



# MANAGING BRANDS THROUGH TURBULENT TIMES: NAVIGATING INTO 2021

21 October, 2020

Kirsten Riolo, Service Line Lead/ Director Ipsos Australia & New Zealand  
Kathy Benson, Chief Client Officer, Ipsos Australia & New Zealand

GAME CHANGERS



# All the way back in January 2020

It was all about more data, more connections, more people and six macro forces shaping the world....



**Dynamic populations**



**Growing inequality and opportunity**



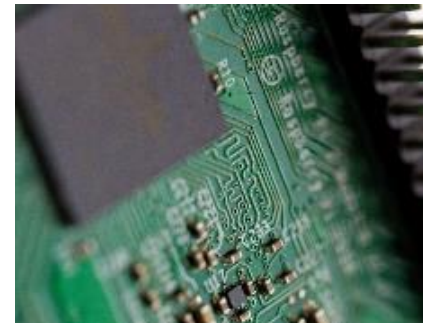
**Geopolitical tensions**



**Data world**



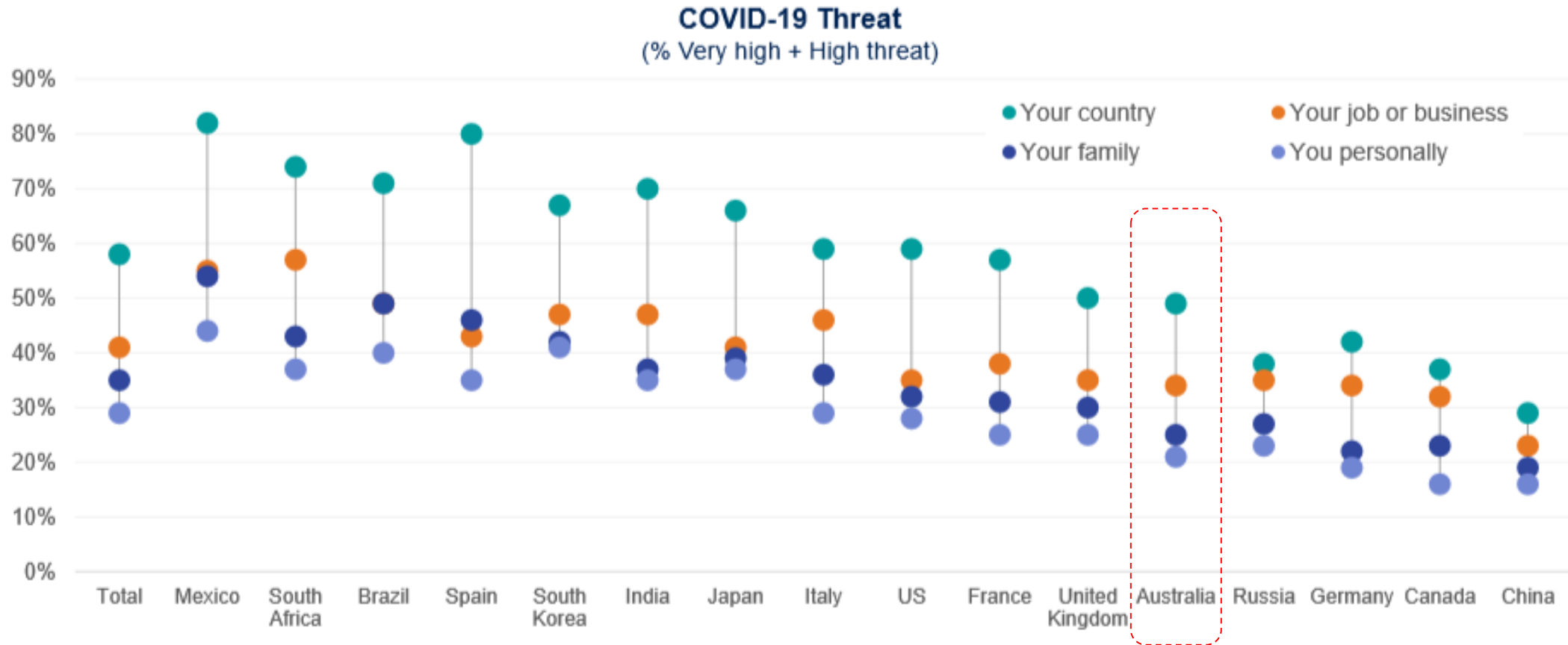
**Technology tipping points**



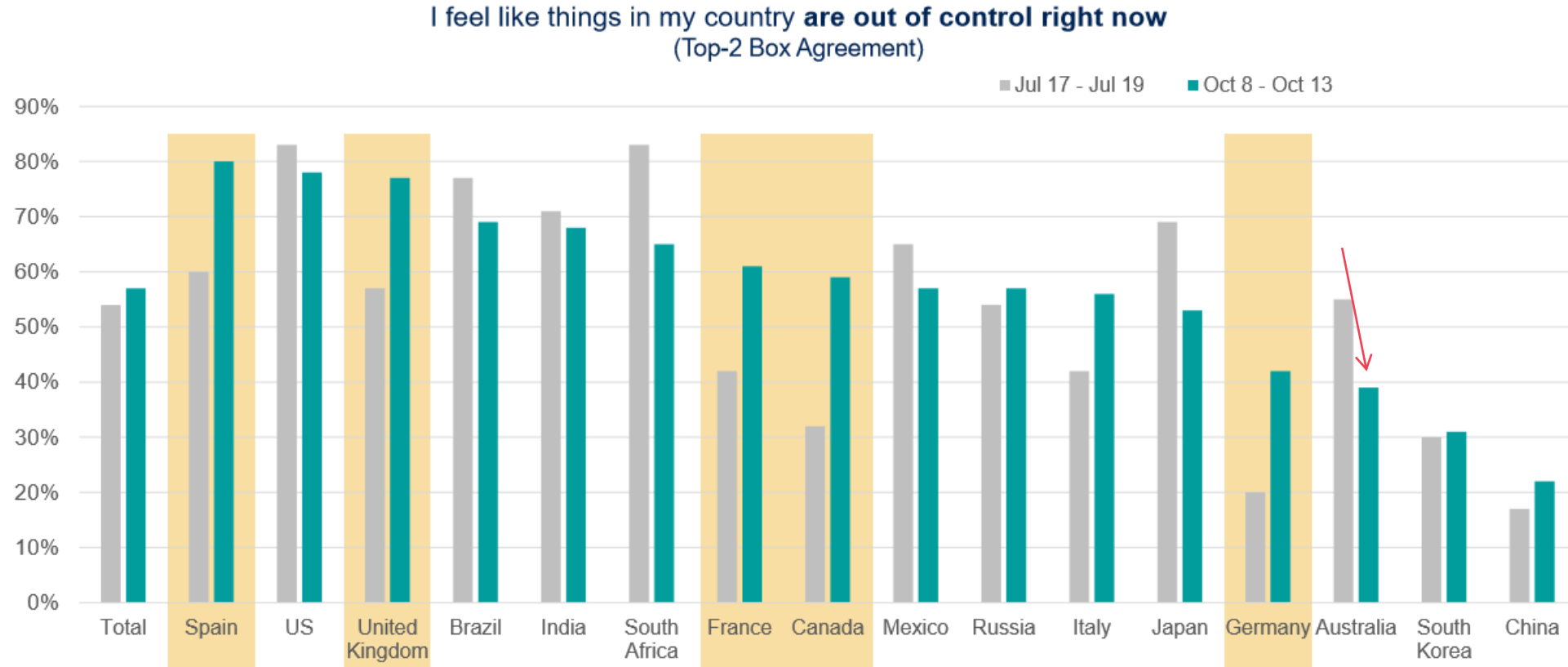
**The fragile planet**



# Since then.....health & financial crisis, personal impact ☹️

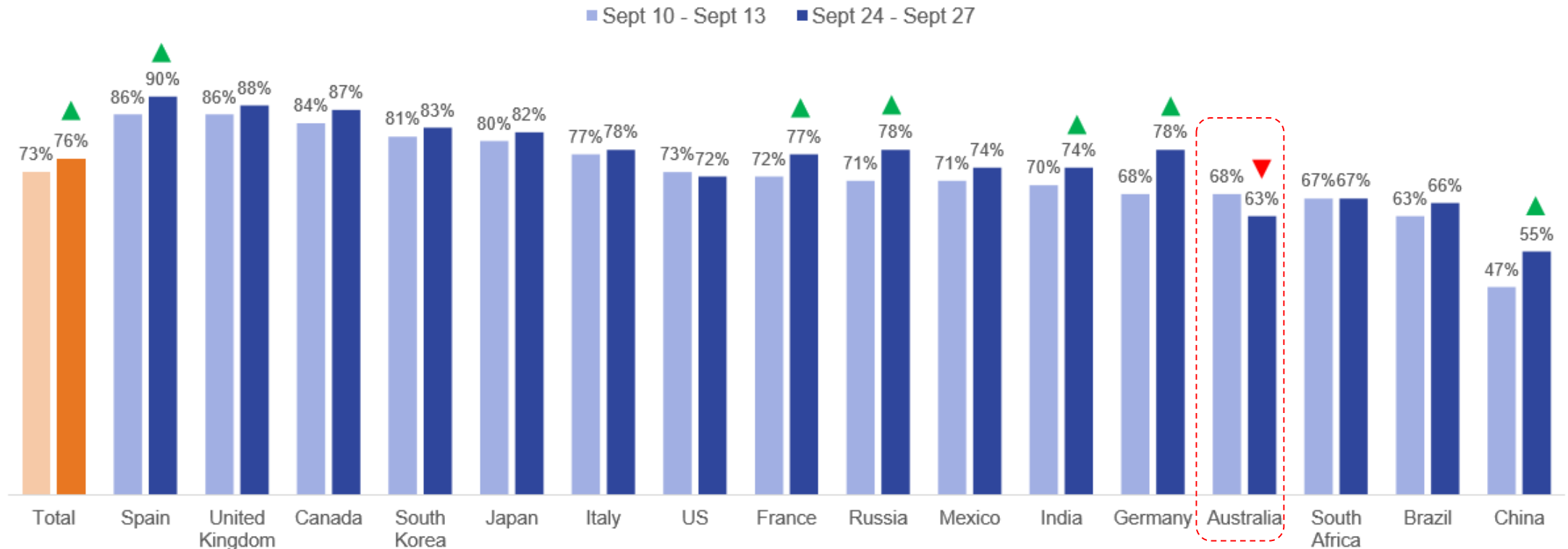


# The good news is...Australia is fairing better than other countries



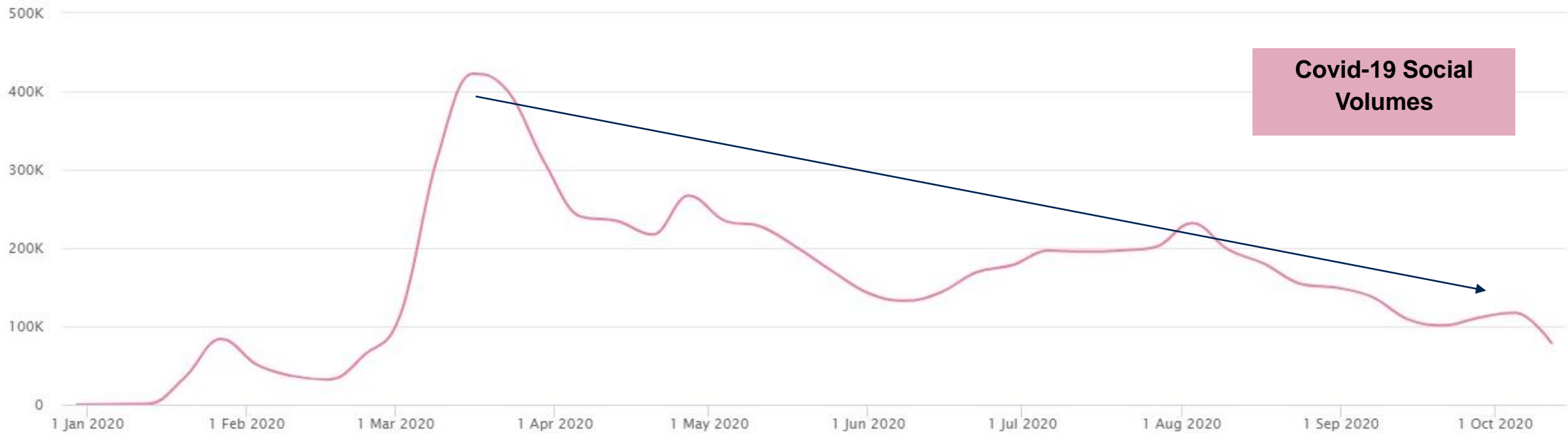
# As we become more confident that another wave will not take place

“I think there will be another wave of COVID-19 infections in my country”  
(Top-2 box agreement)

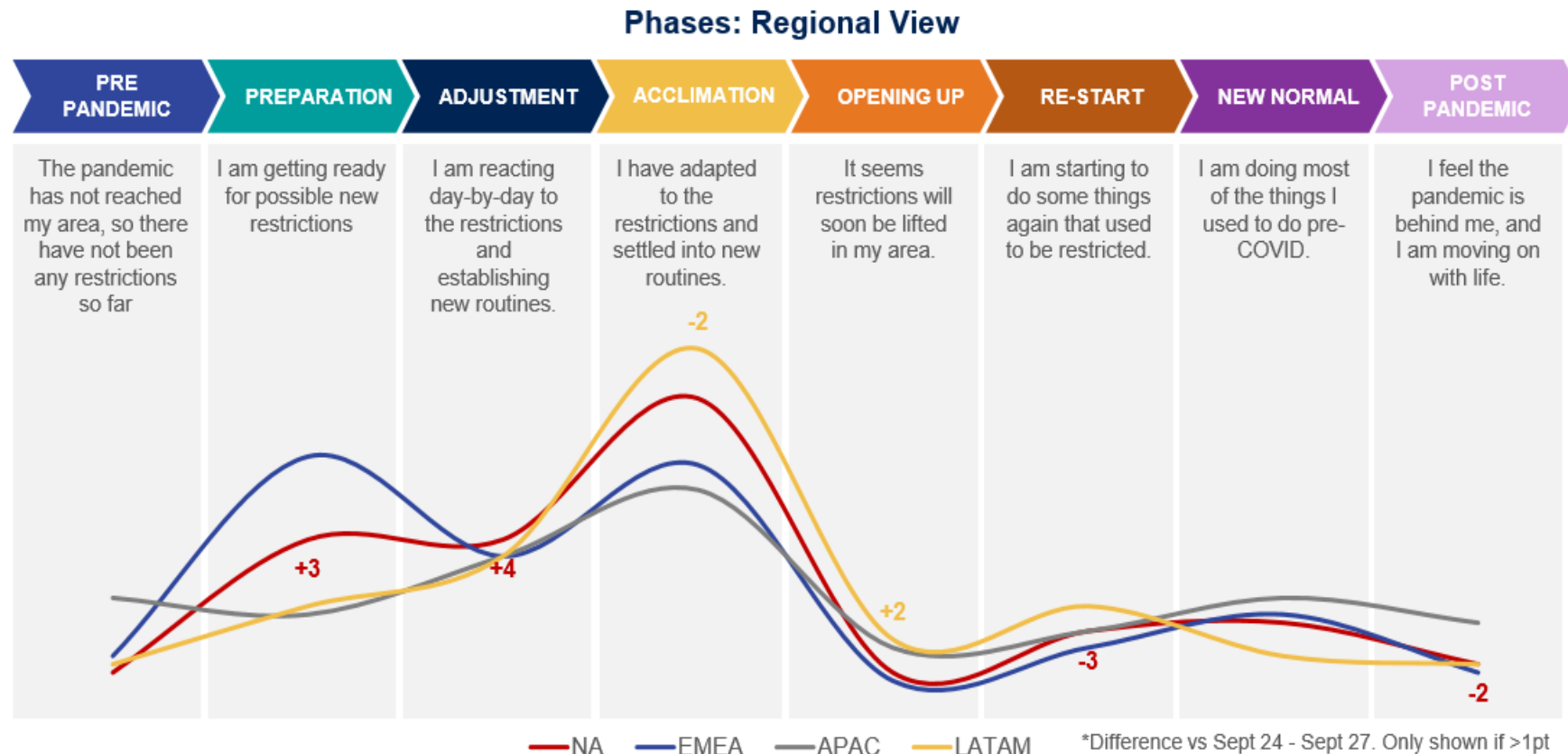


Q: (We should restart the economy and allow businesses to open or operate as they choose) To what extent do you agree with each of the following? (n=14570)

# We can also see also through social monitoring that volumes of chatter have also abated

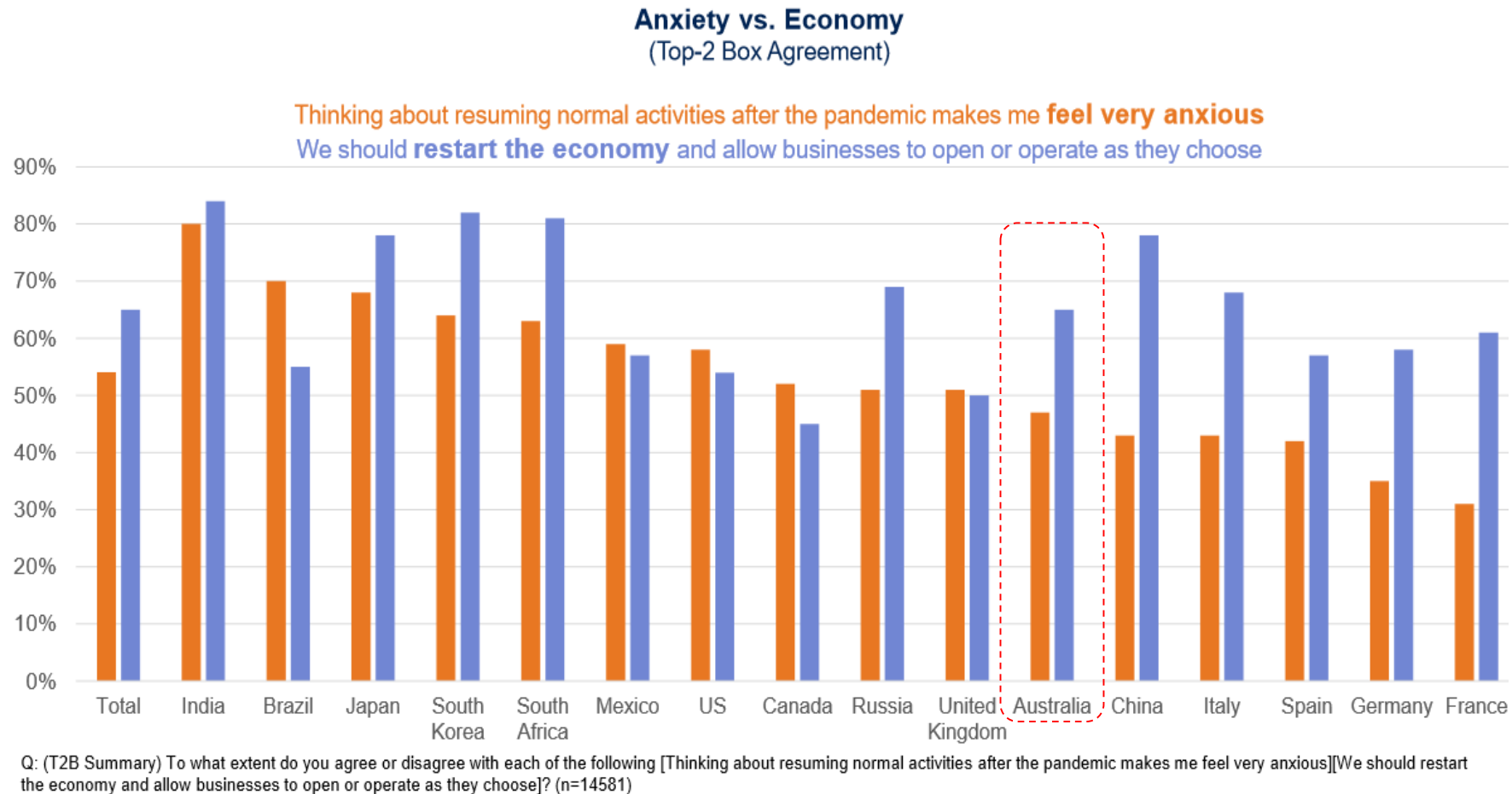


# APAC has adapted to the changes and compared to others is edging ahead in trying to move on in life



Q. There are often several phases or stages that people go through when times are hard. Which one of the following phases do you feel best describes your current situation regarding the covid-19 pandemic (n=14581)

# But, we still need to resolve the tension between the support for economic recovery and personal anxiety





# The silver lining...

While existing paradigms are disrupted, consumers are flexing to a new normal.

Anything is possible.



# We can, and do, adapt to change...if music is any guide

 1975



Bee Gees

 1982



Madonna

 1991



Gun'N'Roses

~~~~ 2009



Taylor Swift

# Some are seizing the opportunity of a ‘break from normal’ and doing things they never had the chance to do before



*“I really seized two months of the summer this year. I have done everything I’ve wanted to do for years.”*

- Fatiha, France 



*“I’m on a diet – I’m currently doing a 90-day workout plan. I also have to eat healthy which is very fortunate for me. I definitely couldn’t do this if I was back at work. COVID is a blessing in disguise.”*

- Chloe, UK 



*“The renovations continue. This whole room has been redone. [...] The entire kitchen has been redone.”*

- Jaye, US 

Source: Ipsos ECECovidWatch 2020



**The consumer is  
continuing to change**

**And so can brands**

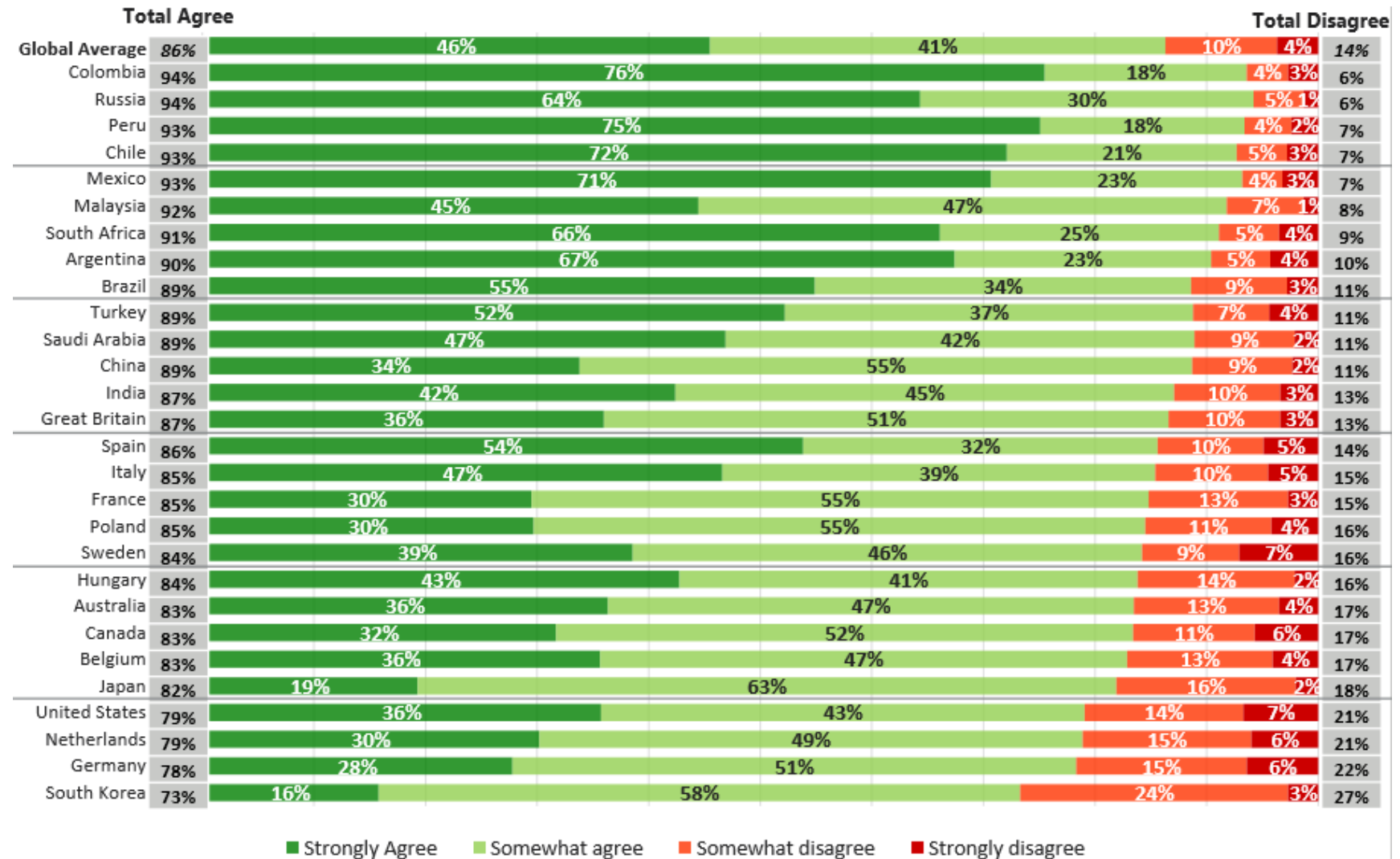
# They are looking to use this moment to make changes, to be better than before

**GLOBAL AV.**

**=> 86% TOTAL AGREE**

**AUSTRALIA**

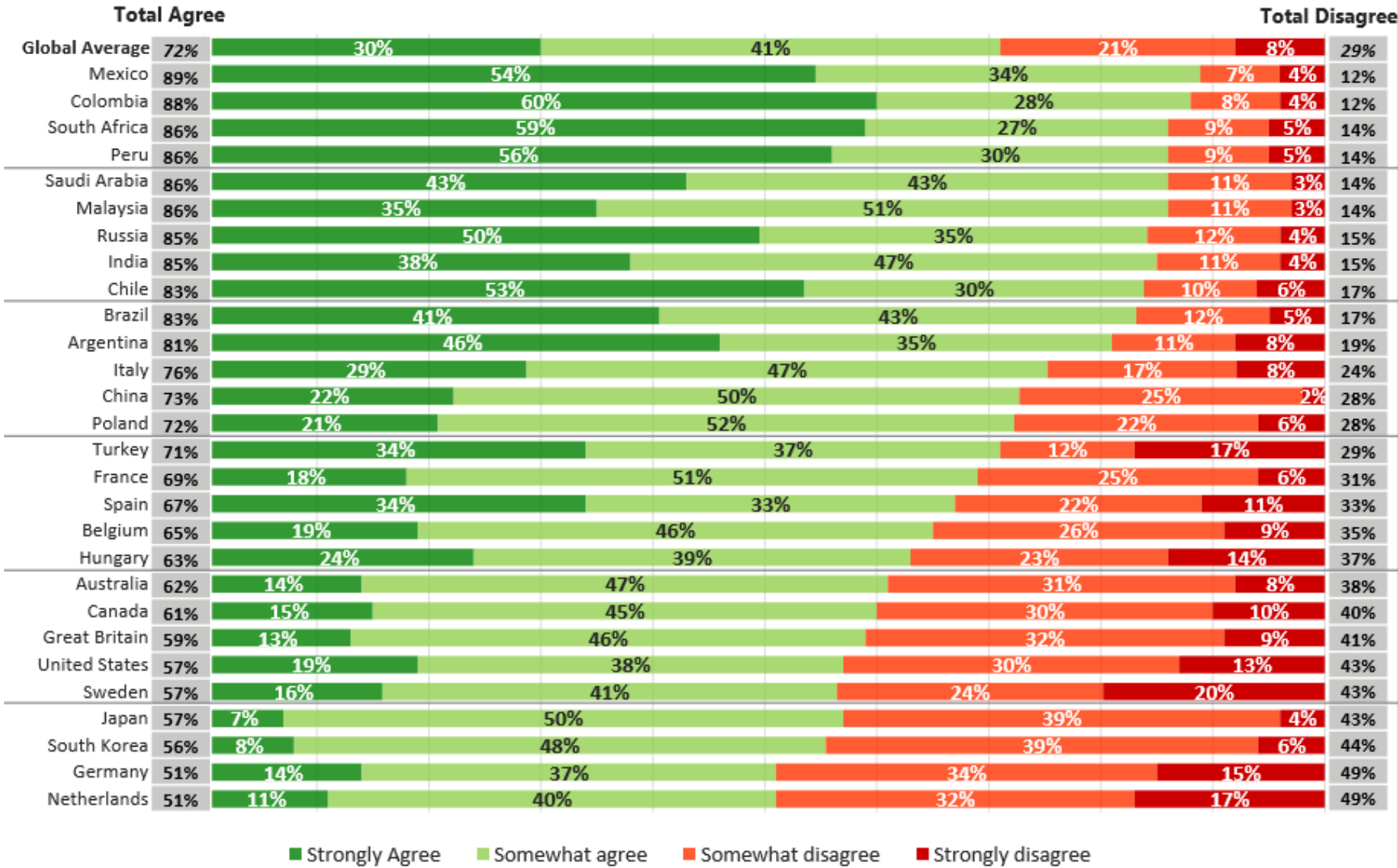
**=> 83% TOTAL AGREE**



# Hoping to create a more sustainable and equitable world

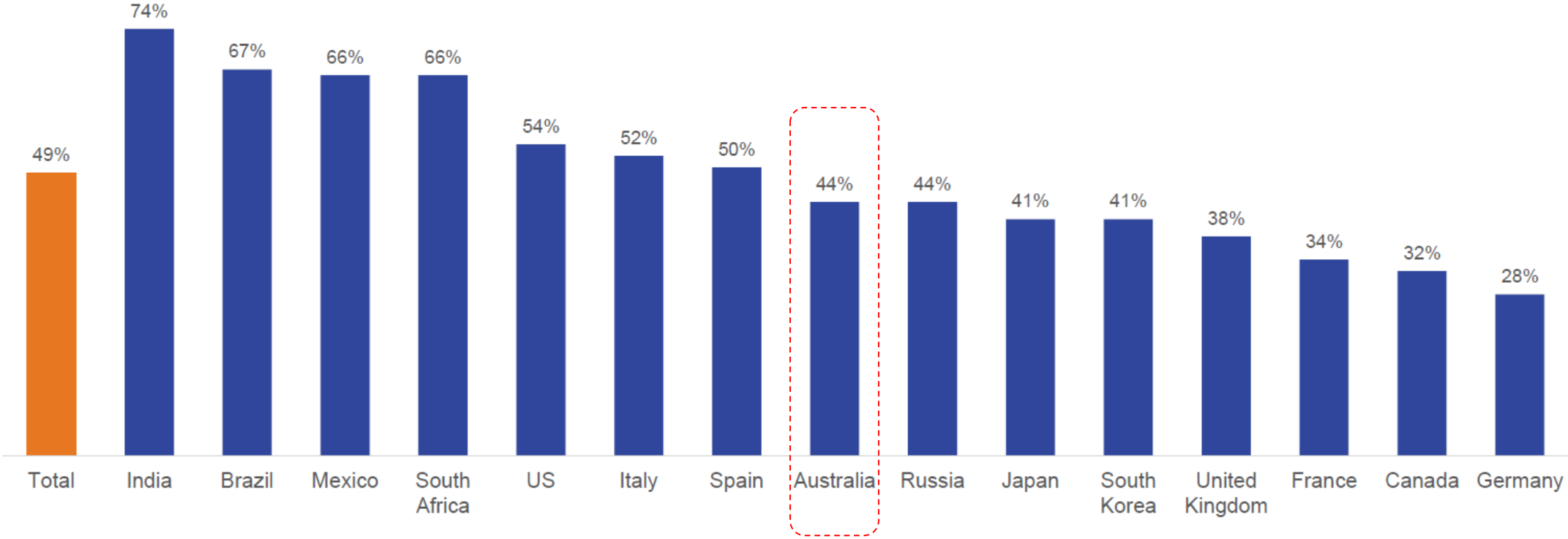
**GLOBAL AV.**  
**=> 72% TOTAL AGREE**

**AUSTRALIA**  
**=> 62% TOTAL AGREE**

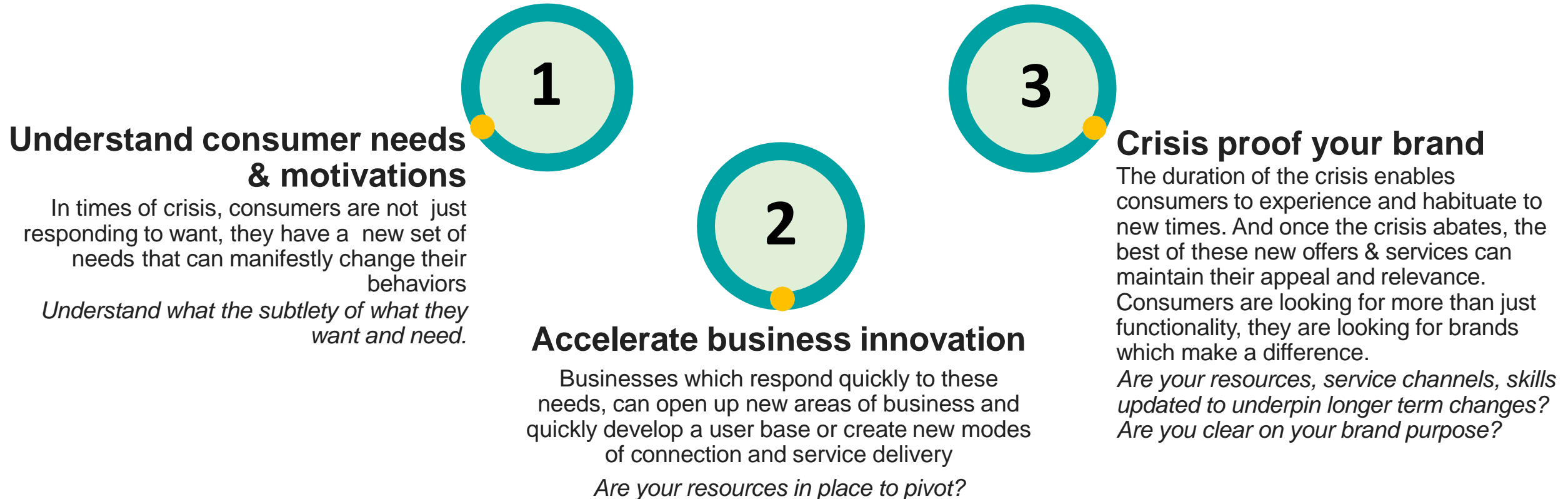


# Half of citizens globally trust brand to provide more accurate information than their own government

“I trust brands and companies to be a more accurate source of information than my government”  
(% Strongly + Somewhat Agree)



# Getting ready for 2021 is not just about COVID, but the new horizon we are looking to...





# Understanding consumer needs

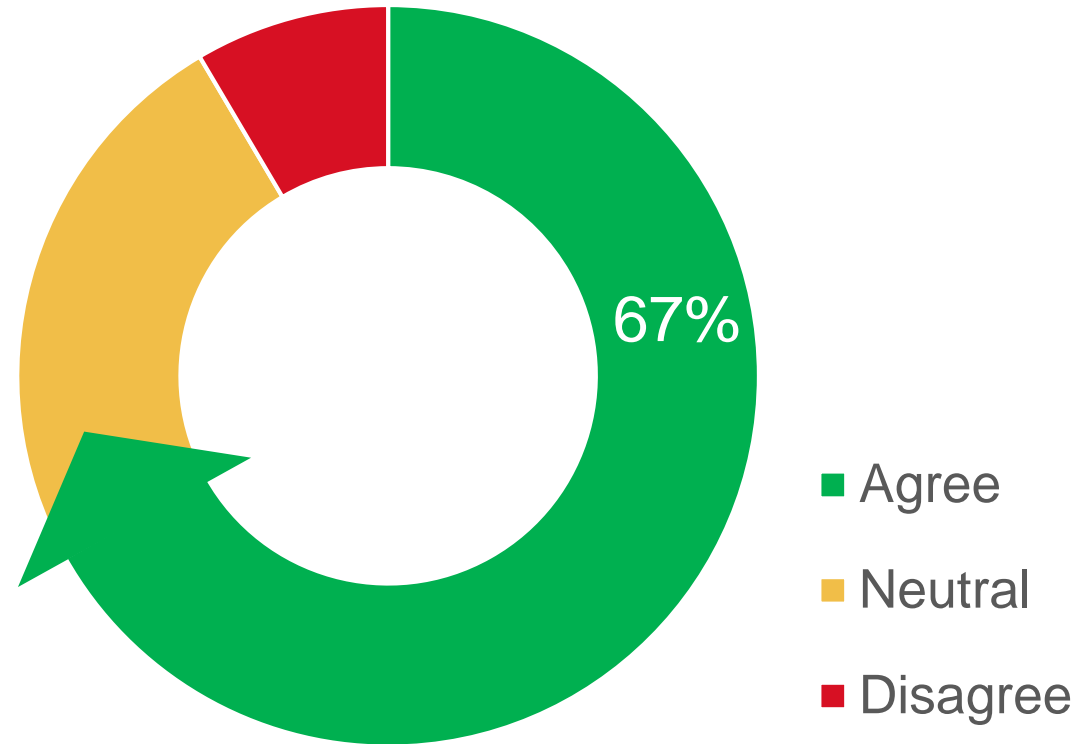
1



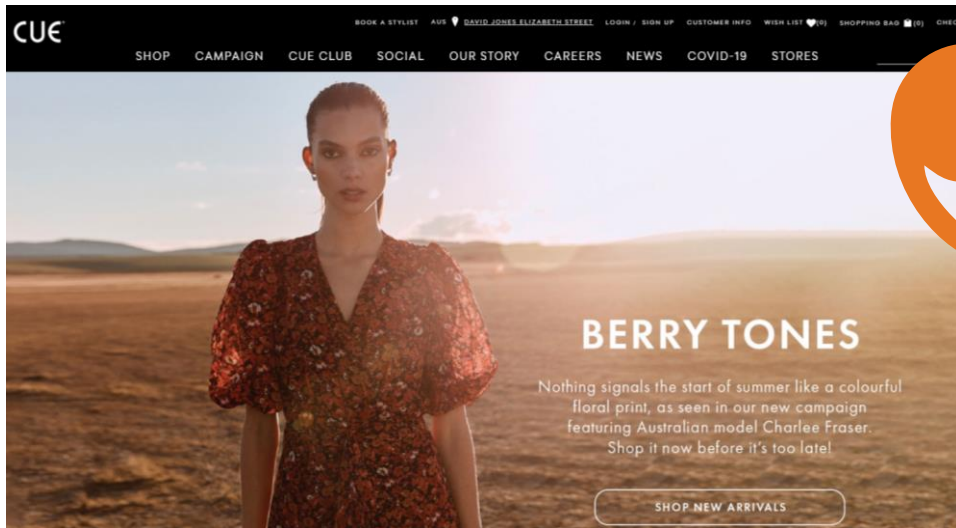
# Consumers want to be heard.. so ask them



I believe companies should continue to conduct customer research”



# Digital first does not mean humanised contact is not important



Cue Through COVID Cue launched a video-based styling platform providing free styling sessions with Cue staff via Zoom. This was initially offered to VIPs, then opened up to all customers.



This was being worked on pre-COVID, as we saw blending of online and offline retail was coming together. The pandemic accelerated that and acceptance of consumer behaviour lent itself to us executing these video sessions... The service has now been extended to in-store.”

Cue Clothing’s CIO, Shane Lenton



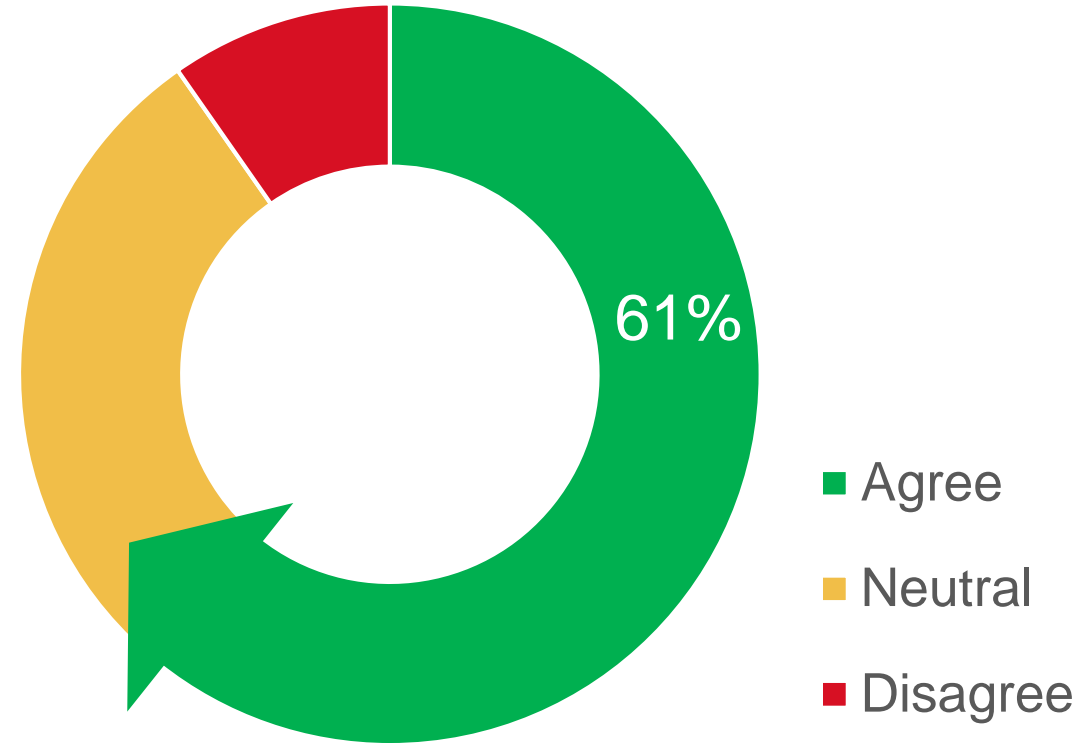
# Accelerate business innovation



# Consumers want innovation....so give it to them

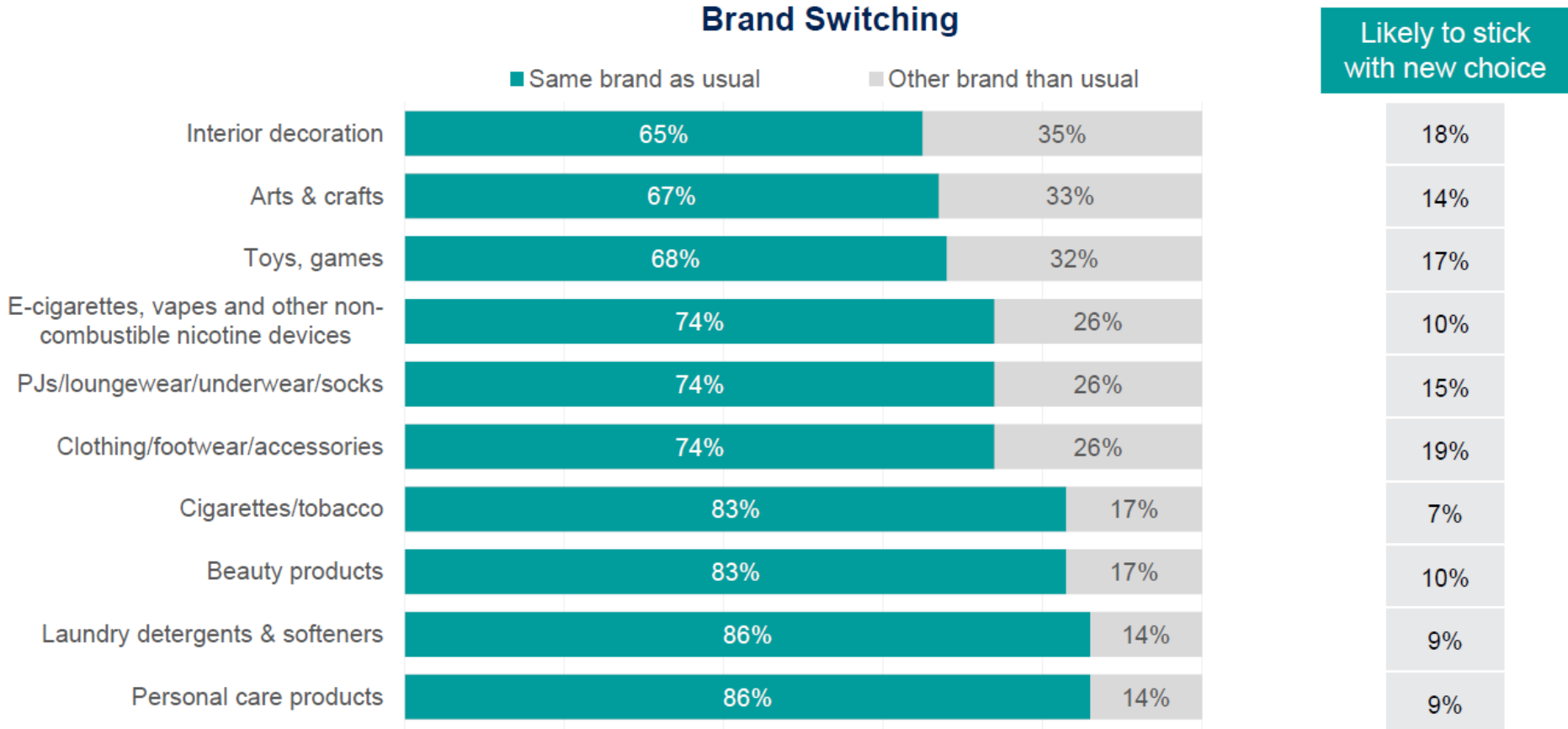


I believe brands should continue to launch new products and services”



Source: Ipsos Omnibus Australia, 7-10 October 2020, General population 18+ n=1025 (weighted)

# Consumers are already showing signs of a willingness to trial new brands



Q: Did you buy the same brand as usual?  
 Q: In which of these categories would you continue buying the new brand?

# Change creates the impetus for innovation....a crisis doesn't stop new product trial

## Percent of Concepts with a High Level of Trial Potential

Financial Crisis (2008-2009)	39%
Recent years (2016-2019)	34%

Our innovation data shows that consumers may be more open to new ideas during a crisis since their usual habits have been interrupted.

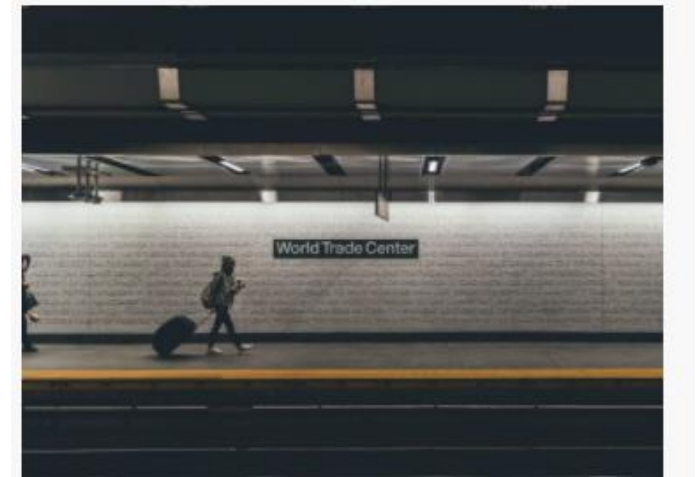
# Keep innovating

A new Chinese phone has been launched with an infrared temperature sensor



In synergy with their flat pack brand, IKEA have created playful fort designs for children in lockdown

New York are trialling high-tech UV disinfection technology to ensure passengers on their tubes, trains, and buses and at their stations are safer





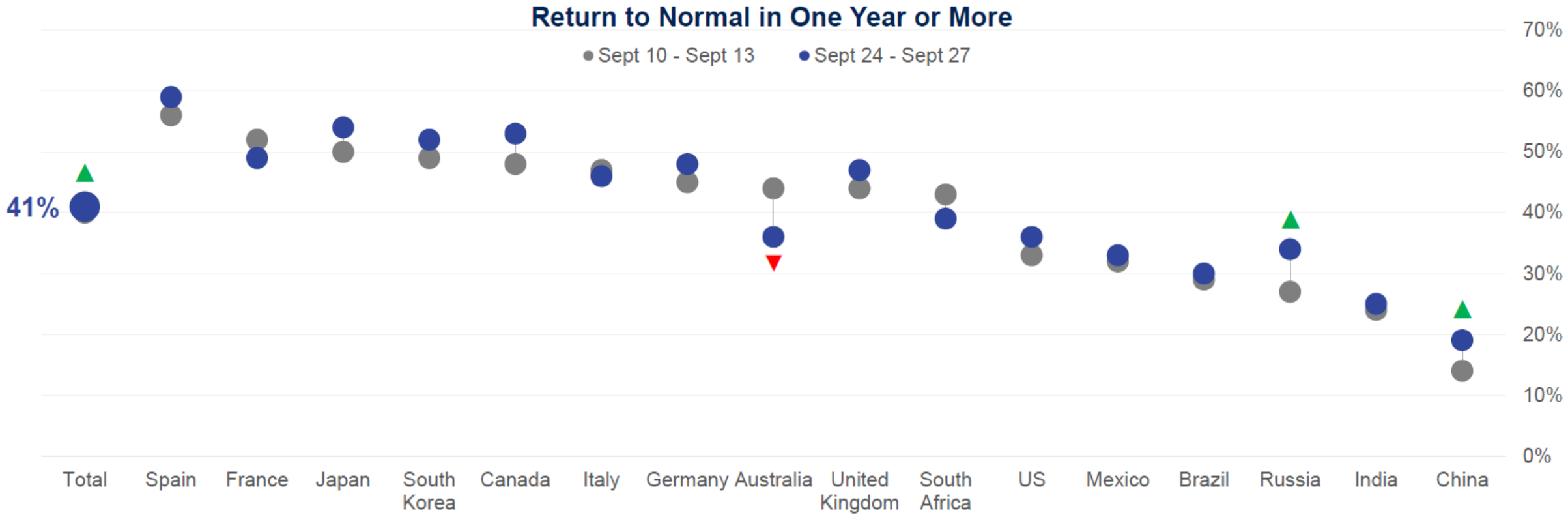


3

# Crisis proof your brand

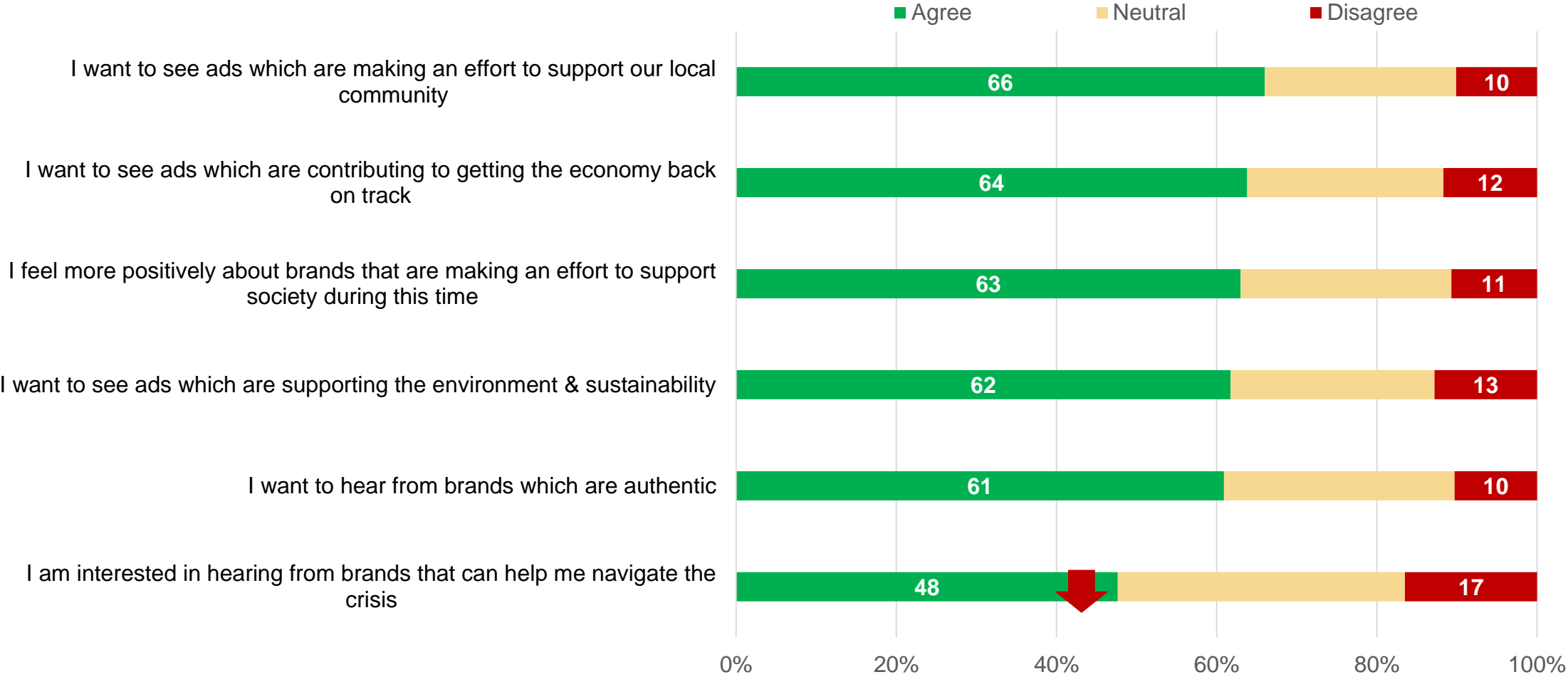


# Nobody knows how long the 'crisis' will last...optimism for an quick end is increasing



Q: How long do you think it will take before things feel like they are getting back to normal? (n=14570)

# Consumers are looking for brands that are looking forward and contributing to create a new future



© Ipsos

Source: Ipsos Omnibus Australia, 7-10 October 2020, General population 18+ n=1025 (weighted)



# Crisis proof by extending your value proposition



Reframing the product value proposition higher up the needs ladder opens the door for new innovations, potential price increases, meets evolving emotional needs and builds brand equity

Source: <https://www.verywellmind.com/what-is-maslows-hierarchy-of-needs-4136760>

# Step up and lead. Stand for something.



Unilever has announced that it will invest a billion euros in environmental projects, alongside targeting net-zero emissions from all products by 2040.



Visa has committed to using environment friendly cards that are made up with 98% recycled plastic.

Realising that well being goes beyond the traditional notions of “healthy,” AIDS Healthcare Foundation has partnered with Domino’s to provide patients and clients with 1 free large pizza per week – no need to tip the driver.



Youfoodz changed the tone of its advertising to be upbeat, launched V One (fresh food delivery) and making donations to Lifeline

**The most adaptable  
and agile brands will  
win in the new normal  
– not necessarily the  
biggest**



# Are you ready to win?

## Agencies

Have consumers shifted their attention and in what way?

Which media channels are resonating with the audience & why?

## Advertisers

What changes have customers made during the crisis, which ones stay (even in part)?

Are the systems in place to capture these learnings now and into 2020?

Are the communication messages attuned to the consumer/ customer of now v last year?

Should our brand messages change and how?

Do we have a crisis-proof value proposition?

Do we need to re-skill/ up skill / pivot to support accelerated innovation?

## Media & Publishers

Have consumers shifted their attention and in what way?

What are the go to categories and new content preferences?

Are data capture systems in place?

**BE  
SURE.  
MOVE  
FASTER.**

**GAME CHANGERS**

