

FIG

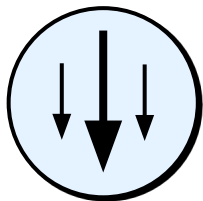
A Crisis Code for Brands

What this means for brand actions & communication opportunities.

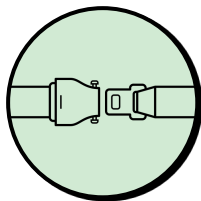
The New Homebound Economy

What this means for media.

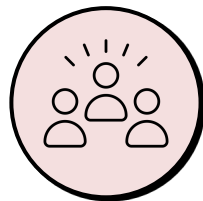
1. A Rubric for Brands During Times of Crisis



Reduce Anxiety



Reduce Risk



Increase Community

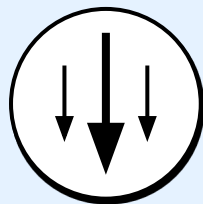


Increase Purpose

This document identifies what people find essential in the time of a pandemic and offers clear examples of how you can add value to their lives.

What follows are thought-starters we are using internally at FIG for how brands can act in unique, useful, powerful and authentic ways. These steps are not mutually exclusive - a brand can activate several at the same time on different touchpoints.

Each page is a worksheet that brand and marketing teams can use to guide the ideation of their own challenges and opportunities.



How can your brand reduce anxiety?

What you can do to alleviate the emotional effects of this crisis.

How can your brand reduce anxiety?



Consumer Mindset

Overwhelmed & out of place

We're all experiencing new challenges:

- Staying mentally and physically healthy
 - Finding ways to monitor the news without getting disheartened
- Separating work and personal time
 - Missing our daily rituals, cancelling trips and plans
- Maintaining routine and fun for kids, loved ones and for ourselves



Brands Doing It Now

Headspace

is offering [free meditations](#) as part of a collection called "Weathering the Storm"

Barry's Bootcamp

[streams classes on Instagram](#) to help people stay in shape at home

Apple sent [care packages to employees in quarantine](#) in Wenzhou and Hubei

Cadbury (UK)

[pulls Easter ad in the light of the Coronavirus and new rules about social distancing](#)



Thought Starters For You

Home-ify rituals people miss

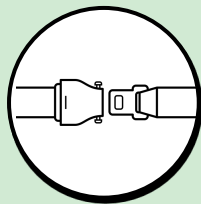
Use your brand experts to teach consumers how to re-create the things they miss at home, e.g.: craft cocktails, meals, cappuccinos.

Content for kids

Help keep kids occupied during their parents' workday; Brief your content creators on coming up with children's content (i.e.: interactive courses or games). Provide positive distraction and escape for all.

Practice good messaging hygiene

Sift through all of your live assets with a fine-tooth comb to ensure they are not tripping any of the current sensitivities (i.e.: social distancing).



How can your brand reduce risk?

What you can do to serve the functional needs people have in carrying out *normal* activities.

How can your brand reduce risk?



Consumer Mindset

Seeking physical and financial safety

The pandemic is a threat that has left us feeling vulnerable and seeking protection. There is uncertainty – Will I get the virus?

Do I have supplies to keep my family fed and safe? Will I lose my job? How can I be proactive about my personal finances?



Brands Doing It Now

Boots & Space NK
[create contactless beauty consultations](#) (UK)

LVMH, Bacardi and Anheuser-Busch
 start [producing hand sanitizer](#)

Ford
 pulls media and replaces with a commercial [about payment](#) relief for their customers

Reddit
 cofounder purchases [billboards in Times Square encouraging people to stay home](#)



Thought Starters For You

For now, go contactless

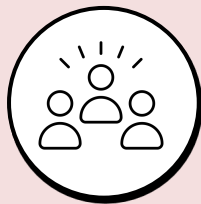
Look at your purchase experience and remove contact wherever possible. This is likely to be as important after restrictions are lifted, as consumer expectations will have changed.

Create your “Stay Inside” message

Consumers are expecting brands to do their part to get us through this crisis – part of that is encouraging people to stay inside. Use your voice to create a message that aligns with your brand & purpose.

Absorb the burden

This is difficult, especially in a financial crisis. If you can pull it off, you’ll win big. It is inarguable, after this is over, any brand that helped relieve the financial burden for its customers will be considered a hero.



How can your brand increase community?

What you can do to increase human connection when human contact isn't safe.

How can you increase community?



Consumer Mindset

Avoiding the feeling of isolation

Social distancing doesn't have to mean social disconnection. Time at home is becoming an opportunity to deepen bonds, reconnect with people and find new companions.



Brands Doing It Now

Musicians

have stepped up to
[livestream daily concerts](#)

Bud Light

has [taken its famous
Dive Bar Tour online](#)

Netflix

has created a [Chrome plugin to allow
people to watch shows on their
platform together](#)

When human connection has physical limits, [pets are a great substitute](#)



Thought Starters For You

Use entertainment to keep virtual friendships fresh

Talking with friends over video is quickly becoming commonplace, so much so, it'll be a media channel **SOON**. Treat it that way, think of fun backgrounds within Zoom, create cocktail kits for virtual happy hours or experiences you can offer people to watch together. Anything you can provide to enhance a sense of community via a screen will win.

Support the arts

An underserved industry in the country that is mostly non-profit is being devastated right now. If you don't feel confident in creating content immediately, sponsor an organization that can. You can sponsor a community theater or musical foundation for a show, a culinary program for a cooking class or a museum for an art class.



How can you increase purpose?

Action people will not only appreciate, but also celebrate and remember.

How can your brand increase purpose?



Consumer Mindset

Seeking meaning and inspiration

In a time of crisis, with extreme limitations placed on what we can do in our everyday lives, people are craving purpose. They're looking for people and organizations that can make a difference. The brands that win are the ones that are able to act in a way that aligns with what they stand for.



Brands Doing It Now

Nike

unlocks premium features on training app, and rallies all to, "[play inside for the world](#)"

Jameson

[takes care of bartenders](#) on

St. Patrick's Day

Gap Inc.

is [using its factories to make masks, gowns and scrubs](#) for healthcare workers

James Dyson

[designed a new ventilator in 10 days.](#)
He's making 15,000 for the pandemic fight



Thought Starters For You

Live up to your brand's purpose

People expect action from brands to help in the time of this pandemic. Every brand is now in the business of public service. The action you take needs to align to two principles:

1. Permission

Do we have a right to play here? It wouldn't have been permissible for Gap to create ventilators, but Dyson has the technology and expertise to do so.

2. Authenticity

Will this action reinforce what our brand is known for? Nike encourages its athletes to play. The challenge of being stuck indoors is one that makes sense for their brand to solve.

2. The homebound economy: a new day in the life

Then....



Gym/Fitness
7-8



Commuting
8-9



Work
9-5



Lunch
12-1



Family Time
6-8



Me Time
8-10

Now....



The New Day in the Life

Represents fewer touchpoints – all inside the home and with a more deliberated media consumption.

This collapsed and narrowed “Day in the Life” presents challenges for media concentration, but also creates **new opportunities for getting closer to consumers.**

Shifts & Implications in Media

What's Happening Now

From Outside Mobile & OOH to Inside Digital & TV

Desktop and home devices are on while multitasking between work, personal content, news, etc. TV growth in US has increased an estimated 15%, becoming the new center for news and family shared entertainment and programming.



What This Means

Stay present by shifting to right channels

Reflect the current “normal”, moving out of OOH and Experiential into more “homebound” based channels like TV, Audio (streaming, podcasts, as well as terrestrial), and of course Digital (Programmatic, eComm).

From leaning back and encountering to leaning in and exploring

Spreading media spend thin across multiple media touch points is less effective when people are actively looking for specific content, diving deeper and connecting with their communities to comment and share, i.e.: Reddit grew between 20% to 50% in March of 2020.



Relevance beats Reach

Search should continue as an evergreen channel, ensuring that creative and landing pages align with changes in people's needs and behaviors. Create useful short-term content for the times, distributing where consumers are exploring. These pieces will pay off when looking for brands in the new age.

From discretionality and scheduled to always on and multitasking

Compartmentalized activities create specific day-parts and associated media mindsets (i.e.: information vs. entertainment), but now people move even more fluidly between leisure, work, family and “me” time, in what represents an increase of multi-screens, multi-devices and media usage overall.



Context over Channel

The same channel will be serving the same person very diverse content, depending on the predisposition that people have. Beyond socio-demographics, look to Interest-based targeting, as well as context. Be attentive to signals to understand what's the value to deliver at the moment.

From national focus to local & international

People are connecting the future of the US to what's happening in other countries (CNN Global, The Guardian), and complementing information with local news updates, opening their perspective in leadership, health, and economics.



Fueling Sense of Community

National buys are still relevant and more efficient overall however, if there is specific value of your brand/products to a local market or community, consider a local heavy-up, as people look closer to home for information, as well as a sense of normalcy.

Shifts & Implications in Social Media

What's Happening Now

From following influencers to uncovering new experts

Traditionally, people are following influencers and brands based on likeability and lifestyle, but now people are looking for authoritative voices in the scientific and economic arena and looking for new sources of learning, advice and self-improvement.



What This Means

People

Leverage your current circle of “influencers” (contractors, waiters, agents, advisors, retailers, etc.) to deepen human trust and credibility. Support and promote initiatives already emerging spontaneously, where people are offering to exchange skills, advice and experiences with friends and acquaintances.

From tech as a disruptor to tech enabling human connection

Technology and social have been considered a facilitator of contacts but a disruptor for real connection. Now that technology is an opportunity to overcome social distance, people are changing their perception, becoming open and expecting valuable knowledge, working tools and meaningful connections.



Tech delivering on brand value

Create experiences more than ads and become an enabler of shared activity by leveraging multi-players, watch parties and video conferencing platforms. Also, help close the physical gap created by social distance by integrating voice and augmented/virtual reality with your product, service or content.

From distraction to attention and growing tension

Social media is the usual main source for humor, gossip, connections and even shopping. Now social media is becoming the main source of information sharing, supported by people's commentary. However, this sharing is turning into a source of tension as fake news and inflated information that increases anxiety and tension creates a hostile environment for people and brands.



Social Media for Positive Action

Ensure positive presence through partnerships that have credibility in areas people care about. Align your creativity to stand out by providing emotional support or utility. Even better, help people to channel their desire for participation and positive contribution through social campaigns.

From FOMO as exclusivity to FOMO as everyday experiences

FOMO used to happen in reference to real-world events, appealing to exclusivity or the status of being “in the know.” Now people are starting to miss the social interactions of the mundane like school, work, gyms, the neighborhood, movie theaters and access to spaces for the arts.



FOMO in the virtual world

Identify the new online platforms for social content emerging in the arts, entertainment, health, fitness, coaching and education that better align with the communities you are serving or the value you can generate in order to build a real presence for now and for the future.

Maintaining Investment

Keep campaigns in market if the message is benign to the issues or better, if the message is one of hope and help, as brand awareness will still be gained (and more expensive to get back) in this climate.

Ensure you keep biddable media investments active to keep the flow of data as well as not harming the program. The algorithms will penalize your ads if your accounts go dark for long periods of time.

Consider pulling and holding dollars instead of cutting budgets holistically, so there are reserves available in case there is an unforeseen opportunity when virus fears subside.

Re-evaluate targeting with an eye to potentially overhauling your audiences; the consumer you were targeting yesterday may not be the right audience today or tomorrow.

Monitoring the Right KPIs

Keeping an eye on your Key Performance Indicators is important throughout any shift in the marketplace. Different types of KPIs require you to look at different metrics.

Branding Campaigns: Since there is no ROI to monitor, your front-end metrics become more important. Making sure your costs (CPC/CPM) are not fluctuating should take a step forward in your priority list. Site analytics become more important here as well. If your message is not connecting with the content you are providing, Bounce Rates, Time on Site and Engagement Scores will suffer. Also keep in mind that any third-party studies may be affected if spend is decreased or cut.

Direct Response: Campaigns should make sure that ROI/ROAS are not decreasing or fluctuating. Maintain that AOV (Average Order Value) has not decreased because if it does, this means consumers are purchasing lower-cost items or not purchasing as much. Impression volume on your top keywords or audience targets should also stay steady. Front end metrics, like overall Impressions, Clicks and CPC/CPM, need to be monitored closely for fluctuations.

FIG are Storytellers for the Information Age, on a mission to raise the bar in our industry by improving the quality and effectiveness of the stories told.

We are fully integrated, full service and independent, bundling media, strategy, creative and production services.

Our clients include Zillow, Benjamin Moore, CNN, Diageo, Equitable and Spotify.

We are proud to have been named as one of Inc Magazine's Best Places to Work in the US, honored in the AdAge Agency A List 2018, 2019 and 2020, as well as being included on Inc 5000, the definitive list of the fastest-growing privately held companies in America.

Contact us at hello@figagency.com.