



brand engagement in crisis times

Understanding how brands can serve people in a meaningful way during this time of crisis.

Prepared by Innate Motion team, #5 in our workshop series. Check out others at innatemotion.com
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today's session



- | | |
|--|-----|
| 1. a crisis of existence
Understanding the major shifts in people's lives driven by Covid-19 | 05' |
| 2. finding our place in this crisis
How brands can connect better and add real value to people | 15' |
| 3. breakout sessions
What to change? Where's the need? Where to start? A sub-group discussion... | 15' |
| 4. sharing feedback
Coming back as one, we'll share some of the challenges identified | 05' |
| 5. closure
Closing thoughts... | 05' |

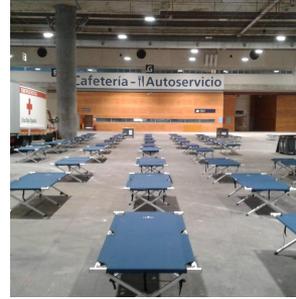
we are in a health existential crisis

The world as we know it has paused. People are reacting in a multitude of ways. Brands have always played a role in resolving our existential tensions. In this collective trauma, brands have opportunity to reshape our societies and cause collective change. **But first brands must empathize.**

People are under pressure.



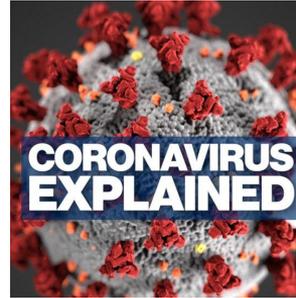
People are confronted with mortality.



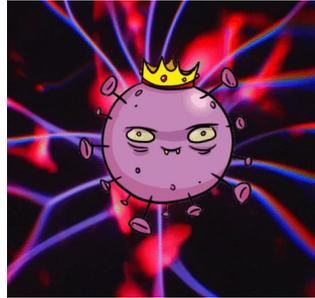
People are scared.



People feel lost.



People feel helpless.



People are bored.



People are lonely.



STAY HEALTHY

People feel weighed down.

many brands don't know what to do

Brands and companies are trying to find how to best connect with the people they serve in times of crisis by asking:



how to be relevant

and play a positive role in these difficult times?



how to be compassionate

and understand what truly matters to people in this moment in time?



how to avoid opportunism

and not be seen as trying to take advantage of the situation?

what should brands do differently?

In times of crises, the best way to connect with customers, consumers, partners or anyone who co-creates value with you is to focus on topics and issues that really matter to the people you serve.

to do anything well, we must first empathize

We are in a state of 'thrival', caught in a limbo, in uncertainty, people are grappling with tensions driven by both despair and hope.

They are caught between survival and thriving.

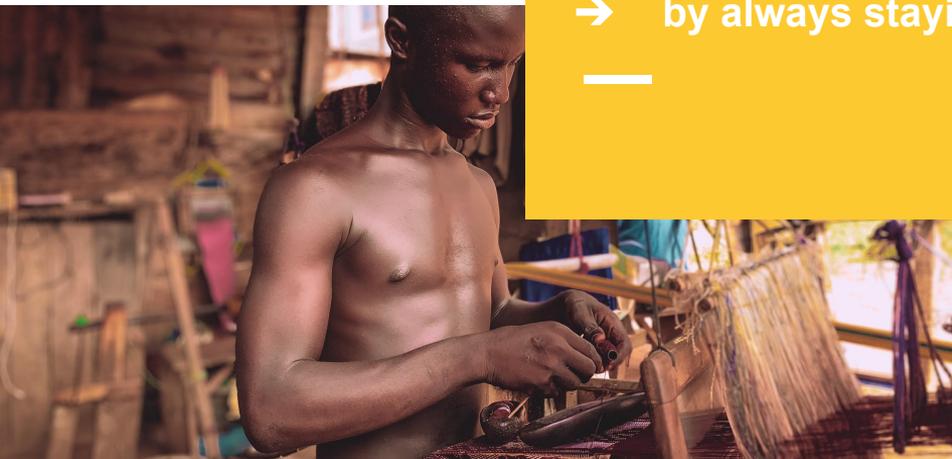
They are finding ways to deal with the crisis, protect themselves, their loved ones and at the same time seeking to thrive!





Brands find their place:

- by weaving into the lives of people
- by being useful alleviating tensions
- by always staying true to their voice



when people want to cultivate creativity

brands can provide opportunities to self improve

The restrictions on movement and closure of work and social spaces has led to time to pause and reflect. Unleash people's interests and energy in new spaces that they may not have considered or had time for before.

Action tips

1. Stimulate interest with a no-time-like-the-present attitude.
2. Inspire people with topics that are more foreign to them.
3. Explore alongside them.

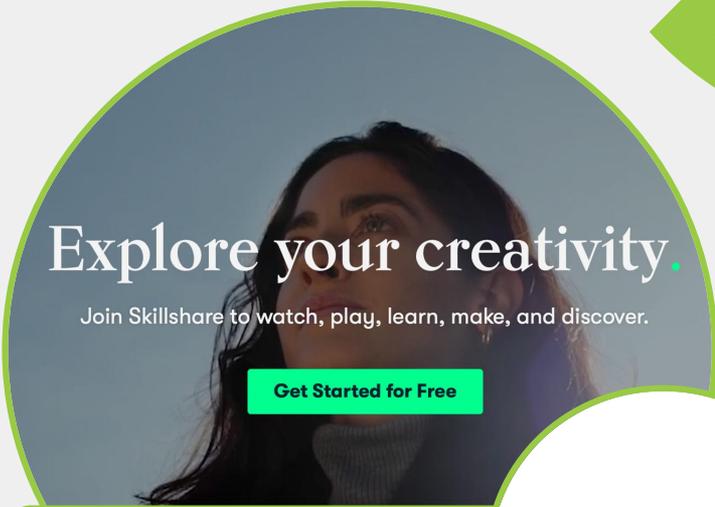
Values

Independence, self-improvement

Tone of voice

Stimulating, educational, motivating

Bored, people look to learn new hobbies to stay engaged



Explore your creativity.

Join Skillshare to watch, play, learn, make, and discover.

Get Started for Free

Free 2 month access to develop skills

*Feeling helpless,
people strive to be
resilient and stay
ahead*

when people want to reinvent with skills
**brands can elevate
to compete better**

Ambiguity of the future has led to increased societal anxiety. Be a form of authority that people can rely on to steer the way towards solutions.

Action tips

1. Provide rational, grounded solutions to make people feel more secure about their future
2. Make solutions easily accessible
3. Demonstrate the value these can bring to their lives

Values

Ambition, determination

Tone of voice

Motivating, informative

The all-new Classroom

**Free tech training for
retrenched workers**

UDACITY

when people look for courage to reshape
**brands can bring down
barriers to survival**

Current systems show clear limitations in fully meeting our needs. Rethink the systems and offer a different paradigm to look at solutions. Brands that operate here don't understand can't or won't — these brands move mountains, leaving a mark in people's memory forever.

Action tips

1. Show up.
2. Co-create beyond existing silos to have a purposeful impact on the crisis.
3. Boldly bring down barriers to innovation by believing you can do anything.

Values

Courage, confidence

Tone of voice

Decisive, bold, gallant

*Ventilators with no
prior experience*



*Afraid, people find
their inner hero to
challenge norms*

when people look for relief through levity
**brands can use humor
to lighten the mood**

When people are scared, they have historically turned to humor and entertainment to find a sense of escape. It's a powerful tool that relieves us from anxiety and helps us cope with bad news of the world.

Action tips

1. Find ways to laugh at the crisis.
2. Help people cope with their biggest frustrations with jokes that show we're all in the same boat.
3. Create a space where they can put aside the worry for a little while.

Values

Liberation, open-mindedness.

Tone of voice

Light-hearted, escapist

*You should've
#stayathome*

NETFLIX

SPOILER:
Only two couples say 'I do'.
And no, Kenny and Kelly aren't one of them.

You should've
#staythefuckhome

NETFLIX

*Pressurized,
people use a
humorous spirit
to release*



Virtual tours of the cherry blossoms



when people want to return to innocence **brands can remind people of good times for hope**

It's quite difficult to find hope in moments that affect us adversely and force us to alter our lives. People like to be reminded of the brighter sides of life when conditions were much better to serve as a distraction to the crisis.

Action tips

1. Focus on an activity from a happy time
2. Keep engagement exciting and immersive
3. Ensure message is uplifting

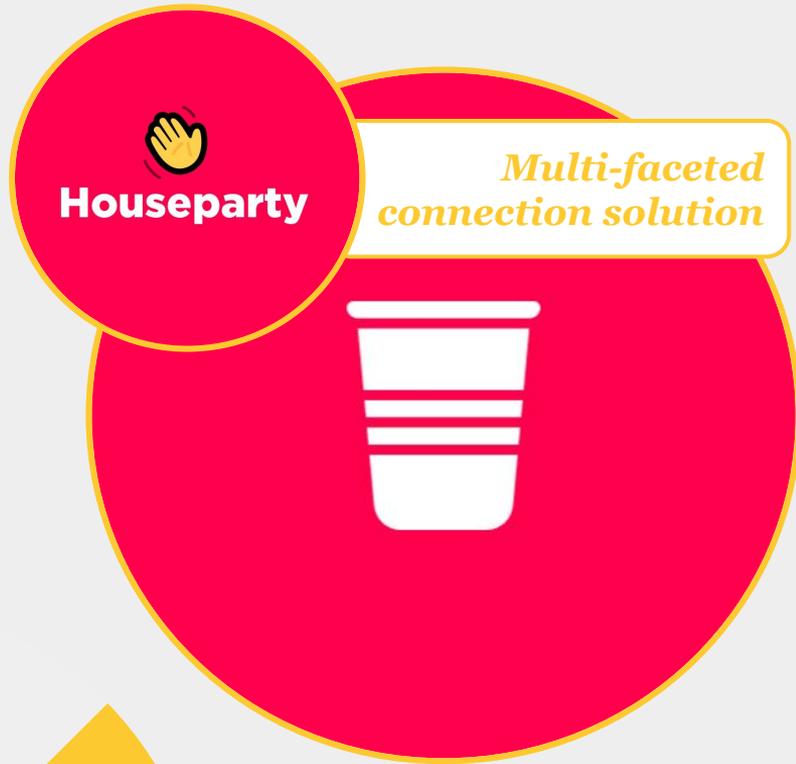
Values

Inclusivity, respect

Tone of voice

Optimistic, interactive, fun

*Weighed down,
people want to
remember simpler
times*



when people long for solidarity
**brands can share ideas
that enable connection**

It is ingrained in social animals like humans to hug, shake hands or kiss. Being in close touch with people is vitally humanizing. People are inventing new kinds of sociability and ways of staying emotionally close to each other brought together by heart and creativity.

Action tips

1. Encourage more moments of connections
2. Make it fun, energizing and engaging
3. Share the happiness

Values

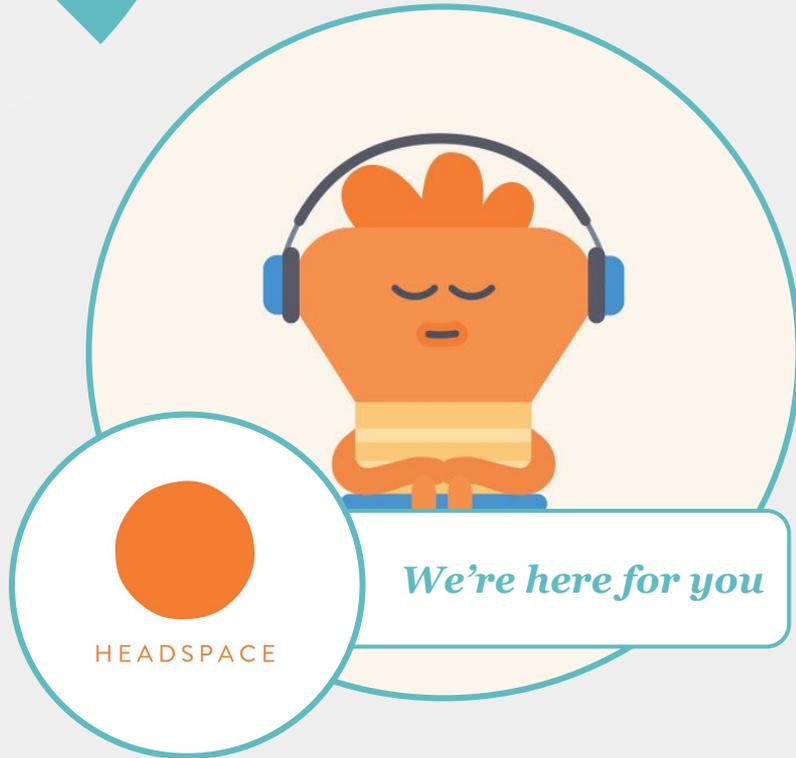
Generosity, openness

Tone of voice

Collective, inviting, uplifting

*Lonely, people are
anxious to reconnect
and stay in touch*

Confronted with
mortality, people
want to be nurtured



when people reach out for care brands can **actively** demonstrate care

Official structures are not prepared to handle the situation alone and people have become more and more aware that we are all in this together. New ways of nurturing ourselves and each other has raised the spirit of reciprocal care.

Action tips

1. Help people with avenues to care for themselves.
2. Enable little ways for people to care for others.
3. Show you understand their struggles & limitations

Values

Transparency, honesty

Tone of voice

Clear, calm, supportive

Lost, people try
ground
themselves in
what matters



when people seek anchors

brands can adopt small and simple actions

The desire to feel safe, secure and protected has never been so intense these days. Today, it is not only about your personal safety and maintaining a positive spirit but about not putting the others in danger as well.

Action tips

1. Demonstrate accountability and responsibility lies within us
2. Show more consideration through small acts of service
3. Reveal your more human side by acting as a lifeline

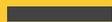
Values

Trust, security

Tone of voice

Grounded, comforting, reassuring

breakout session



Discuss in 15 mins

Where do you see opportunities to engage better?





Share your thoughts



Key Learnings from breakout group sessions

1

lead with empathy

It is important for brands to identify the empathy platform that most relates with the people they serve and lead all brand initiated messages with that to avoid alienating its community

play a useful role

Finding a way to add value to people's lives during this crisis without a clear sales objective enables the brand to not come across as being opportunistic but rather playing a meaningful role

2

3

activate via multiple lens but stay true

Your brand being authentic during this period cannot be overemphasized. Express different empathetic messages based on people's emotions to engage different parts of your community but stay true to your brand's core

sometimes just do nothing

Staying silent and reassuring your brand community to adhere to rules also prevents your brand from being seen as opportunistic and the people you serve will respect that.

4

5

provide direct support to communities

Going beyond own brand initiatives and providing direct support to impacted communities and governmental initiatives shows true empathy and will also be appreciated by your community

Key Learnings from breakout group sessions

1

seeing consumers as humans first

It is all about brands viewing consumers as humans first who have real needs and concerns; then seeing how best to add real value to their lives

trust empathy & sales go hand in hand

It is sometimes hard to focus on building long term relationships with your community when the natural tendency is to focus on how to recuperate sales short term

2

3

dial up collaboration, sharing, community

Now more than ever, it's important for brands to show the people they serve that they care about their communities, environments and are willing to collaborate; that it's not just about profit.

4

be the strong shoulders

Brands need to demonstrate they are strong shoulders that people can rely on in times of adversity and can provide different kinds of sustenance

5

purpose is more important than ever

Having a genuine human or environmental reason for your brand's existence is more important during this period. Health of people is more important than 'the market'

Key Learnings from breakout group sessions

1

understand 'new' consumer insights

Understanding the insights behind people we serve is important to enable us delve deeper to address their concerns instead of just shooting off the cuff

avoid #metoo approach

The worst thing a brand can do to be perceived as inauthentic is to jump on the bandwagon of pushing Covid-19 comms and donating PPE when that approach is not true to the brand's core DNA.

2

3

do not be all over, stay true to your voice

People are all over the place with their emotions and brands are struggling to not be all over the place too. They must pause and choose a direction that is true to their voice.

4

employees vs consumers

Showing support to employees or key stakeholders of a brand is as critical as taking of the people the brand serves.

5

stop endless planning, take action

Endless scenario planning causes more anxiety in teams. Stop and take action to limit the number of possible scenarios. Take back control.

thank you!

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