

Tangible

WHAT NEXT?

*The most important thing brand owners we can do now is to
jump the queue for business and get ahead of the competition*

This is now: As the retail world started to reopen on 15th June the reality for shoppers was predictably about barriers, shields, queues, PPE and control. People in masks being shown into banks by smiling door staff is perhaps one of the more surprising consequences of the pandemic, but the queue itself seemed to be the attraction for some; and the prospect of a deal was the biggest driver for many who joined the line.



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The biggest question now facing business and brand owners is WHAT NEXT?

There are two types of answer to what's next – you can be in the “let's wait and see” camp or take an alternative view and respond with “how about this?”.

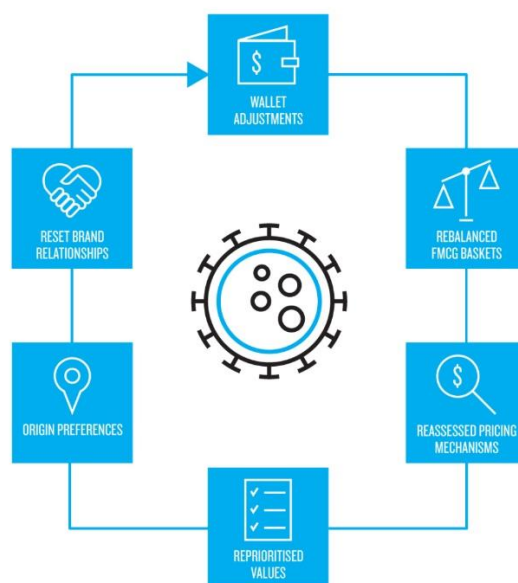
Whilst patience has its benefits, especially when queuing, this feels like a moment when waiting for business to come our way is less likely to be the best solution – making your own future is a better way of making it at least a little more predictable. Taking the initiative is a means of generating momentum rather than falling in step with a race to the bottom. Creating new solutions to consumer problems is the core of all successful marketing – it's a way of generating new business and being distinctive, memorable and more successful.

Focusing on consumer problems is the starting point and whilst there are short term gains to be made by overcoming current pains the bigger opportunities will be taken those who go deeper to understand the core needs that drive people's attitudes and the triggers that fire behaviour change.

Nielsen has recently provided a new and useful analysis of consumption dynamics www.nielsen.com/us/en/insights/article/2020/recalibrated-consumption-dynamics-in-a-covid-19-altered-world which echo some of the observations in our own April 2020 review of the trends that are most likely to be accelerated in the immediate future which you can look at here : <http://tangiblebranding.com/covid-19-post-crisis-planning/>

SIX MAJOR AREAS OF CONSUMPTION AFFECTED BY COVID-19

Driven by Accelerated Technology Adoption



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So our answer to the question “What Next”? is simple: **move to Stage 3 – compete by** looking to the horizon, jump the queue by understanding your customers better than anyone else and succeed by **solving consumer problems** .

COVID RESPONSE : CONSUMER STRATEGY STAGES

NOTE: STAGES OPERATE ON DIFFERENT TIMESCALES WITHIN AND BETWEEN EACH CONTEXTUAL FRAMEWORK AND WILL VARY BY MARKET, GEOGRAPHY AND CONSUMER GROUP

CONTEXT	STAGE 1	STAGE 2	STAGE 3	STAGE 4
COMMERCIAL	Comprehend Situation analysis, immediate implications, shifting perspectives	Cope Contingency plans, scenario scoping, initiative launches and learn by doing	Compete Work out what works, begin to prioritise winning routes and take stock of future potential and new scenarios	Conquer Moving beyond crisis into new normal defined by own ideas, new structures initiatives and actions
CONSUMER	Confusion What's happening, what does it mean for me	Concern Facing change, dealing with consequences, fearing problems	Compromise Adapting to change, finding alternatives, dealing with new circumstances	Consolidation Continuing with adapted behaviour or in case of attitude shift, returning to prior preferences. Evaluation of priorities leading to embedded behaviour change
COMMUNICATION	Announce Be present and engage with the issue – show determination to be part of it and alongside customers	Organise for Action Join forces, make alliances, create teams and movements to make things happen – however messy	Solve consumer problems focus on demonstrably resolving issues not cynically selling (although this does include solving how people can buy)	Create new appreciation Establish and consolidate new relationships based on experience of a reappraisal of the brand in its context
Engage with transparency, facts, empathy and increasing optimism across channels according to target group prioritisation				