



# Tips for Marketing in a Sensitive Time

## **THE WORLD HAS CHANGED RADICALLY OVERNIGHT, AND BUSINESSES NEED TO ADJUST FAST TO THE IMPACT OF COVID-19.**

Initial reactions to rapidly changing market conditions often include a dramatic pause, a decrease in activity and then a period of spending. During this pause, there is an uncommon opportunity for companies and brands to make a plan for when the economy recovers—and it will recover. The reality is that some brands will come through this difficult period prepared to be even better, while others will be caught unprepared.

## HERE ARE SOME TIPS TO HELP YOUR COMPANY PREPARE:

### 1. What you communicate is highly sensitive.

While we will enter a period of consumer desire for diversion and escapism, we are not there yet. There will be uncertainty and anxiety. Gaining and maintaining visibility now will lead to quick growth once market conditions begin to improve. Your brand will be the one they think of once they buy again—because you were there for them during the tough times.

Ask yourself:

- Do you have a great corporate social responsibility program that has always taken a backseat to your sales promotion efforts?
- Is your company providing some type of public benefit around COVID-19 management and recovery?
- Do you have a product or service that is (or should be) in demand because of the current conditions?

Now is the time to tell these stories and prove to your customers that you're here for them.

### 2. How you communicate is highly sensitive.

This is not a time to leverage fear. Even if your product or service is directly connected to COVID-19 issues, playing on fear never builds loyalty. Customers are anxious and stressed—they're looking to be comforted. You should approach your communications with this in mind and attend to the emotional and functional needs of your customers, not the reason for those needs.

A perfect example of this is the significant increase in television spots for Campbell's® Tomato Soup and Puff's®, and how the brands approach these sensitivities. Neither company even mentions COVID-19. Both just comfortably remind consumers that these brands are here to help them feel better.

Even if you're not a consumer brand, the same situation and rules apply. For example, if you're a B2B provider of web-based meeting software, your communications should still cover the human-functional impact of your solutions. Show your software brand connecting people and maintaining business function. It's a time to be sensitive, not overly promotional.

### 3. Where you communicate is highly sensitive.

Daily life flow and media consumption habits have changed. Heightened attention to news sources, working from home when possible, and increased consumption of social media are becoming the new normal as people increasingly need to connect from a distance. These are all important structural factors to consider in the media landscape and hold important implications for your marketing plans. It is also a time where brand safety and trust are more important than ever before. While you do want to expand your reach during this period, it needs to be through channels you are confident will only improve that trust.



## TOGETHER WE WILL GET THROUGH THIS.

These are trying times. But like other emergencies, this crisis will end. Mower's 52-year mission has been to appropriately and strategically help our clients to grow. Our goal now is to put our clients in the best position to weather the economic effects of the COVID-19 pandemic, and to communicate to the public the steps our clients are taking to help their communities in this crisis. We know from past experience that successful business leaders respond to crises head-on. Mower can help your business craft a communications strategy which effectively responds to the ongoing emergency and reassures your customers. Working together we can meet this challenge and make sure your brand is ready when the crisis is over.



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