

Don't Be a Fair-Weather Brand

As we speak, our government is forming an exit strategy, defining when and how Belgians can safely return to “normal” life.

NOW is the time to stay connected as consumers are developing new patterns, forming new relationships and reinforcing existing ones.

To stay top-of-mind during this unique time and relevant in the future you can't go dark now and just show up when the sun comes out again. Brands that stay engaged will be remembered by customers as we are able to reemerge. Creating a thoughtful bridge between life now (in isolation) and later (out of isolation), will resonate with your customers long after the crisis is over. This will require thoughtful partnership from all of us.

When we reach the high-water mark and the wave finally brakes and rolls back, you will be ready.

Our network of talented creators have been making engaging content for their followers for the last weeks in self isolation, and they stand ready to construct that bridge together with you.



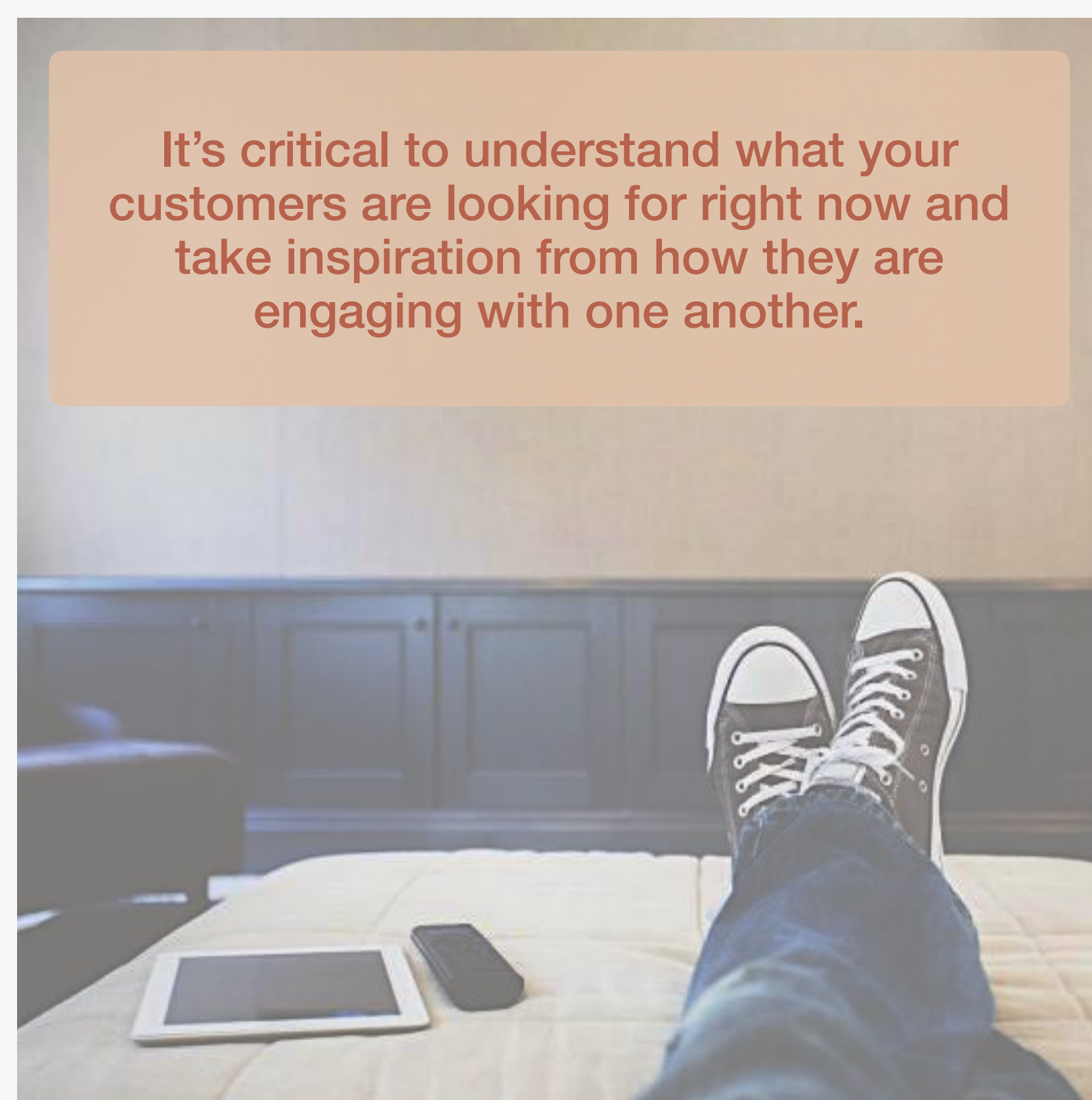


The New Normal, Changing Behaviors

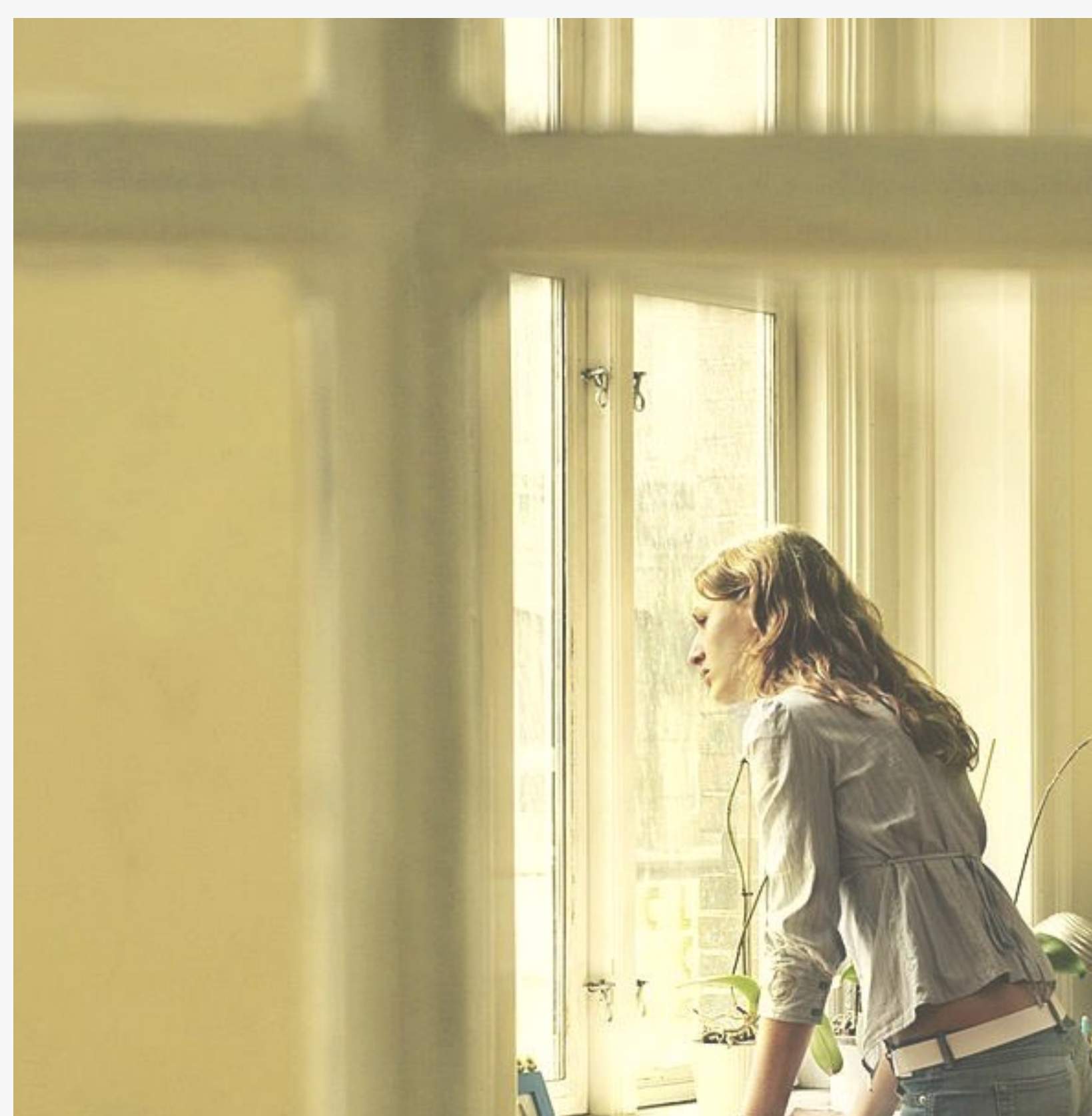
As people have been isolating, their behaviors have changed, which impacts their needs and how they interact with your business.

Brands need to fully understand these changes when welcoming customers back.

It's critical to understand what your customers are looking for right now and take inspiration from how they are engaging with one another.



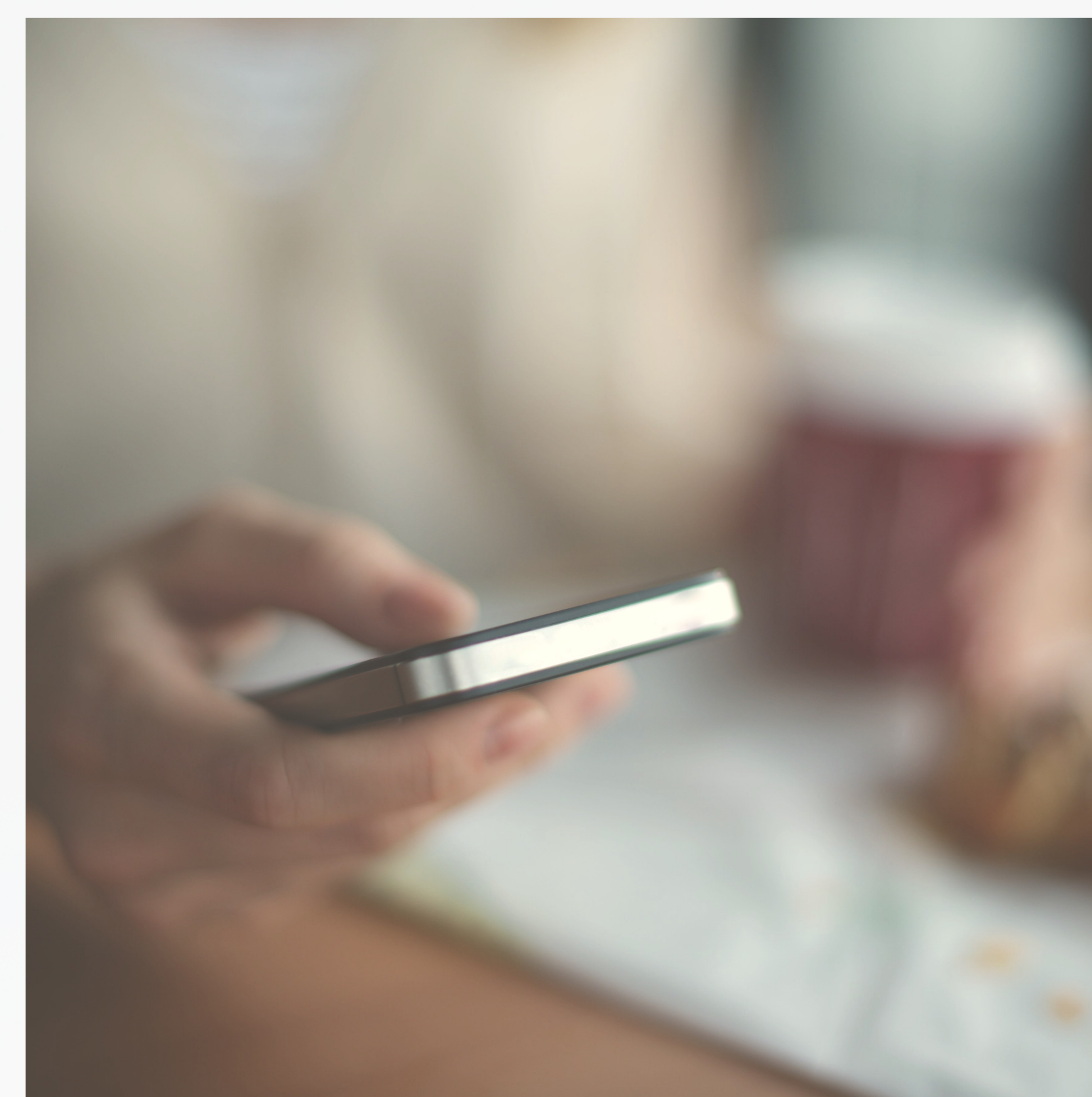
Consumers are gravitating to local news outlets to stay informed about the impact of the pandemic on their communities.



The drive for connection remains strong.
In a time of social distancing and isolation, people are not only anxious about their future —they're bored and craving connection.



Digital connectivity is taking even more of a hold on everyday habits. Consumers will have greater motivations and fewer perceived barriers to more actively seek technology-enabled solutions to assist in everyday tasks.



E-Commerce and food/grocery delivery is way up.

A permanent change in purchase behavior is not guaranteed – but marketers need to be alert to newly created habits.

A spike in online content streaming may last well into the new normal.

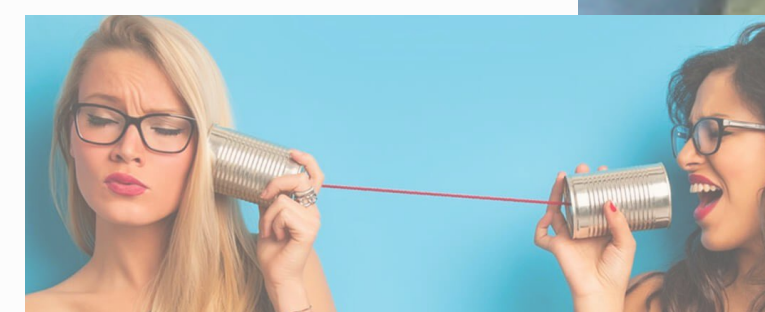
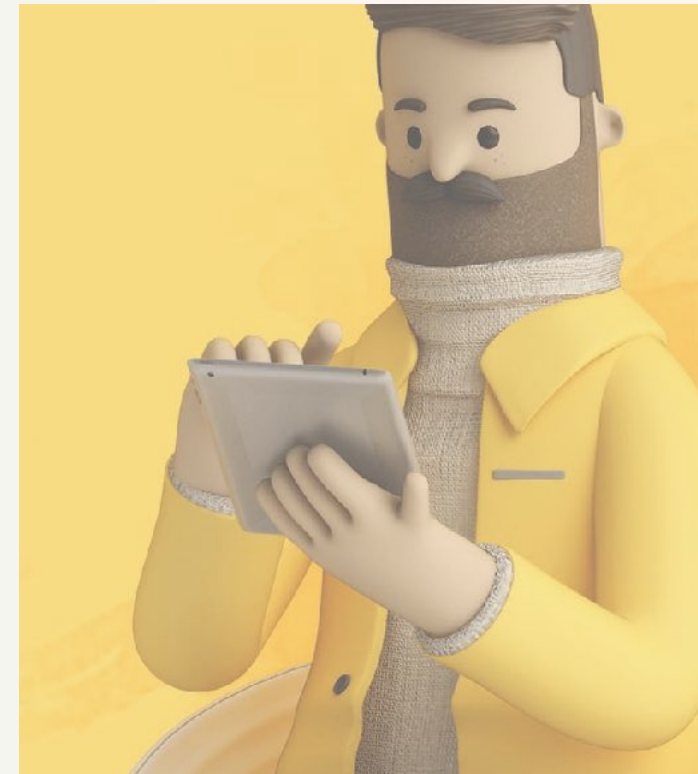
Staying Close *(From a Distance)*

Maintaining visibility in your market is essential for long term profitability.

Stay close to your customers, listen to them, be helpful, be inspiring, be informative. Identify native digital behavior to meet customers where they are: at home and on mobile.

Influencers can offer an unobtrusive way to connect with your customers.

Keep things simple, relevant and useful.





Bridging Now and Later

Brands need to connect now, not just after
the storm has cleared.



Connecting Now

Think in long-term relationships, not short term gains.

We are all going through this together. Understand people still want to be entertained.

A little levity won't do any harm these days.



Distraction & Levity

When the news cycle can be overwhelming, a bit of light-hearted entertainment can be a welcome distraction.

Create content that reflects current events, relevant topics and interests.

Reflect how people are communicating in your copy and tone appropriately.

Strategic interactive components can encourage participation.

Community & Positivity

Consider social good elements in your updated strategies. Pair creative ideas and brand purpose with technical innovation to find unique ways to meet audience needs.

For the next few months, cause-related marketing might work better than any other kind.

Accelerate digital transformation through experience-led solutions that serve to digitize in-person connections.

Voice & Tone

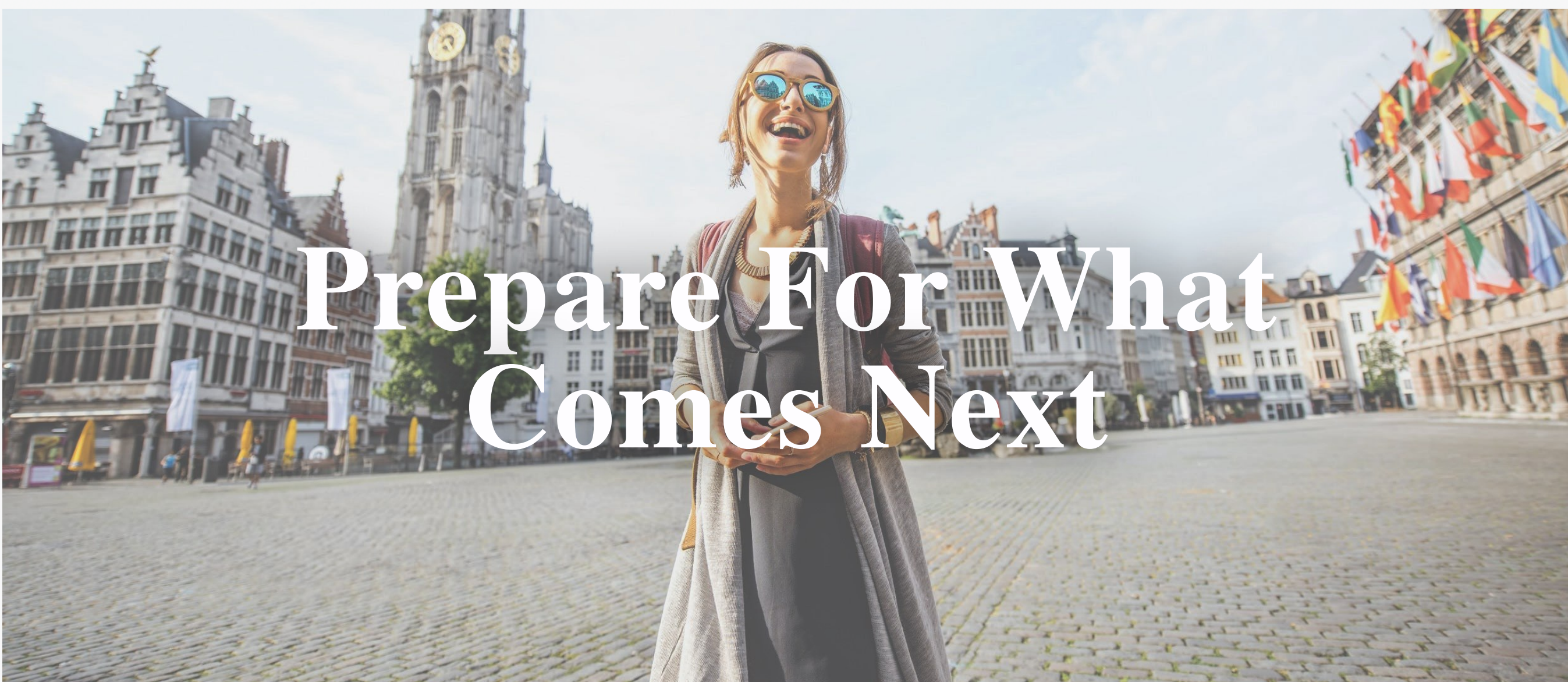
Just as your business is part of the community offline, this is a moment to build strong community connections online by keeping active in an unprecedented time of idleness.

Brands can be stabilizing, hopeful and even entertaining as customers look to experts and familiar voices for reassurance.

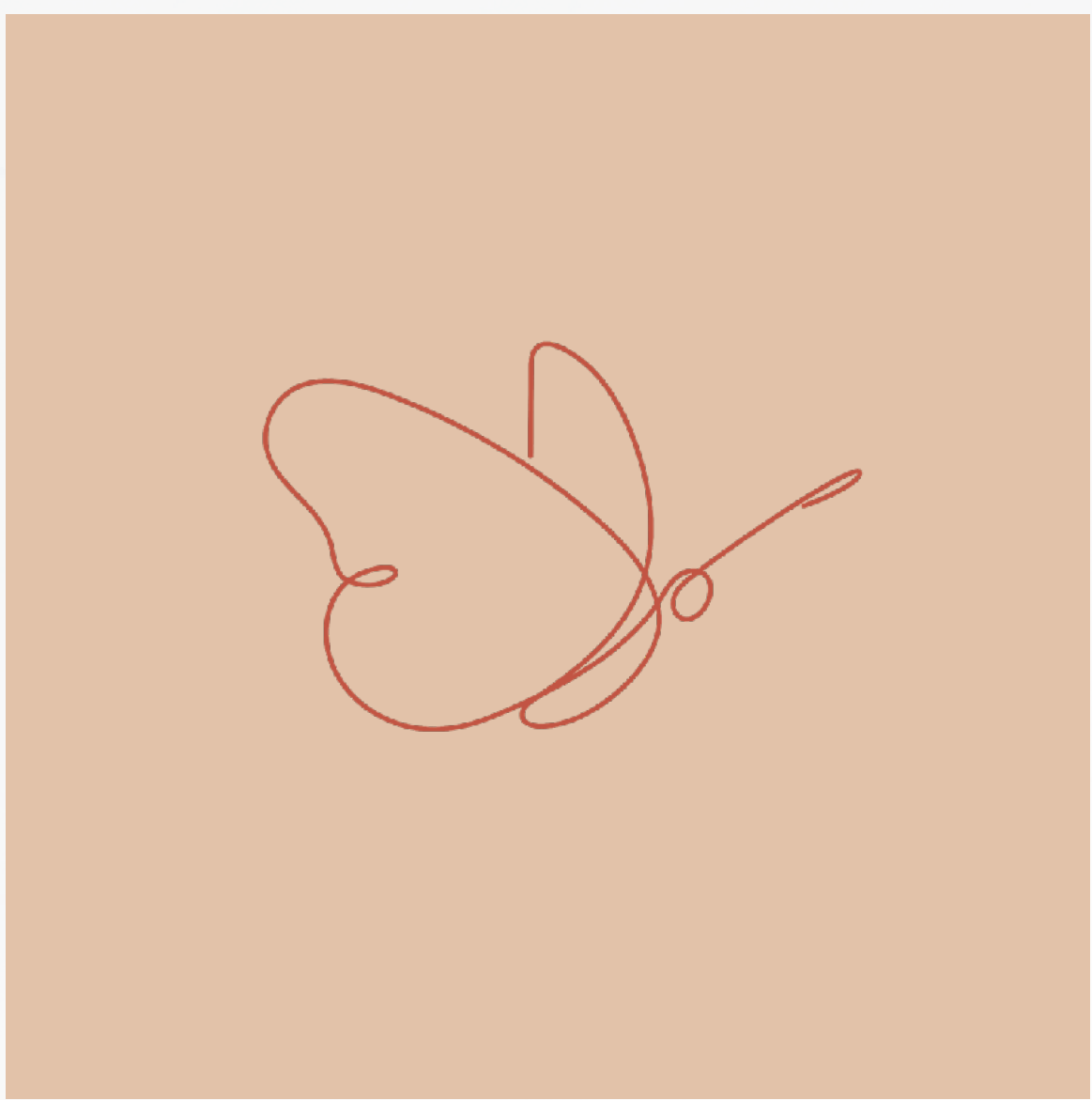
Understand how your expertise and the unique role your brand plays in people's lives has changed.

Stay close to the latest news, context and conversation before engaging or broadcasting.





Brands can leverage the spirit of existing plans and strategies, but pivot in a way that makes sense by focusing on previous goals and finding ways to achieve them digitally.



Maintain Relationships

Advertising efforts are being paused, risking loss of brand equity. Don't lose ground, customer retention is priority one.

Remember it isn't about advertising – your contributions to the conversation need to be valuable and appropriate as we turn to social channels to connect with the outside world.

Use social-listening tools to understand needs and concerns, sending contextualized and targeted messages.

Be Visible

Keeping your brand visible will deliver long term benefits.

Leverage the authority of respected experts and influencers who can reach customers at every point in the social media funnel in a non-disruptive way.

Emphasize content marketing as customers get used to the format while being homebound.

Look to the Future

There will come a time when we have to be more aggressive, so prepare for it. Build muscle memory for creating efficiencies down the road.

Now is the time to identify and forge new business relationships with influencers to lay the groundwork that will give your business competitive advantage and access to the right prospective customers when the time comes.

Take Account

Revisit your goals, measurement criteria and key performance indicators.

Use data to drive your marketing efficiencies. Know which measurements matter.

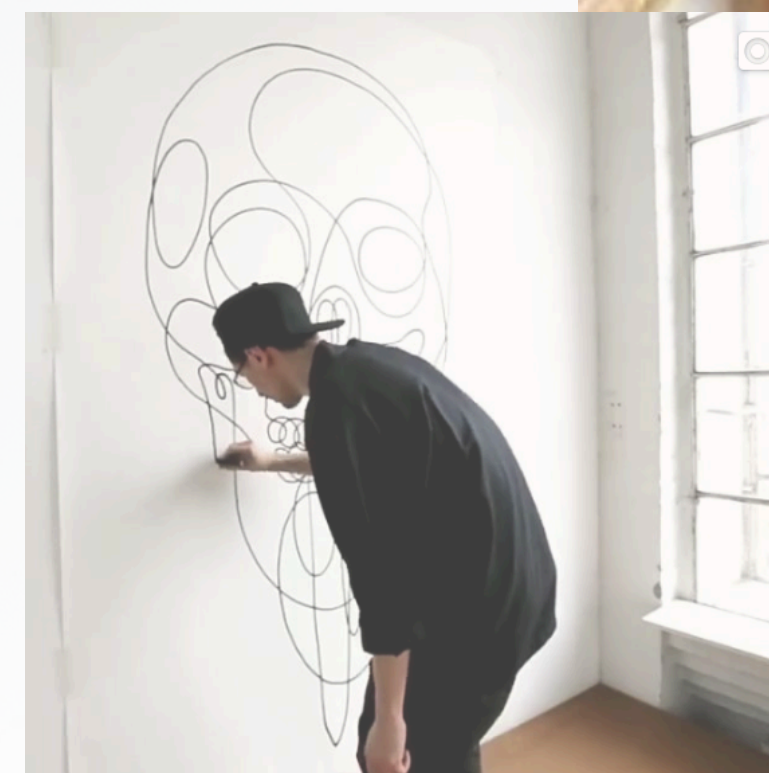
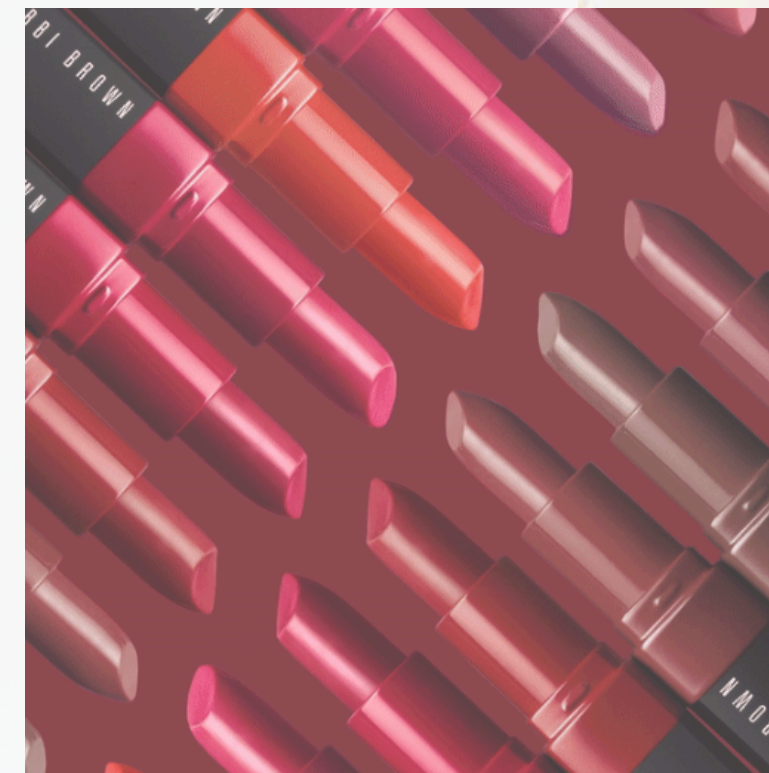
Ensure you know which social channels are contributing to your bottom line in terms of engagement, visibility and profitability.

Creativity *Can't be Isolated*

While you may not be able to shoot on location during this time, influencers and creators are in their natural element, working at home generating rich visual stories with everyday objects, home studios and lots of talent.

High quality content production is an essential ingredient for keeping top of mind with your existing customers.

During the isolation, the very best content creators have been standing out from the average ones. They who can not stop creating top content, will be the creators you will want to collaborate with now and later.



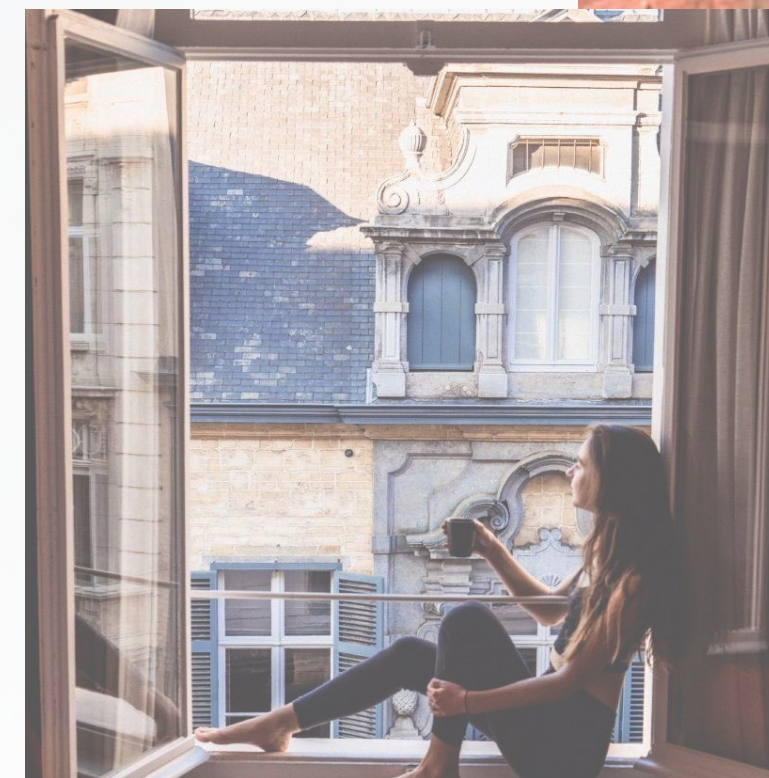
Build *Your Bridge*

An agile mindset and flexibility is critical for brands that seek to connect with customers.

Think of creating touch-points during and after isolation.

Revisit the psychographic profiles of your customers to understand their changed mindsets and personal circumstances.

Maintaining and building relationships with customers have always been important, but meeting changed demands and enabling enhanced experiences will earn loyalty resulting in greater sales.



Crossing *The Bridge*



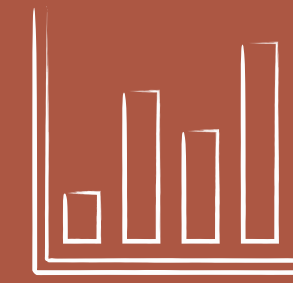
Unless you have expertise that is helpful, relevant or informative to contribute, don't feel like you have to directly comment on the virus.



Seed messaging that will relate to your broader post-virus initiatives and goals (empathize and be aware of how your message will be perceived).



Keep it simple but intentional and purposeful, focusing on content within relevant networks rather than broad reach and paid media.



Redefine short term KPIs. With more people, online impressions could be a better indicator of success over engagement.



Branded content studio
with the power of influence



UNTIL WE CAN MEET AGAIN, STAY IN TOUCH

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