Lighthouse Brands in a time of Crisis – Podcast:

Complimentary Frameworks

dentsu AEGIS network

April 27th, 2020

COVID BRAND RESPONSES COMMON THEMES

THEME	EXAMPLE
FINANCIAL & ESSENTIALS HELP	Donations of funds, food or other essential goods
LOGISTICAL HELP	Transportation of essential goods
EMOTIONAL HELP & FACILITATION OF P2P CONNECTION	Self-care content or platforms to encourage virtual socialisation
TECHNOLOGICAL HELP	Manufacturing of medical equipment, or hygiene products (ie. hand sanitizer or masks)
POSITIVITY & INSPIRATION	Content which encourages positivity and looks ahead to when the situation improves
DIVERSION	Content meant to elicit escapism or a brief reprieve

CANVAS TO PLOT SPECTRUM OF RESPONSES

ACTION

AMPLIFY EXISTING BEHAVIOUR

NEW BRAND ACTIVITY

AWARENESS

What can we do as a business to help during this time?

Is there something else we could be doing to help during this time?

Is there something we do as a business worth talking about during this time?

Is there something we as a business want to talk about related to this situation?

We are helping our lighthouse brands navigate their response to COVID through a simple framework of **'Response, Recovery, Return'**

1

RESPONSE:
Immediate action as the situation develops and lives become more impacted

2

RECOVERY:
After impact begins to decline and measures start to be relaxed (unless there is a resurgence in cases, this is where China is now)

3

RETURN:
As life begins to return to normality

HOW TO USE RESPONSE, RECOVER & RETURN

	RESPONSE	RECOVER	RETURN
DIRECTION	• Determine our global direction. Based on our values, purpose and product what is the role of our company and brand in this crisis?	• Evaluate (and re-determine) global direction	• Evaluate (and re-determine) global direction
ALIGNMENT	• Issue update to all markets on brand action and messaging dos and don'ts • Bi-weekly check ins with markets. If situation changes, give guidance • Agree what constitutes a recovery and when markets should move to recover phase	• Agree with markets when they have reached recover phase and can start moving to recovery actions and comms	• Evaluate and formulate learnings to create a plan to get ahead in the future
BRAND ACTION & COMMS	• Playbook, guidelines and assets as developed in partnership with global teams and cascaded to regional hubs and local markets	• Playbook, guidelines and assets as developed in partnership with global teams and cascaded to regional hubs and local markets	• Playbook, guidelines and assets as developed in partnership with global teams and cascaded to regional hubs and local markets

dentsu AEGIS network

Thank you

Contact:

phil.adrien@dentsuaegis.com