

 **BRAINCHILD**



COVID-19

**HOW TO PROTECT YOUR BRAND, STAY
DISCOVERABLE & RE-TOOL FOR THE FUTURE.**



HOW MARKETING CAN HELP

COVID-19 REPRESENTS A HUMANITARIAN CHALLENGE THAT IS UNPRECEDENTED IN RECENT TIMES. NATIONS, ECONOMIES, SUPPLY CHAINS, WORKFORCES, RELATIONSHIPS, SANITY AND SPIRITS ARE BEING TESTED. BECAUSE OF THIS, OUR ESTABLISHED CONCEPT OF BRAND VALUE HAS BECOME OUTDATED OVERNIGHT FOR THE WHOLE OF SOCIETY, AND TRUSTED RULES OF MEDIA CONSUMPTION WERE TURNED UPSIDE DOWN WITHIN JUST 24 HOURS.

FOR BRANDS AND BUSINESSES TRYING TO NAVIGATE THESE UNCERTAIN TIMES, WE'VE PUT TOGETHER A GUIDE THAT LOOKS AT 3 KEY AREAS THAT MIGHT HELP VACCINATE YOUR BRANDS HEALTH FOR WHEN WE REACH A NEW KIND OF 'NORMAL'.



**HOW CAN YOU
PROTECT YOUR
BRAND?**



**HOW DO
YOU STAY
DISCOVERABLE?**



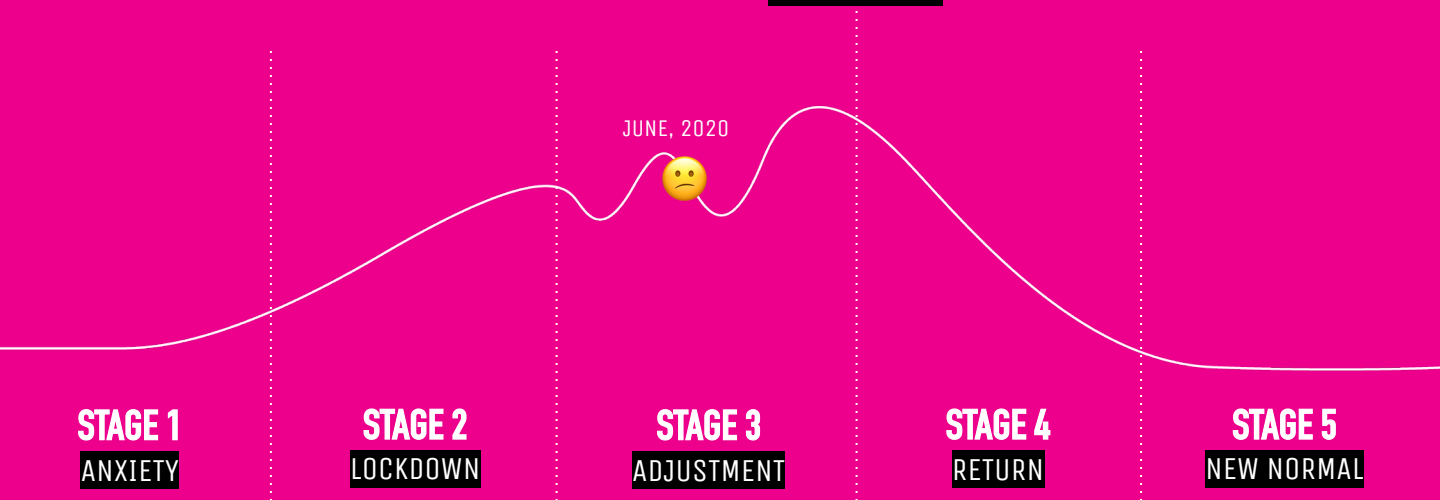
**HOW DO
YOU RE-TOOL FOR
THE FUTURE?**



PANDEMIC STAGES

HISTORICALLY, RESPONSES TO PANDEMICS HAVE FOLLOWED A PATTERN – FROM INITIAL MASS-ANXIETY, TO PANIC AND UNCERTAINTY DURING LOCKDOWN, TO A PERIOD OF ADJUSTMENT AND FINALLY, THE RETURN TO BUSINESS AND THE REALITY OF CONDUCTING TRADING IN A PERIOD OF 'NEW NORMAL'.

THIS GUIDE IS INTENDED FOR
BUSINESSES THAT ARE ABOUT
HERE IN THE DIFFERENT STAGES OF
THE PANDEMIC



THE EFFECTS OF COVID-19 ARE BEING FELT ACROSS THE WORLD IN WAVES. THESE STAGES ARE INTENDED TO BE A GUIDE TO SHIFTS IN PUBLIC SENTIMENT – DUE TO DIFFERENCES IN CULTURE AND COMPOSURE, HOW WE EXPERIENCE THEM MAY NOT ALWAYS BE LINEAR.



75%

OF BRITONS SAY THEY'VE
CHANGED ASPECTS OF THEIR
BEHAVIOUR SINCE COVID-19
BEGAN TO SPREAD

GLOBAL WEB INDEX 2020



**HOW DOES YOUR BUSINESS
ACCOMODATE NEW
CONSUMER BEHAVIOURS?**

61%

OF SME OWNERS THINK
THAT THEY WILL NEED TO
ADAPT TO NEW WAYS OF
TRADING & COMMERCE

HMRC 2020



**CAN YOU OPEN YOUR
'REVENUE TAP' IN DIFFERENT
WAYS OR METHODS?**



NEW NEEDS. NEW MINDSETS.

AS THE PANDEMIC SWEEPED ACROSS THE NATION AND AS IT STARTS EASE, WE'RE NOTICING **NEW NEEDS OF CONSUMERS** FOR THEIR (CHANGED) EVERYDAY LIVES.

MARKETING THAT IS EMOTIONALLY RESONANT AND SPEAKS TO NEEDS IS MORE EFFECTIVE SO WE RECOMMEND STARTING YOUR MARKETING PLANNING PROCESS FOR THE POST-COVID BUSINESS LANDSCAPE BY THINKING ABOUT YOUR CUSTOMERS' NEW NEEDS. A FEW THOUGHT-STARTERS ON NEW NEEDS AND ANSWERING THEM COULD BE:

SIMPLICITY



**IS YOUR
PURCHASE
JOURNEY
SIMPLE?**

CONNECTION



**ARE YOU
CONNECTING
WITH YOUR
AUDIENCE?**

LEARNING



**WHAT COULD
YOU TEACH
THEM?**

DISCOVERY



**WHAT CAN
YOU MAKE
NEW IN
THEIR LIFE?**

INSPIRATION



**ARE YOU
INSPIRING
THEM?**

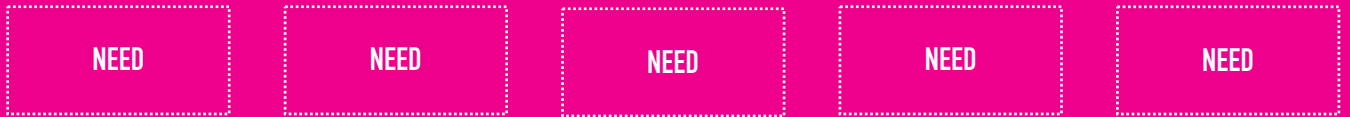
REMEMBER, LOCKDOWN DROVE A CONSTANT SENSE OF BOREDOM FOR MANY WITH THE SAME ROUTINE BECOMING REPETITIVE DAY IN, DAY OUT. AS WE COME OUT OF LOCKDOWN YOUR BUSINESS NEEDS TO EXCITE, STANDOUT AND BECOME ATTRACTIVE TO EXISTING (AND POTENTIALLY NEW) AUDIENCES.



GET BACK TO BASICS.

CREATE A CHEET SHEET OR A NEED-MAP TO HELP YOU **PLOT OUT THE NEW NEEDS** OF YOUR AUDIENCE AND CUSTOMERS AND THEN, WHAT MIGHT YOU DO TO CATER FOR THEM AND OR HOW YOU COULD **ADD VALUE** TO THOSE NEEDS. FINALLY, THINK ABOUT WHAT TYPE OF CONTENT MIGHT BE BEST TO TELL PEOPLE ABOUT WHAT YOU'RE OFFERING.

Step 1. Establish new needs



Step 2. Address the needs through product & service



Step 3. The value you can add to enhance the offer



Step 4. Create your marketing assets & plan

EG. PROMOTED FACEBOOK POSTS

EG. PAID IG STORIES



HOW CAN YOU PROTECT YOUR BRAND?

THE COVID-19 OUTBREAK HAS BEEN THE TOUGHEST CHALLENGE MOST ORGANIZATIONS WILL HAVE EVER FACED. WITH NO CLEAR END IN SIGHT, MANY ARE WONDERING HOW THEY CAN PRESERVE THEIR BUSINESS IN THE LONG TERM AND PROTECT THEIR BRAND.

IN TIMES OF UNCERTAINTY, IT'S IMPORTANT THAT YOU MAKE A PLAN TO SECURE NOT ONLY THE HEALTH OF YOUR STAFF AND CUSTOMERS BUT ALSO THAT OF YOUR BRAND AS WELL. WE'VE MAPPED 8 KEY AREAS AS A THOUGHT-STARTER ON HOW YOU COULD LOOK TO PROTECT YOUR BRAND FOR THE SHORT AND LONG-TERM.

1

KEEP ADVERTISING & MARKETING

2

MONITOR YOUR SUPPLY CHAIN & VENDORS

3

AUDIT YOUR ECOMMERCE CAPABILITIES

4

REVIEW PRICING BUT AVOID DISCOUNTING

5

ENSURE YOUR STAFF ARE MENTALLY HAPPY

6

LOOK TO BUILD PARTNERSHIPS

7

THINK OF NEW REVENUE STREAMS

8

CONTINUE TO MAP WHAT YOUR CUSTOMERS NEED



HOW DO YOU STAY ACTIVE & DISCOVERABLE?

CONSUMERS WILL REMEMBER HOW BRANDS MARKET AND MADE THEM FEEL DURING THE COVID-19 OUTBREAK. BRANDS NEED TO REALIGN THEIR MARKETING STRATEGY FOR THE TIMES WITH A FEW SIMPLE PIVOTS IN THEIR CUSTOMER-FIRST THINKING. BUT OVERALL, **YOU NEED TO RETHINK YOUR MARKETING** THE VALUE DELIVERED TO YOUR CUSTOMER!

ENGAGE IN NEW WAYS THAT ENTERTAIN & DELIGHT.

BOTTOM-OF-THE-FUNNEL TACTICS IN A COVID-19 WORLD JUST WILL NOT WORK LIKE THEY ONCE DID. DURING TIMES OF CRISIS, MARKETERS MUST FOCUS LESS ON PUSHING SALES AND INSTEAD ON BUILDING TRUST WITH THEIR AUDIENCE AND ON LEVERAGING GENEROSITY AND EMPATHY OVER FLASHY SALES OR OPPORTUNISTIC PRODUCT MESSAGING.



CREATE A NEW DIALOGUE WITH PEOPLE ON WEEKLY ZOOMS OR HANGOUTS



MAKE YOUR EMAIL STRATEGY HUMAN AND KEEP PEOPLE UPDATED



LOOK AT WHAT MARKETING IS WORKING AND WHAT ISN'T & OPTIMISE



DOCUMENT EVERYTHING AND FILL YOUR CONTENT PIPELINE



GIVE 'SOMETHING' BACK FOR FREE, ANYTHING THAT GIVES VALUE



HOW DO YOU RE-TOOL FOR THE FUTURE?

BUSINESSES HAVE BEEN HIT PARTICULARLY HARD BY THE COVID-19 OUTBREAK AND MANY ARE LIKELY FACING A SUDDEN AND DRAMATIC DROP IN REVENUE. WITH SOCIAL DISTANCING GUIDELINES LIKELY TO BE IN PLACE FOR MONTHS, MANY OF YOU MAY BE **THINKING ABOUT A PLAN B** — PIVOTING YOUR BUSINESS TO CHANGE WHAT YOU DO FOR A TEMPORARY PERIOD, OR MAYBE EVEN LONGER.

WHAT IS YOUR CORE OFFERING?

ASK YOURSELF, HOW DO YOU FIT INTO THE LIVES OF YOUR AUDIENCE? IS YOUR BRAND:



SO WHERE DO YOU FIT RIGHT NOW?

AUDIENCE NEEDS:

YOUR AUDIENCE NEEDS YOU TODAY

A NEW AUDIENCE NEEDS YOU TODAY

NO ONE NEEDS YOU TODAY

A PARTNER MIGHT NEED YOU TODAY

TO CONSIDER:

STAY THE COURSE. YOU'RE POSITIONED WELL & FORTUNATE. HOW CAN YOU HELP OTHERS?

CAN YOU RE-TOOL YOUR PROPOSITION & MARKETING TOWARDS THEM?

CAN YOU INVEST IN TOMORROW OR MAKE GROUND WITH THEM TP PRIME THEM FOR THE FUTURE?

COLLABORATION WITH OTHER BUSINESSES MIGHT BE THE MAKING OF SOMETHING VIABLE

A black and white photograph of a man wearing a headset and a face mask, looking down at a smartphone. He is in a crowded setting, possibly a train or a public transit station, with other people visible in the background. The image is overlaid with a large, semi-transparent 'X' graphic on the left side.

A note on this document.

THE CONTAINED INFORMATION AND VIEWPOINT IS MEANT TO HELP BRANDS STABILIZE (AND POSSIBLY GROW) DURING THESE CHALLENGING TIMES. TO BE CLEAR, WE'RE NOT ADVOCATING BEING "OPPORTUNISTIC" AMIDST PANIC. INSTEAD, WE'RE PROMOTING LEVEL-HEADEDNESS, AGILITY AND TAKING THE LONG-TERM STRATEGIC VIEW. IT'S OUR BELIEF THAT THESE TRAITS WILL BEST STEER US BACK TO NORMALCY, OR AT LEAST TO OUR NEW NORMAL.

STAY WELL OUT THERE EVERYONE 🙌

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