



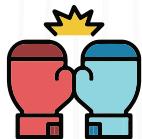
Ideas to emerge  
out of  
**COVID-19**  
successfully!

freeflow

# POST COVID PHASE

Phenomenon like this  
(Black Swan Events) can either

MAKE A BRAND OR BREAK IT!



Presently we are all  
fighting to adapt to  
the immediate change.



But it is best to  
prepare for the future  
- NOW!

There is going to be a  
**'POST COVID OR AFTER COVID'**



It is the phase when things slowly return to normalcy - we don't know when, but when it happens, it will happen rapidly. Releasing pent up demand.

There will also be new growth opportunities

That is why we have to  
start preparing for it  
during this lockdown.



# THINGS WILL BE DIFFERENT

We can be sure that – Things will be different. Such events make lasting changes in consumer behaviour. The way they interact with us will change. For instance, customers may prefer more virtual visits and less direct interactions.

*Cleanliness, hygiene sanitation etc.  
will become very important.*

## THREE IMPORTANT PHASES:

Brands who succeed in managing these phases



**SHORT TERM**  
*Unfolding Situation*



**MEDIUM TERM**  
*Recovery Phase*



**LONG TERM**  
*New Normal*

*are more likely to emerge out of this successfully!*



HERE ARE FEW PATTERNS  
THAT WERE NOTICED  
DURING OTHER EPIDEMICS

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## RECOVERY PHASE

*Medium term strategy*

- Brands who were silent during a crisis were the ones who took the longest time to recover. 
  
- Brands that do something that matters during the first two phases will be remembered and rewarded.   

**Customers will gravitate towards them when things recover.**
  
- Emphasis on Online and digital must increase 
  
- Long form content will emerge as the most effective form of communication.
  
- **All brands need not be caregivers.**  
Think of other ideas to be relevant.  
How about thinking of even one of the emotional need-states (Maslow's Hierarchy) that suits the brand's personality.



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## NEW NORMAL PHASE

*Long term strategy*

Brands who appear as leaders in this phase stand to gain the most

THIS IS THE NEW NORMAL

- Be cognizant that customers will expect different experiences and hence channel marketing budgets accordingly. We must roll out new and relevant experiences for them –  
**again trying to be true to the Brand ethos always.**
  
- Actively engage with our customers meaningfully. 
  
- Identify opportunities for a First Mover Advantage.
  
- Align CSR to become more relevant to the crisis or its recovery
  
- Revisit and re prioritise **digital transformation**



# GENERIC LEARNING

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While customers are concerned about the Macro issue – the fundamental issues will remain important.

It is studied that customers actually trust businesses more than governments to solve their problems.

What can we do with our business and products, which would be immensely helpful for consumers who have been affected by the current situation?

During this time, people are online more than ever before. Sentiment is of course different, but this may not be the time to eliminate all paid advertising. Within any crisis, there are opportunities and those that pause all of their paid efforts will be left behind once things start rolling again.

Contextual and empathetic messaging builds a connect with the consumer. Lets think about how to help in a way that is reflective of our brand purpose.

Best time to refocus some of our efforts onto our owned media, such as blogs, emails and organic SEO.

Good to investment a portion of the advertising budget on building and maintaining a meaningful relationship with consumers rather than driving near term sales.

Brand purpose is an incredibly powerful tool. Re committing to a clear statement of why our brand exists can unify and mobilize employees, partners and customers.

