do not think a brand should feel guilty if they have to layoff employees, but if a brand is intent on ‘helping’ it should be their employees who receive the assistance.”

HOW DO WE BRING IT TO LIFE?

CONSUMERS WANT BRANDS TO TAKE ACTION

73%

*Donate
products and
services to
those in need*

64%

*Support efforts
to manage the
crisis with
products &
donations*

60%

*Invest in
services like
curbside
pick-up and
delivery*

59%

*Showcase
what they
are doing to
support their
employees*

WHAT DO CONSUMERS CONSIDER HELPFUL AND SUPPORTIVE FROM ADVERTISERS?

ACTION-ORIENTED, INFORMATIVE HELP

“Too many emails to show ‘concern’ but nothing useful. Some emails explain how the companies are going to continue working or not, that's helpful.”

BEING PART OF THE SOLUTION

“Be honest and real and just do what you can. **We are all in this together.** I know businesses are freaking out but they need to trust that customers will return.”

“Be HONEST about what you are doing to keep things going for your products and most important **PROTECT** your employees”

SPEAKING TO SOCIAL SUPPORT

“I want to hear about brands’ philanthropic effort, especially large brands. **Give back. This is when your loyal customers need you the most.**”

“Want to know they are adapting to the changes and **keeping in mind both customers’ and employees’ safety first.**”

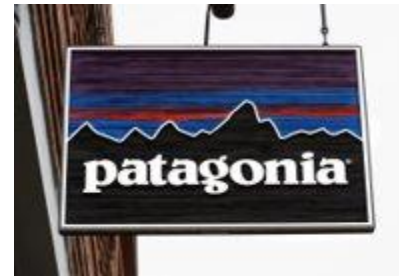
BRANDS ARE LEVERAGING THEIR STRENGTH & ACTIONS



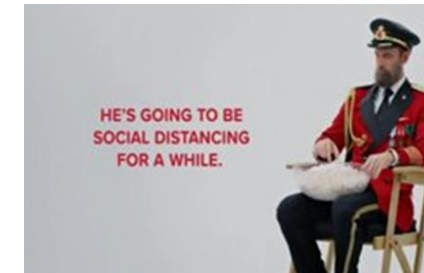
Ford: Ford reinforced their brand equity and connected with consumers highlighting the journey that have taken and how they are supporting now, also benefited from being first to market



Domino's: Launches two ads supporting consumer need states of contactless delivery and "we're hiring" franchise spot to prove to consumers that they are hiring in uncertain times and hitting on consumers current needs



Patagonia: Covid-19 in US
Closes stores and operations to protect staff and customers. "All Patagonia employees will receive their regular pay during the closure."



Hotels.com: Developed an ad centered around their historic humorous tone and distinctive campaign assets with captain obvious, bringing light hearted, well received humor to the current situation



What about
non-covid
advertising?

5x

Brands that adapt positioning
during crisis have seen up to
five times stronger Equity
than those who have not
evolved or made a change



*I need some aspects of my life to be
COVID-free, it's all we hear 24/7*

THERE ARE SEVERAL WAYS TO MEET THE NEEDS OF CONSUMERS WITH YOUR ADVERTISING

Infuse positivity and optimism



“I would enjoy hearing things that are optimistic or show a brighter future for our community”

“Advertising should make me feel hopeful, put my fears at ease and focus on a sense of community.”

Fight boredom with fun and laughter



“A laugh or two certainly wouldn’t hurt.”

“I still want to laugh and have fun, and do some of my normal activities, I don’t need doom and gloom every moment”

Ideas and support for coping



“Fun stuff to do while we’re stuck indoors.”

“Help me figure out where to go from here with everything I now have to juggle – we have no support system anymore”

Reassure and calm



“Ads should have a reassuring and calming agenda rather than of opportunistic sales.”

“Keep a positive message to help keep people from panicking.”

Reinforce sense of community



“Encourage community, compassion and coming together.”

“I want to feel like I’m part of the process, part of the solution.”

KEY TAKE AWAYS

Be active, consumers want to hear from brands still. Remember to remain true to brand tenants, allow this opportunity to fuel innovation and creativity, Creative is King and Context is Queen, **don't sacrifice creative and understand current contextual nuances**

Don't get caught in the **sea of sameness** or rush to produce creative that is not connected to or impactful for your brand and if creating COVID communication ensure your messaging is aligned with principles for effective crisis creative

Be prepared for fluidity as the situation evolves and changes will be key, ability for quick response as necessary

Opportunity for innovation as you can tap into consumers evolving lifestyles, new priorities, and changing values including things like employee protection and support during difficult economic times

THANK YOU!

QUESTIONS?