

# IS YOUR BRAND DIGITALLY PREPARED?

*COVID-19 – March 2020*

LINNEY 

# Introduction

Due to recent developments relating to COVID-19, the way you communicate with your audience will need to change and adapt. Not only should you focus on reacting to the ‘right now’, you should also prepare for how your brand will need to act in the future.

It is important to anticipate how your audience’s behaviours could change in the next few months, but also the effect this will have in the long term. With business in a state of uncertainty and day-to-day routines being affected, digital channels and content strategies will have changed in terms of internal priority.

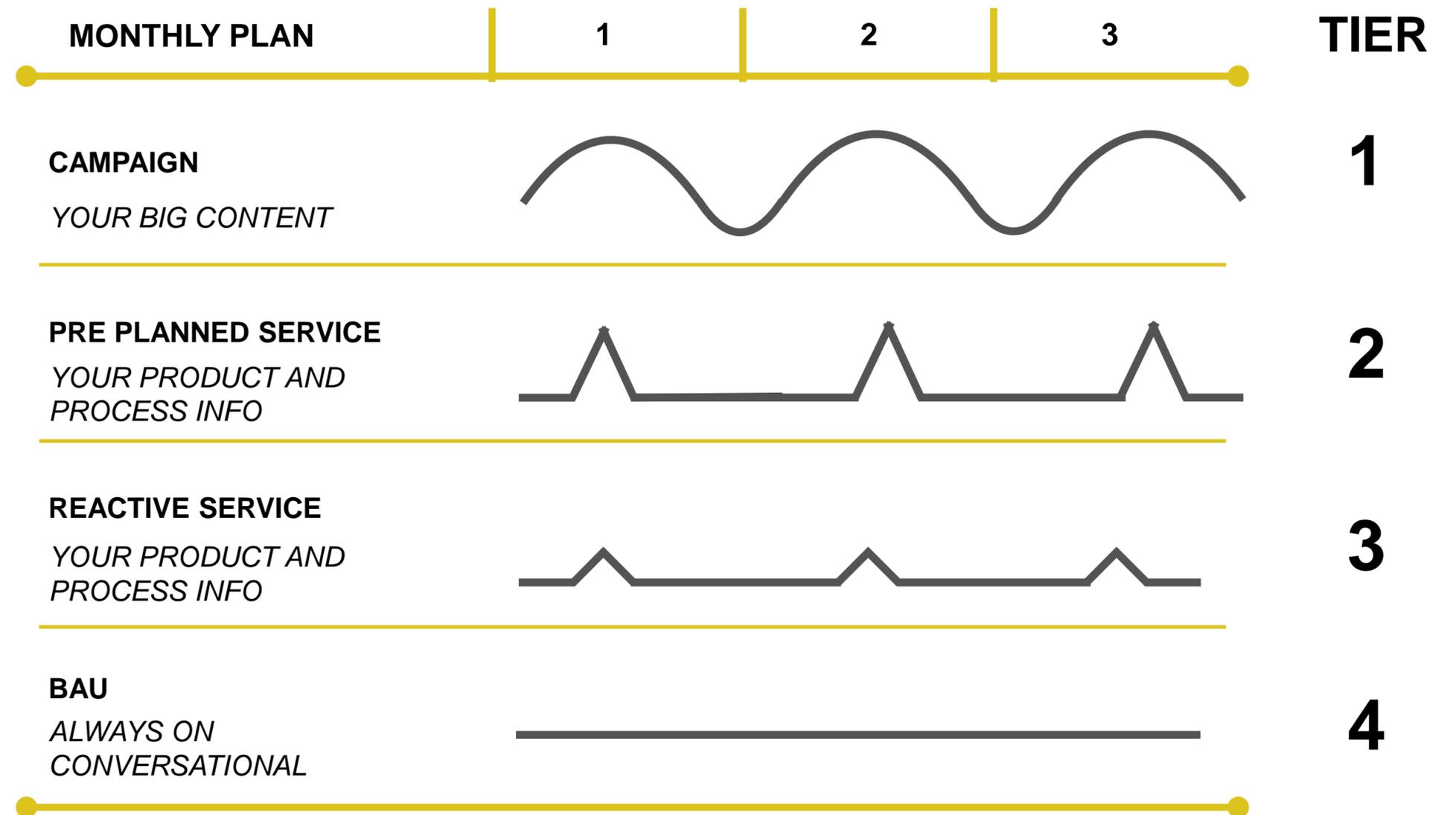
The following document gives suggestions as to what immediate action could take place to help protect your brand in the immediate future, keeping your voice relevant for the reasons your business exists. But also, to help anticipate and plan a future where your audience, their behaviour and what they need from your brand, will be entirely different.



# Your Existing Content

This is perhaps how your digital content is prioritised across your channels right now for email, social, PPC, and banner ads, and web amends for the next quarter.

Tiers 3 and 4 are most likely unplanned, as they are often based on reactive opportunities. These are the tiers that we recommend addressing for the next few months.

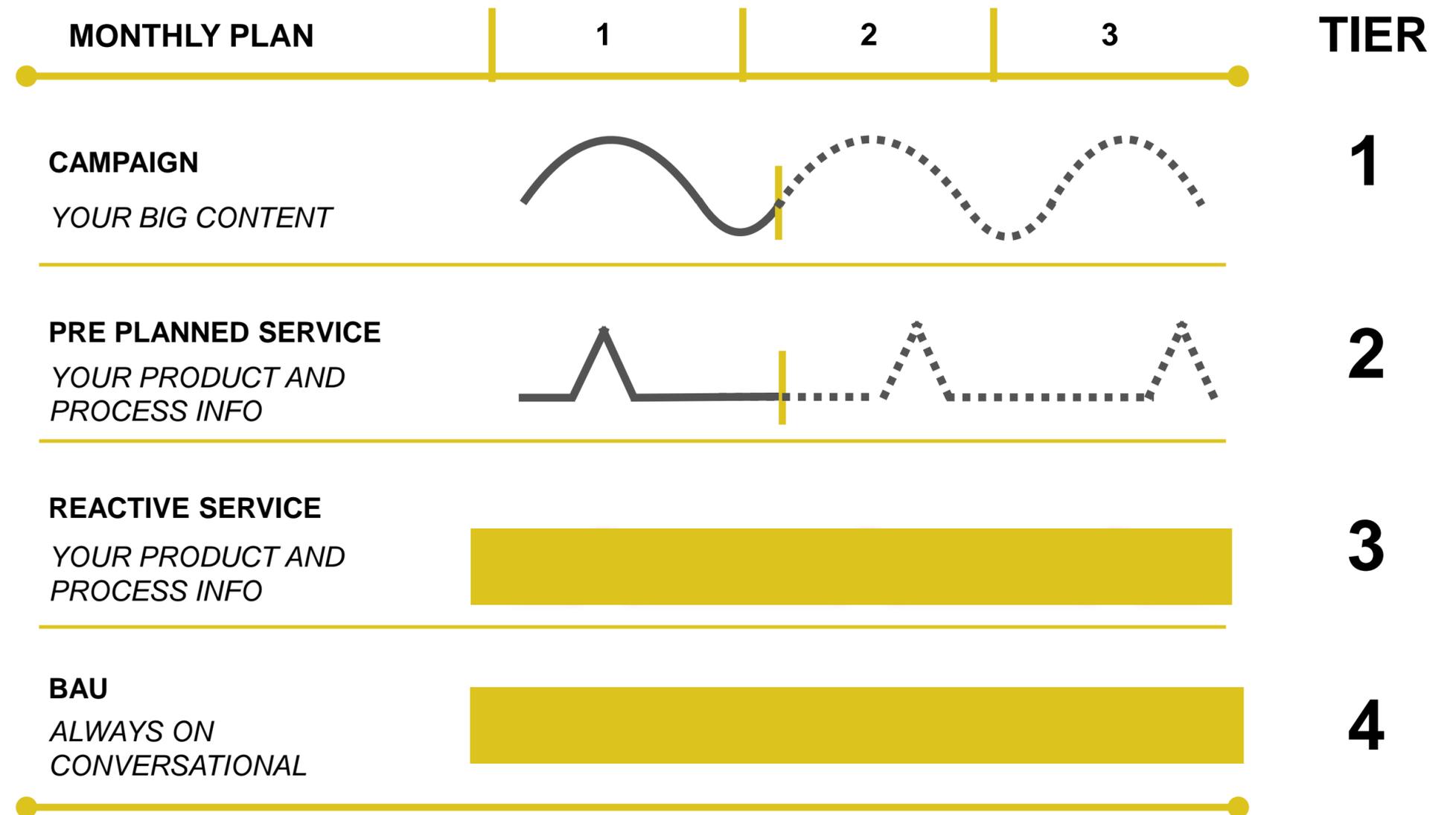


# Crisis Management

We suggest that a pause be applied to BAU and Reactive service, with a review of creative content and messaging in Tier 1 and 2.

This is so that you remain relevant and authoritative within your industry, only saying what's important and not striving to achieve engagement and reach during this time.

Operate on service, fact and product.



# Why?

At present (and for the foreseeable future) the mind-set of the audience is that of panic and uncertainty around the ever trending topic of COVID-19; where an engagement ad or a related sale post may miss the mark in a sensitive market.

Taking a step back to reassess and align should positively affect internal resource and ensure that media budget is spent optimally. Concentrating on existing customers and nurturing brand loyalty through these times, instead of looking to grow or reach new audiences, will also help strengthen brand affinity.

**Remain relevant and consistent to your core industry and service.**

If you are directly affected by the pandemic in terms of closures, or product demand, you should then have the authority to share 'regular' updates. However, this should be addressed in the pre-planned content and adapted accordingly.

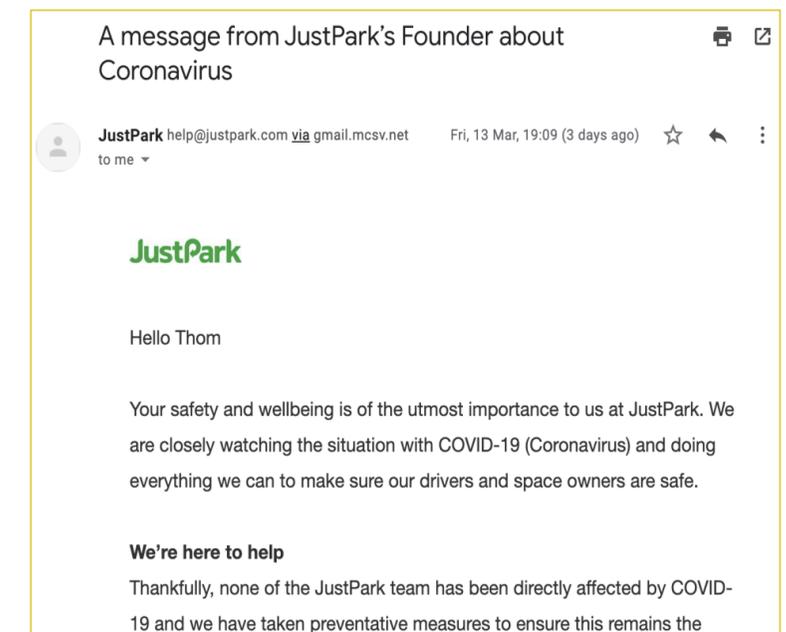
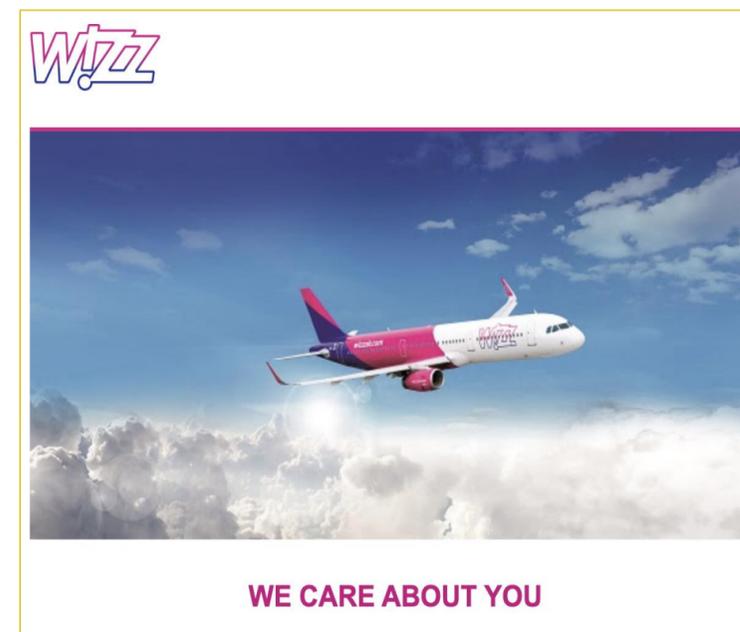
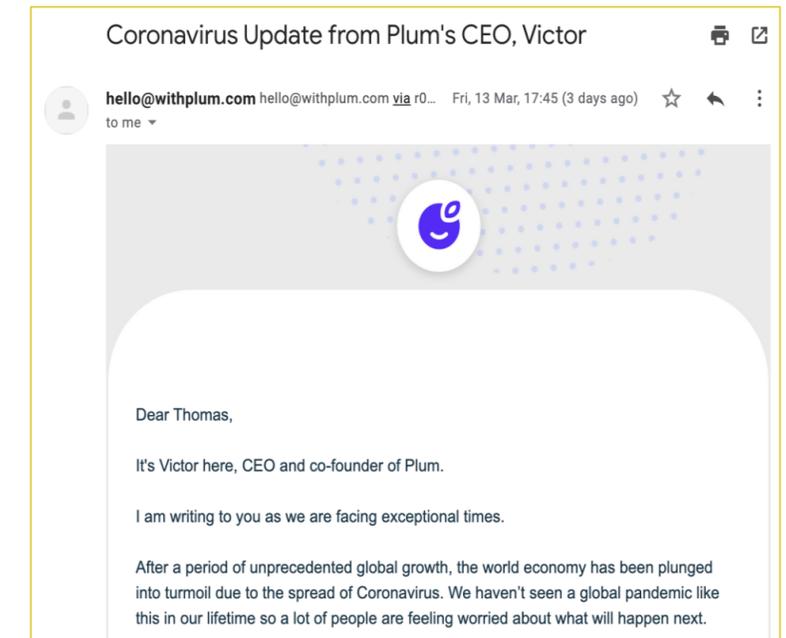


# Announcing your change

We recommend choosing someone of authority within your business such as Head of Department or CEO level to put their name to a personal announcement.

This announcement should let your audience know where you stand as a business, what they can likely expect will change from the norm, and what measures you're putting in place moving forward.

We suggest that this change be circulated through email, social posts and across your website.



# What will the future hold?

We can also anticipate the lasting effects that the COVID-19 pandemic will have on our audiences, their routine and need states when it comes to interacting with our brands. Here are the things we know will change after COVID-19:

- **Our audience will feel cautious around hygiene, interacting with each other and the environments around them**
- **Our elderly and vulnerable will require a higher level of support and care, with non-physical means of communication in higher demand**
- **Recovery of businesses and services will be staggered, with small- to medium-sized businesses relying on long-term customer loyalty**
- **Our audience will be looking for a ‘voice of authority’ in and amongst the noise, remembering the brands that create stability as oppose to capitalising on the situation**
- **Social isolation will highlight the importance of digital communications and experiences, sparking bigger investments in digital infrastructure and channels**



# What can we learn from this?

Taking what we know will happen and pairing it with what we know about our audiences will allow us to create meaningful solutions:

- **Our audience will feel cautious around hygiene, interacting with each other and the environments around them**  
**Ensuring that our brand provides education in its physical environment, providing reassurance in the form of physical or digital signage .**
- **Our elderly and vulnerable will require a higher level of support and care, with non-physical means of communication in higher demand**  
**Better utilising non-physical forms of communication such as email, print (direct mail), telecoms and online to engage and audience and the community around us.**
- **Recovery of businesses and services will be staggered, with small to medium sized businesses relying on long-term customer loyalty**  
**Remaining consistent with communication to your audience and rewarding them where possible for their continued loyalty and support.**
- **Our audience will be looking for a ‘voice of authority’ in and amongst the noise, remembering the brands that create stability as oppose to capitalising on the situation**  
**Use your channels for ‘good’ – whether that’s offering a helping hand to the community, or partnering with like-minded brands to help deliver a service.**
- **Social isolation will highlight the importance of digital communications and experiences, sparking bigger investments in digital infrastructure and channels**  
**Investing in your digital channels and infrastructure now will allow you to uphold communication with your audience and keep ‘top of mind’ for the future.**



# How can we support you?

For many of our clients, COVID-19 means that their physical spaces, marketing, budgets and internal comms are requiring assessment and adjustments in the upcoming months.

Here at Linney, we're dedicated to helping our clients through this time of uncertainty. If you need any assistance or advice, then we are happy to assist.

*[gemmapenny@linney.com](mailto:gemmapenny@linney.com)*



# Thank you

## Let's discuss

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