

How can brands stay authentic in times of crisis

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— Welcome!

- Your microphones and cameras are now muted
- Ask questions via chat during the webinar
- Moderated Q&A session at the end
- Your names / device names are visible to everyone
- For seeing the slides better you can minimize and move the participant window in the top right corner
- Quick survey at the end – We count on your feedback! 😊

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2008 or 2020?

„It may seem like a paradox, but recessionary periods actually provide fertile grounds for marketers to grow their brand's market share if they're prepared to think long term.”

– Mark Ritson, taken from DDB Facebook



No.13

In hard times think long term.



Learn something new about
#unreasonablegrowth

It's tough when the only thing selling is this



The Pandemic struck...



- What did people do?



- What did brands do?





The process brands went through

- **STAY HOME – DISTANCE** - Immediate response – (health perspective, tactical)
- **WE CAN HELP. SOS** - Short term relevance – offers, benefits (health, economic, tactical)
- **WE ARE STILL HERE** – Reassurance, further relevance - strategic
- **WHAT WE WANTED TO SAY IN THE FIRST PLACE** -Communicate purpose - Establish the authentic link of the purpose to what the brand is doing - strategic

First Act

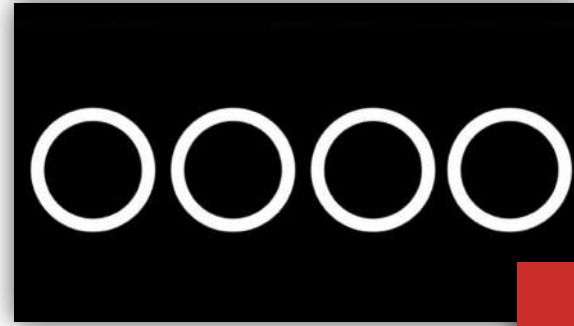


- Immediate response – (health perspective, tactical)
- **Stay home or distance yourself!**

Distancing



- Brands seemed to heed this advice... and it was fun for about a day or 15 minutes



Distancing – some succeeded at being original



**Right now, the safest place
to be isn't in a Volvo.**

V O L V O

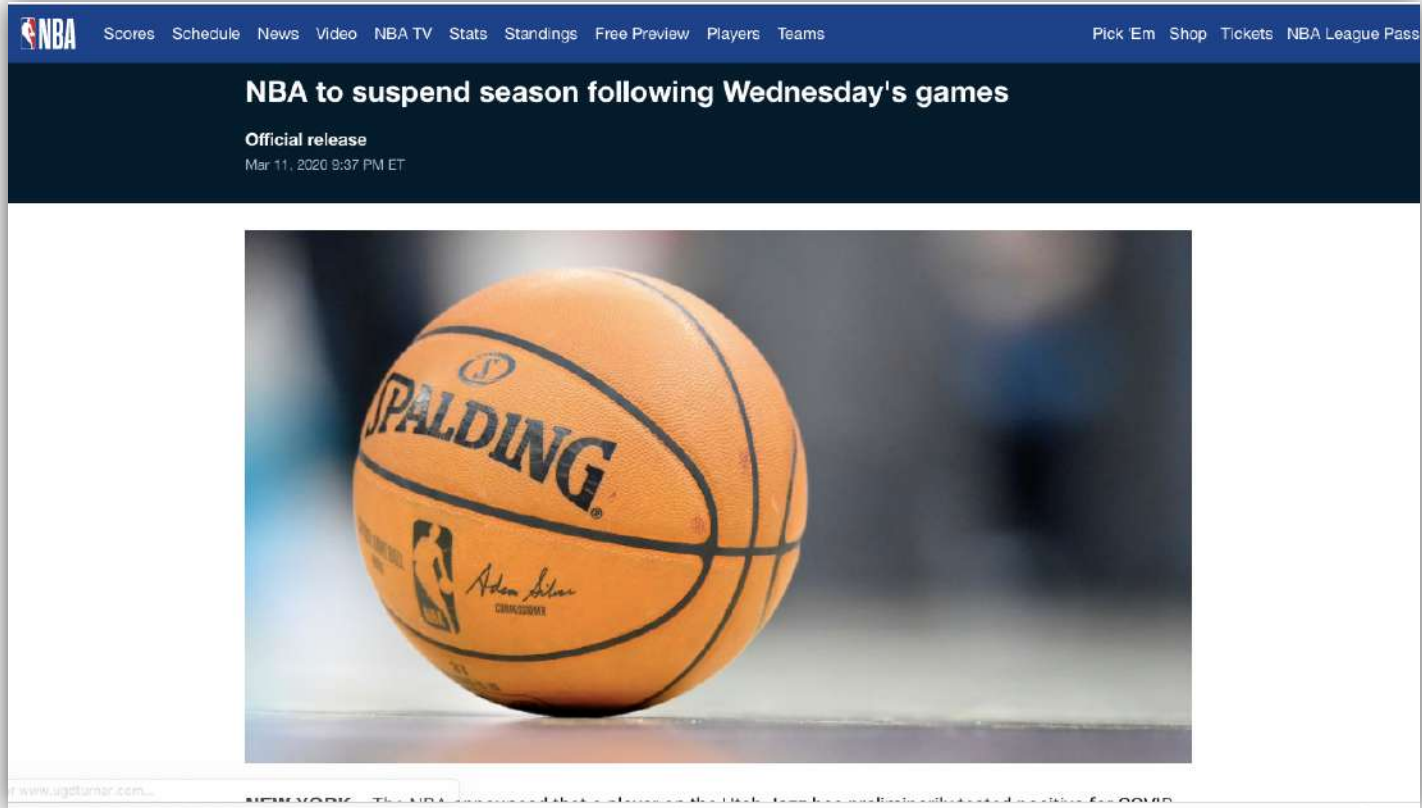
When reality struck – Sziget Festival cancelled in 2020



Szokásos formájában nem lesz Sziget fesztivál idén



When reality struck



Realization: It's really going to last a long time



- What did people do?



- What did brands do?

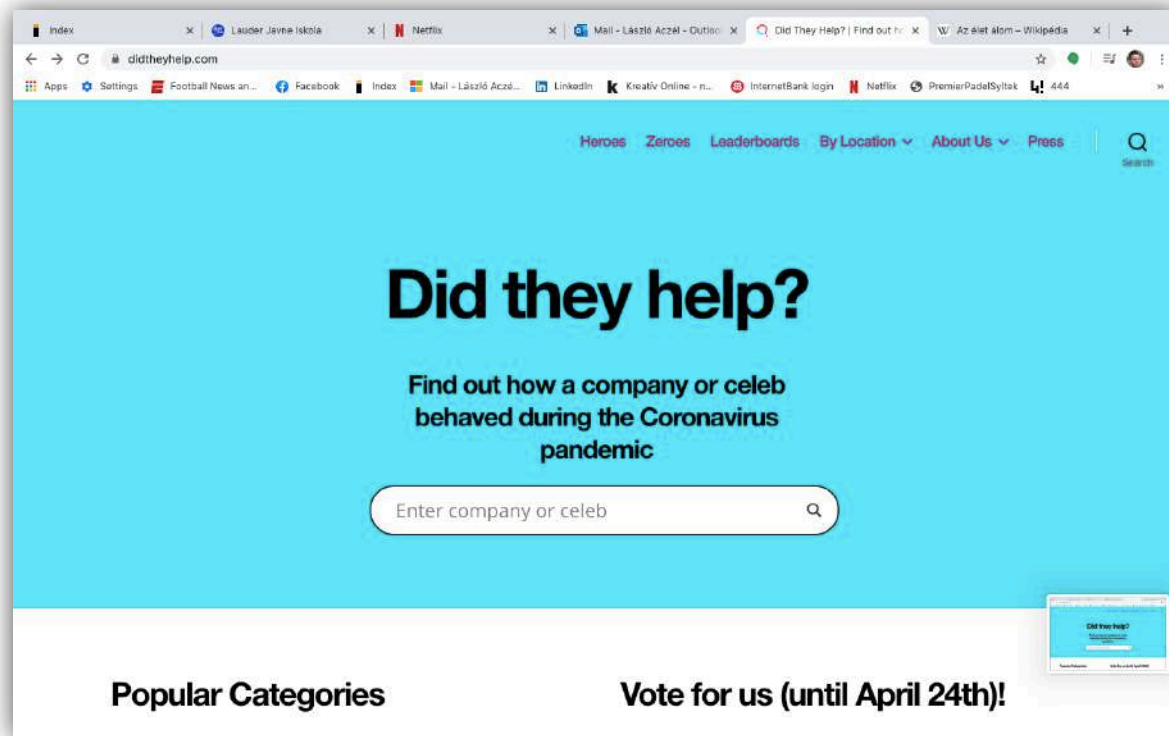




The rise of kindness?

- With the spread of the virus, 79% of the respondents stated that brands must show how helpful they can be in the new everyday life, post the lockdown
- 77% would want them to show their efforts to face the situation.*
- *Campaign magazine poll

The rise of kindness?



Second Act



- **WE CAN HELP. SOS** - Short term relevance – offers, benefits (health, economic, tactical)

Distance ... and an offer thrown in



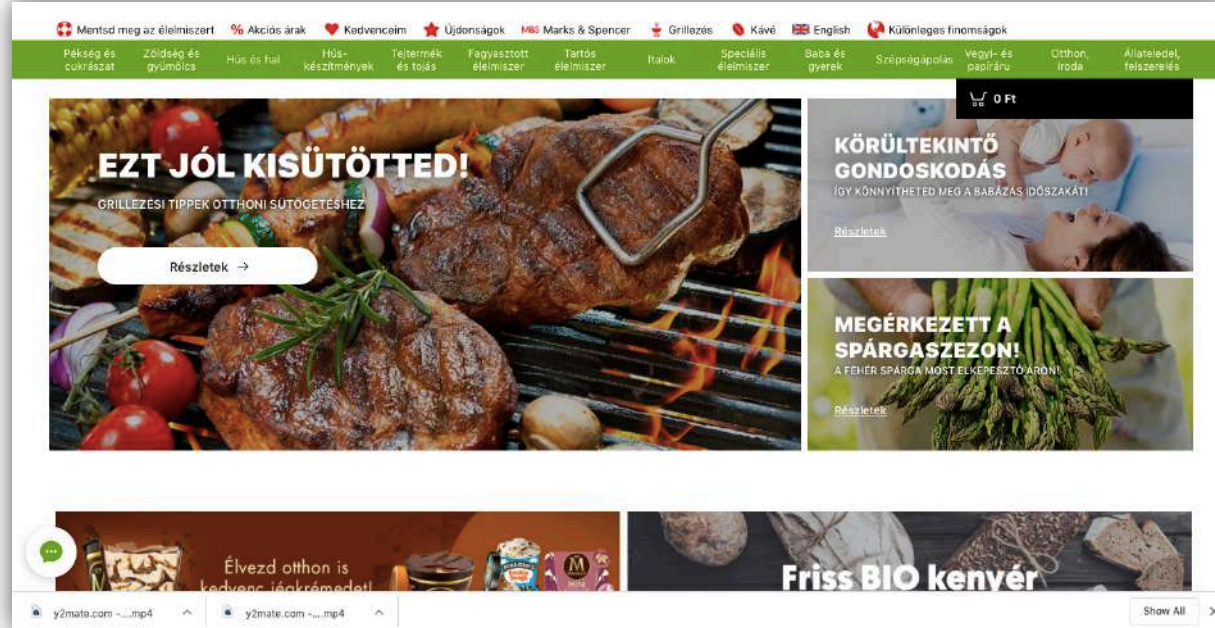
- Little Caesars Pizza Portal, a virus-hostile pie locker that circumvents the need for human interaction.
- Commercials by Domino's and Papa John's reminded viewers that the heat of pizza ovens annihilates germs.





Faster delivery ... than others

- Kifli, the newest delivery kid on the block was the first to react and became the winner of home delivery simply by offering greater variance in delivery (not 14 days, but 3 and now same day) and a more “interesting” product selection



We can't really deliver, so why not DIY



- Easy for fast food and groceries but what about the fine dining establishments?
- Featuring the Laurel Budapest DIY fine dining suitcase



Some let us down...

- And letting customers down in times like this has a long lasting effect
- I would guess twice as bad as in “normal” times



And some became the engine of their community



- Stood firm
 - Didn't let go of staff
 - Didn't close shop
- And introduced new business models
 - Switched immediately to home delivery
 - Switched to lighter menu
 - Organised market fresh produce home delivery



SAY



DO



- We are together. We help together.
- Coke shifts ad spend and creative agency talent over to Red Cross

EGYÜTT VAGYUNK. EGYÜTT SEGÍTÜNK.

Áprilistól további tájékoztatásig szüneteltetjük a Coca-Cola és a Coca-Cola vállalat többi márkáinak kereskedelmi reklámtevékenységét. Mostantól forrásainkat közösségeink és munkatársaink biztonságának és egészségének elősegítésére fordítjuk. Ezért a hirdetésekre szánt felületeinken és közösségi média csatornáinkon itthon a Magyar Vöröskereszt üzenetei lesznek láthatóak.

A Coca-Cola vállalat, a palackozó partnerünk és a Coca-Cola globális alapítványa emellett több mint 120 millió dollárt adományoz

globálisan az érintett közösségeknek, hogy ezzel is segítse a COVID-19 elleni védekezést.

Azonnali támogatásunkkal védőfelszereléseket és innivalókat biztosítunk az egészségügyben dolgozóknak és élelmiszert juttatunk a kiszolgáltatott csoportoknak.

AB InBev Shifts Funds From Sports to the American Red Cross

Brewer commits \$5 million and airtime to relief efforts

By Kathryn Lundstrom | March 26, 2020



Apple has donated 20 million masks, is working to make 1 million face shields a week, Tim Cook says

Published: April 5, 2020 at 11:04 p.m. ET

By [Mike Murphy](#)

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Apple CEO announces 'global effort' to help fight coronavirus pandemic





US Crime + Justice Energy + Environment Extreme Weather Space + Science

A 93-year-old woman got a massive Coors Light delivery after a viral plea for more beer



By **Mallory Hughes**, CNN

Updated 1846 GMT (0246 HKT) April 14, 2020



Waiting for beacon.krxid.net...

- MOL shifts production to disinfectant within two weeks instead of usual 4 months development



Portfolio

Ajánlom 1.2 E

CIKK MENTÉSE

MEGOSZTÁS

» hirdetés

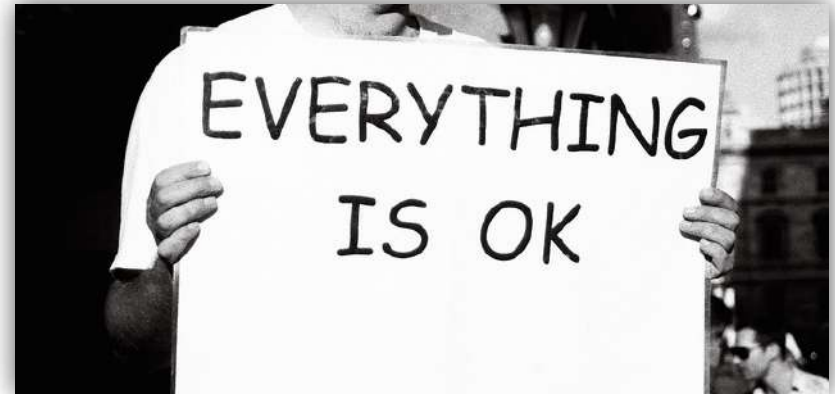
Realization: It's actually going to last even longer and maybe come back again



- What did people do?



- What did brands do?



Third Act



- **WE ARE STILL HERE** – Reassurance, further tactical relevance
- **Brand Loyalty** became brands being loyal to you



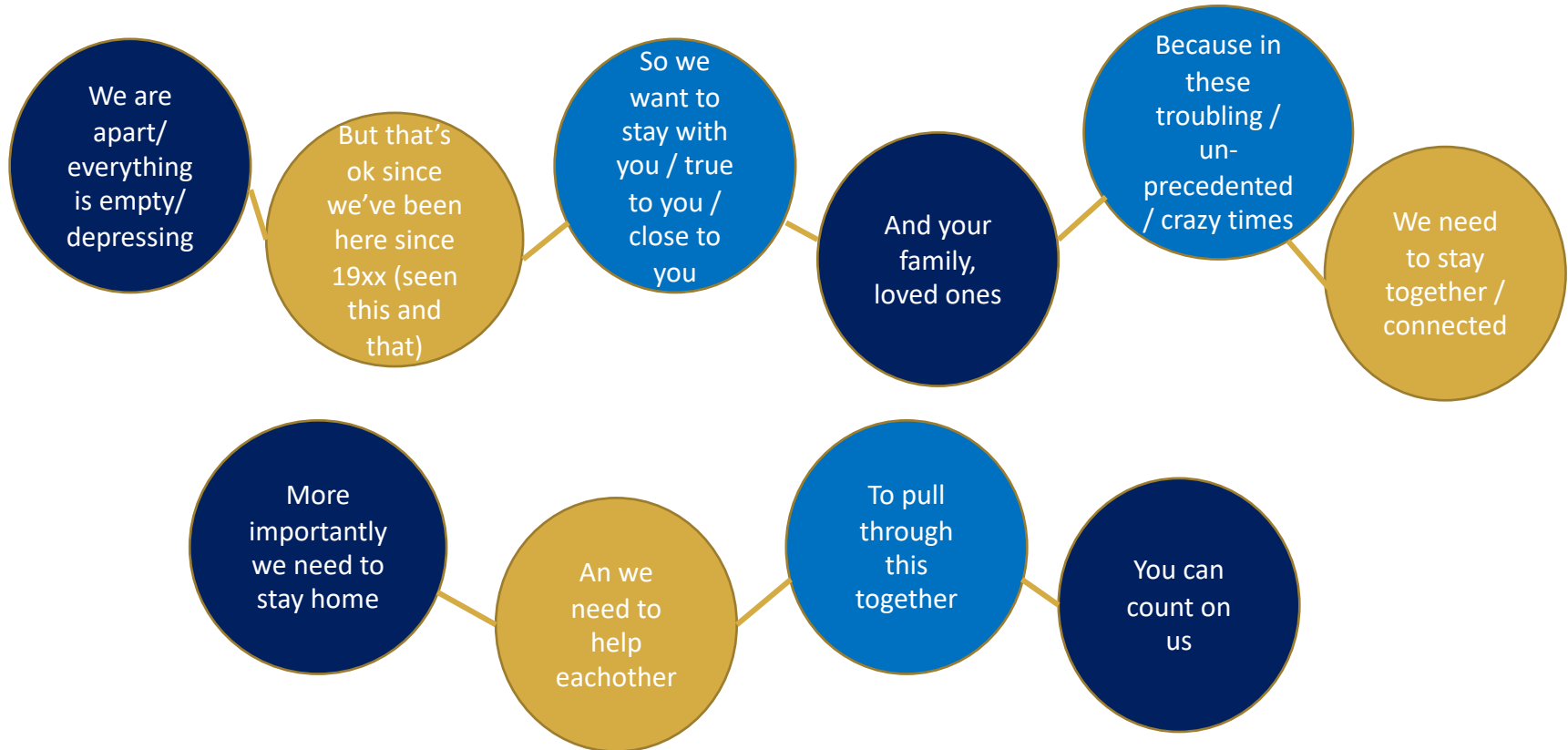
What did brands do?

- „Ads should assure us that this is not the end of the world – they preach to us about life, continuity, and that we are safe”

What this really means: behave normally, be reassuring.

*Ipsos research 2020 April

Key messaging



What did brands do? They “Disastertised”





-
- I think by now, what I really want in Advertising is for them to **ignore the current crisis, rather than pretending to care about it.** Of course stop/change messaging that seems tonality wrong, but I don't need more sad music and "we're here for you" any more.

- *Tom Goodwin- Head of Futures Publicis

Realization: Since we're all stuck, let's do something with it



- What did people do?



- What did brands do?



Fourth Act



- Establish the authentic link of the purpose to what the brand is doing
- **Work and live by long term Purpose – if you have one!!!**



- During times such as this, people don't just want companies to act in ways that are appropriate.
- People need inspiration.
- For marketers, going quiet during the pandemic is not the answer. Rather, it is finding your company's new purpose – one that can actually help all of us cope.

Change the world... but don't sell to me



+



Do what you do best – move



Do what you do best – sit around



Key messaging



Is there a deeper meaning to all this?

The opportunity for brands



- **Leadership vacuum**
 - Deepening cultural and political divisions around the world have frequently led to perceived leadership vacuums, in which it is difficult to rally for any particular institution or person.
- **To be filled by brands**
 - These vacuums have often been filled by brands that see social issues as an opportunity to connect with customers— who want to believe that there's a right way to spend their money.



Fifth Act

- Will brands come out with a stronger purpose?
- Will they be able to fill the leadership vacuum gaps?
- Or will they move back to rational doings?
- Will there be a social element that stays on?
- For the benefit of civilization, society?
- Once we can go out in the open – will they be able to lose the copycat streak?
- Will people rally around them?



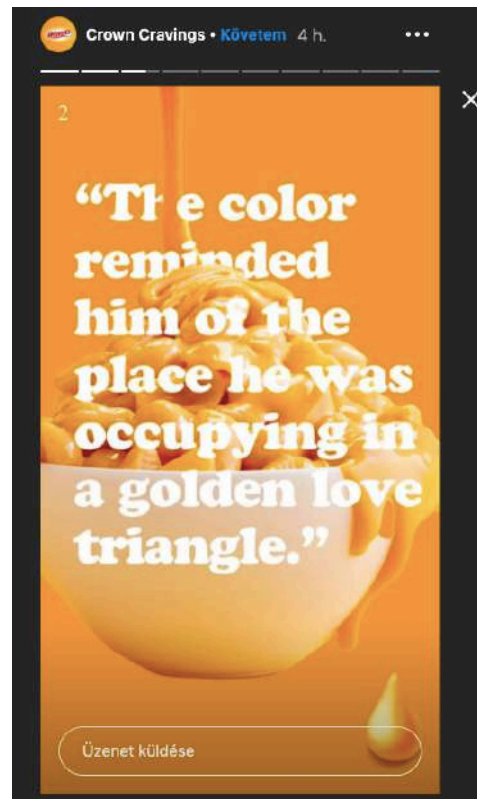
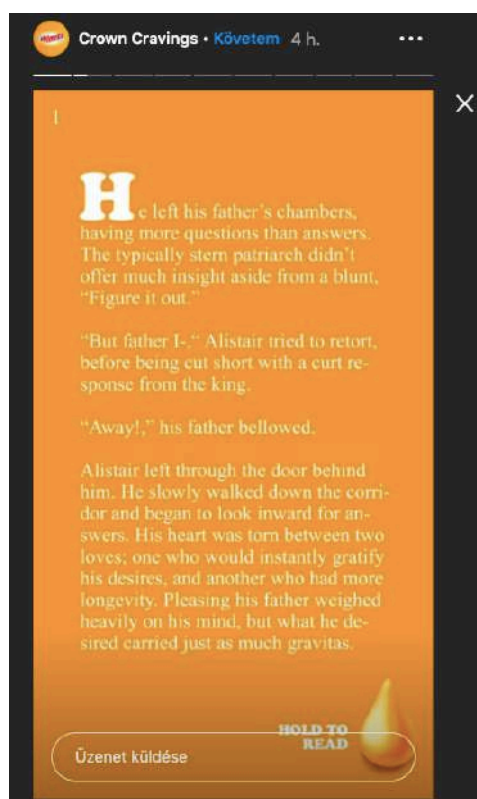
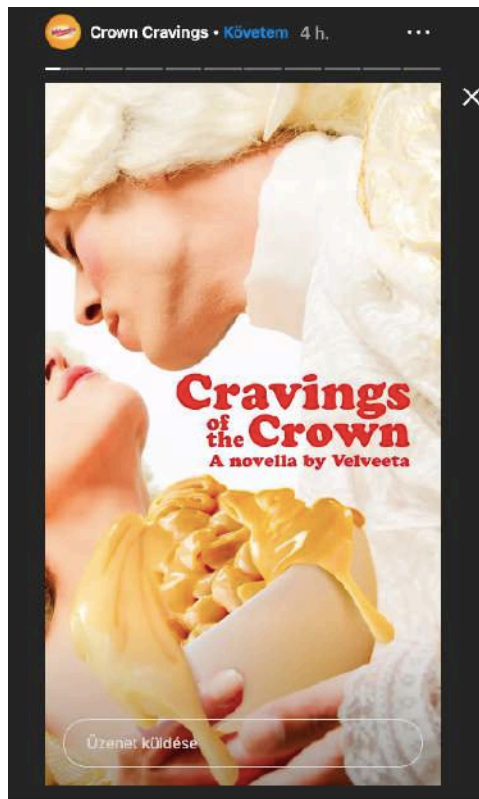
Summary

- **Be compassionate.**
 - Actions speak loudest. Take care of your employees and customers first.
- **Be innovative.**
 - Retool your products and services that add REAL value to people's lives. Don't just say, do.
- **Be on message.**
 - Stay true to your brand purpose and create messaging that matches. That is if you have a purpose!
- **Be entertaining.**
 - Lighten the mood. Everyone knows things are bad. Stop reminding them.
- **Be creative.**

Do what you do best – provide juicy content



Do what you do best – provide juicy content



Any Questions?



WE NEED YOUR FEEDBACK! – Stay for the poll! A few seconds only 😊



**Motivation and performance
management during the crisis**

Thursday, May 28, 16:00 – 17:00

Register at www.SEED-uni.com



Balázs Sipos
SEED Faculty