

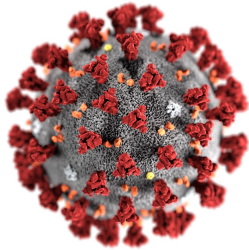
The logo consists of the letters 'FIG' in a bold, black, sans-serif font. The letters are closely spaced and have a clean, modern appearance.

FIG

Dynamic Storytelling™

*A strategy for brand building in increasingly
uncertain times.*

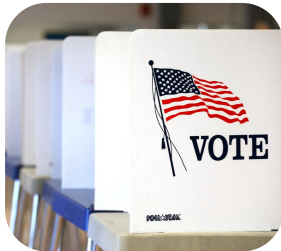
Uncertainty is at an all-time high
Brands are finding it increasingly difficult to make decisions



Health Crisis



Racial Crisis



Leadership Crisis



Economic Crisis

The compounding crises that we are facing have created an unprecedented level of uncertainty. It's harder than ever to predict what will happen next.

The rapid pace of culture is making brand building increasingly difficult

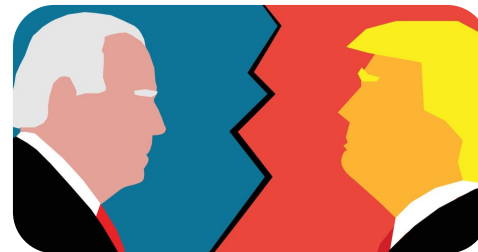
The world is now evolving too fast for us to only plan ahead



Health standards



Humanity standards



Political standards

Everything we've developed until now is all being called into question. We're experiencing a rapidly changing state of culture, and it isn't going away anytime soon.

That means the way we build brands must change as well.

Rapid change means brands must plan for the unplannable

The obvious tentpole moments and major commitments that used to anchor our plans aren't necessarily there anymore.



Tentpole awards shows like the Oscars have been shifted to months later, and some events have been completely cancelled.



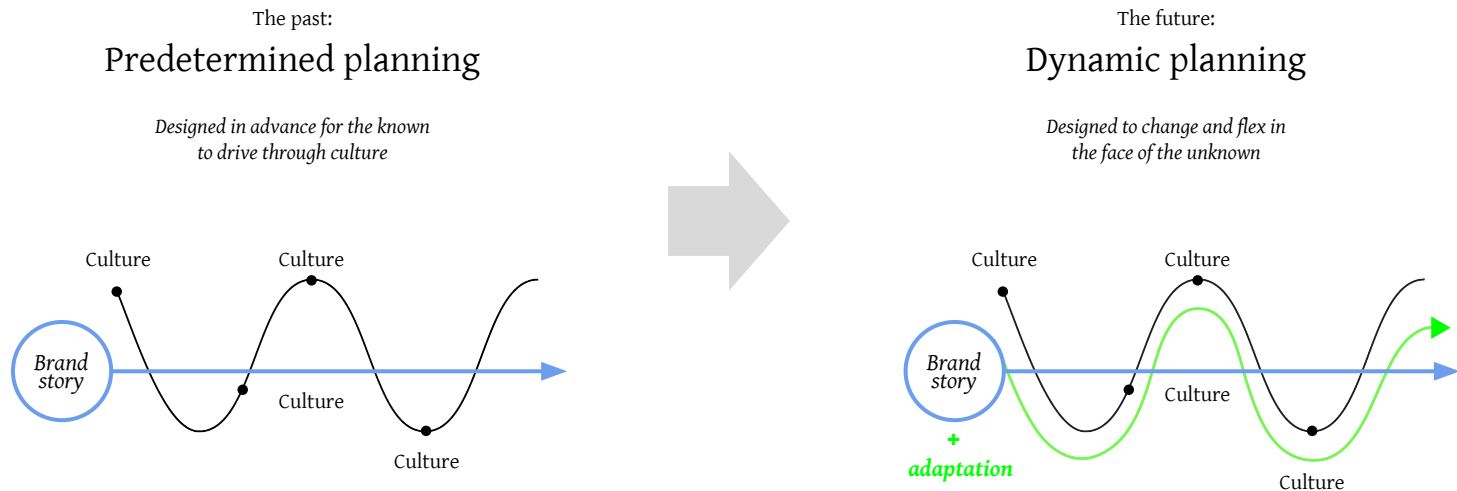
Sports negotiations for this year have been in flux. The 2020 Summer Olympics, already rescheduled, could be further pushed back. It is still unknown how the NFL will play out, so the Super Bowl is a big question mark.



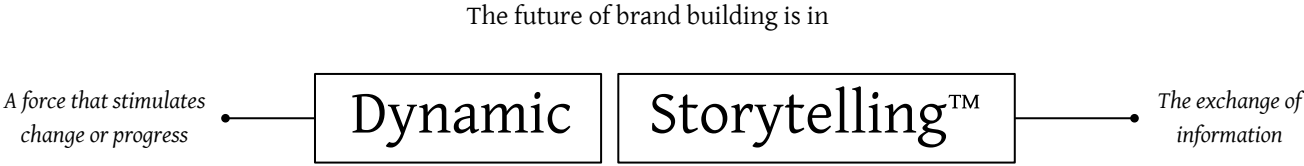
Once considered a tried-and-true platform for social media buys, Facebook is facing a boycott for allowing racist and violent content.

The question: How do you create a plan to build your brand when everything is uncertain?

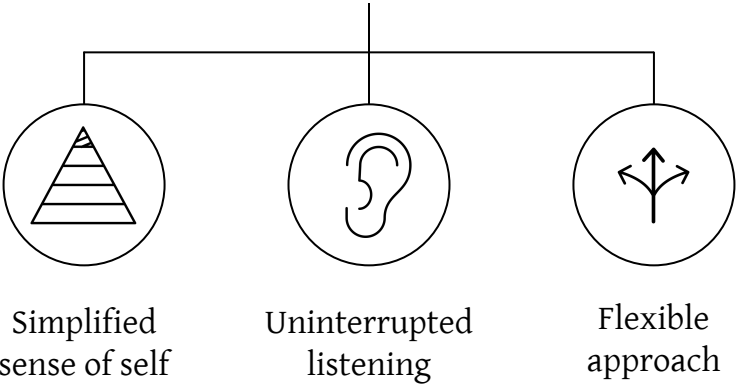
We need a planning process to help us remain true to who we are, without knowing what's ahead of us.



Brand relevance and recognition used to be gained over time with a methodical plan alone.
That's no longer the case. Today, relevance isn't bought; it's earned by a brand's ability to dynamically adapt to the ever-changing times.



A brand's ability to evolve alongside culture has become essential to their growth. Dynamic Storytelling™ is a strategy comprised of 3 foundational elements that will allow your brand's story to evolve, yet maintain a consistent narrative over time.





Simplified sense of self

Trade the document that takes 50 pages to explain who you are for a few simple words that articulate what your brand stands for. If you can do this, you can be at the ready to take action when you have the authority to do so.



*Ben & Jerry's sense of self is rooted in **social idealism***



*Patagonia's sense of self is rooted in **saving the planet***



*Airbnb's sense of self is rooted in **belonging***



Uninterrupted listening

Once you decide who you are, you can act on what you care about. Quarterly brand trackers don't have a regular enough cadence to identify the moments or people that are right for your brand. Keep the pulse constant, and speak to audiences outside of your base to get the full picture. Look at all of your actions as opportunities to test and learn.

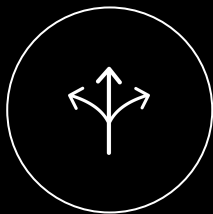
COTTON:ON

We do not have all the answers right now.
But we will continue to listen.
We will continue to learn.
We will continue to be advocates for change.



Listen. Learn.
Act.

Both Cotton:On and Shake Shack have created agendas for change that prioritize listening and learning to ensure their actions create relevant impact.



Flexible approach

Reinventing how brands plan for media is difficult. However, there are some key actions that can be taken to ready your brand for ever-changing, uncertain times and to take advantage of the unprecedented media opportunities that are available.

Plan and buy media quarterly

Consider moving away from yearly budget commitments to allow for flexibility in programs should there be a need to alter your partner list.

Shift to digital

All channels, including TV, can be purchased digitally, providing more addressable opportunities to reach your audiences. Digital media typically has more flexible contracts, allowing you to pivot quickly if you need to make a change.

Tier your budget scenarios

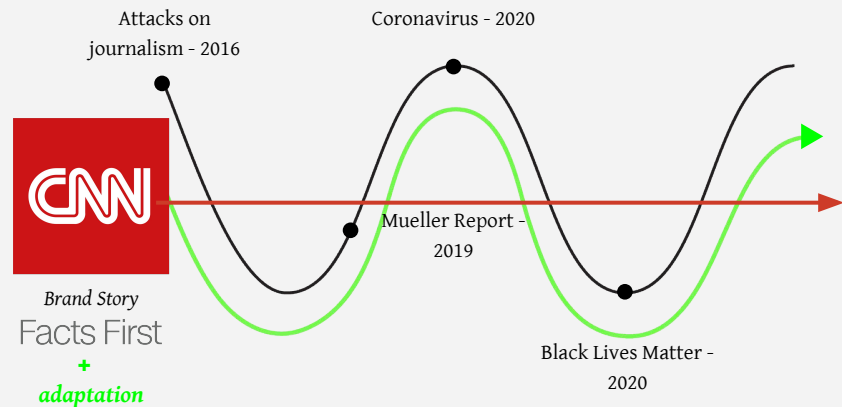
Think through different media budget scenarios. You will need to embrace the unknown and adjust accordingly. There are times when you may want to take advantage of increased media consumption on a specific platform or shift from another quickly. Having a pre-approved tiered budget set aside will ensure a quick turnaround.

Be flexible with KPIs

Given the constant fluctuations in consumer behavior, adaptability in how you measure campaign success is an important factor to keep in mind during campaign optimizations. Centralize reporting to ensure all performance data is in one place so you can assess, optimize, and act holistically.

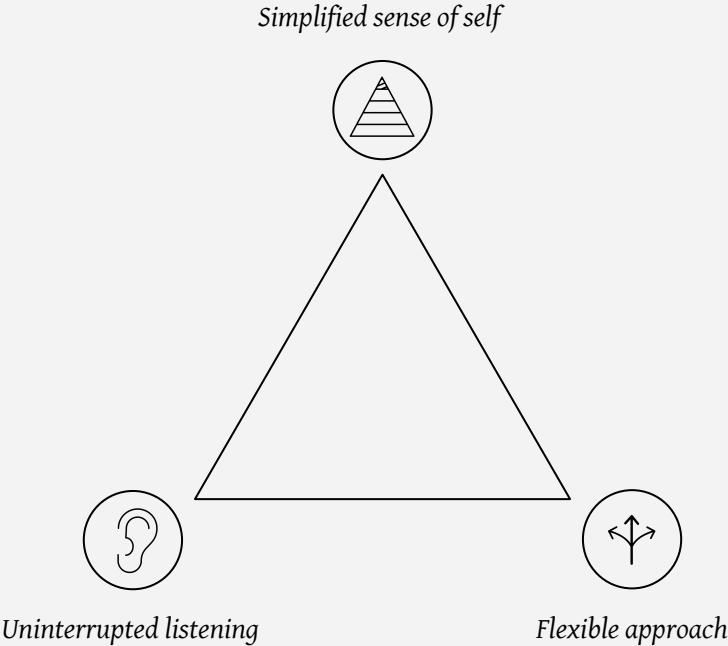
Dynamic Storytelling™ in Practice

Since 2016, FIG has partnered with CNN to establish their simplified sense of self, “Facts First.” A brand story built on a foundation of facts has allowed us to respond quickly to turbulent times over the years, without losing consistency of message. That sense of self has evolved beyond advertising. It is now a guiding force that has inspired CNN to create “Facts First” segments and journalists are even using the verbiage in their reporting.



Summary: Dynamic Storytelling™

The more things change, the more we need a strategy to keep our brand stories consistent. To do this, establish a clear, simplified sense of self that can act as a north star for your brand story, then use uninterrupted listening and a flexible approach to help fuel your ability to write that story with consistency over time.



Thank You

FIG

Next Steps

- This Week
 - Monday, 6/29: FIG Webinar
 - Tuesday, 6/30 - Wednesday, 7/1: Reach Out with Questions & Feedback
- What's Ahead
 - Wednesday, 7/8: Deck Client-Ready
 - Tuesday, 7/14: Content Live on The Exchange