

# brand engagement in China in post-pandemic era



Understanding emerging people's mindset and bringing true value to people's life to help brands sustain more meaningful growth in the post-covid-19 era.

an Innate Motion business humanizing talk  
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**Jasmine Huang**

business humanizer & cultural decoder

basel

[jasmine@innatemotion.com](mailto:jasmine@innatemotion.com)



**Rachel Goh**

business humanizer & partner

singapore

[rachel@innatemotion.com](mailto:rachel@innatemotion.com)



**Cathy Wang**

business humanizer & cultural decoder

shanghai

[cathy@innatemotion.com](mailto:cathy@innatemotion.com)

# today's #humanizingtalk

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1. **why are mindsets important?** 20'  
**how people in china respond to crisis?**  
**8 prominent mindsets in china**
2. **getting to know each other** 15'
3. **closing** 10'



**In times of uncertainty, it is essential  
for brands to understand  
emerging mindsets.**

**Only then can brands be relevant  
in people's lives.**



**Most Chinese are optimistic about recovery  
and confident that policies are in place to  
make it happen.**

**In China there is the belief that  
we can win by facing challenges with  
positivity and effective solutions.**

current mindset philosophy of  
danger + opportunity

危

机

# 8 prominent mindsets in China



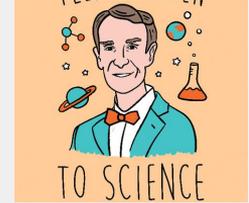
**rigorous  
wellbeing**



**maximised  
safety**



**upgraded  
me 2.0**



**all-mighty  
technology**



**redefined  
eco-role**



**unleashing  
individuality**



**sparking  
joy**



**joint  
invincibility**

# rigorous wellbeing

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## Old normal:

Nurturing wellbeing is a cliché that most people only try to maintain.

## New normal:

Health is pursued with clearer goals and stronger functional motivations.

全世界安睡  
而你在悄悄地美



【尊选】是可口可乐公司的商标。

*Coca Cola Sleep Beauty*  
*#Enhance your beauty with every sleep*

# maximised safety

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## Old normal:

My world is safe. Casual contact with germs does no harm.

## New normal:

We are not immune. We need to be on guard and make sure that everything is under our control.



*Fotile dishwasher*  
*#May you be invulnerable to virus*  
*Let me protect you from uncertainty*

# upgraded me 2.0

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## Old normal:

I will succeed quickly and get quick returns as long as I work as much as I can now.

## New normal:

Only having a long-term vision that adds value to myself can take me further into the future.

# 宅家抗疫 好课陪你

疫情肆虐 爱不停歇

*NetEase*

*# 100 paid courses for free*

# all-mighty technology

## Old normal:

The power of technology is recognized, but not indispensable. “Low-tech” life is still acceptable.

## New normal:

Renewed knowledge of how powerful technology can be and trust in it rises to an unprecedented level.

## 极速问诊

三甲专家在线问诊 15分钟快速回复



**WEDOCTOR**

**# connect to top notch doctors  
in 15 minutes**

# redefined eco-role

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## Old normal:

Caring about the environment is more about serving my own interests rather than ethical beliefs.

## New normal:

Reevaluate my position in the ecosystem, more openness to new environment-friendly ideas.



TA，拥有黑科技加成  
让你感受媲美真肉的口感



没错

**KFC**  
**# Fake meat, true flavor**

# unleashing individuality

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## Old normal:

Uniqueness is expressed in a collective way and is only as good as collectivism allows.

## New normal:

Life is too short to lose myself in the collective. I want to live my own way, now!



哪儿挡得了  
我们



*Nike*  
*# Nothing can stop us*

# sparkling joy

## Old normal:

Happiness is saved only for the future. But when it does come, it has to be a grand experience that is perfect and made just-for-me.

## New normal:

Life is so unpredictable. Live the moment and start appreciating every small treat or joy in my daily life.

## 力士植萃系列



*Lux*

*# Winter has gone and summer comes  
A renewed you in full blossom*

# joint invincibility

## Old normal:

Take for granted all the basic but vital services like public healthcare and national grid in our life.

## New normal:

Reevaluate our bonds with every other ordinary person and cherish their work in making our seemingly effortless life possible.



# #你守护世界 我守护你#



你守护KPI  
我支持你  
愿能帮你  
精致出场

致职场女人

**Midea**

**#You defend the world, I defend you**

The background of the slide features silhouettes of several people in a breakout session, set against a dark blue gradient background. The silhouettes are positioned around a central blue circle containing text. The overall scene suggests a collaborative and interactive environment.

**time to know  
each other  
better in a  
breakout  
session...**

**discuss which space is  
most relevant to your  
brand, product  
or service,  
and what opportunity  
do you see?**

**have fun and  
see you back in 15 mins!**





**Thank you!**