

BUSINESS TACTICS

Navigating Your Brand to Survive and Thrive in Challenging Times

with Stephanie Crockett, Executive Vice President - Managing Director, Mower



Introduction

Who is **Mower**?

The present is in peril, but it's still important to **invest for the future**.

Does **your brand voice** align with the current conversation?

Shifting **media habits** beget shifting opportunities.

Who is
Mower

9 OFFICES



Global Reach



Worldwide partnership of leading independent public relations firms, of which Mower is an active and leading member.



International agency network partner with best-in-class specialists in more than 100 countries.

109
Countries

1200
Agencies

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Disciplines

Insight & Analytics

Communications Planning

Creative Ideation

Social Media

Public Relations

*Strategy & Account
Management*

Design & Branding

Digital & Direct

Public Affairs

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Our Specialties



ENERGY



FINANCIAL



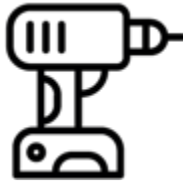
TRAVEL/
TOURISM



HEALTHCARE



NEW MOMS



BUILDINGS &
CONSTRUCTION



AUTOMOTIVE



B2B

Our Best Friends



Our Best Local Friends

CADARET GRANT
Independent thinking.

Carrier
Turn to the experts

ELCROUSE HEALTH

Food Bank
of Central New York

Helio Health
Where hope meets healing

ICHOR
THERAPEUTICS™

JADAK
A Novanta Company

legrand®

LE MOYNE
Greatness meets Goodness

Loretto
Exceptional People. Extraordinary Care.

MACKENZIE HUGHES LLP

nationalgrid

Syracuse University

Turning Stone
RESORT | CASINO

WILLOW ROCK
-BREWING COMPANY-

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Invest in the Future

Even Though the Present is in Peril

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Invest in the Future

Companies that substantially increased their advertising spend throughout the recession saw

2.7%

=

42%

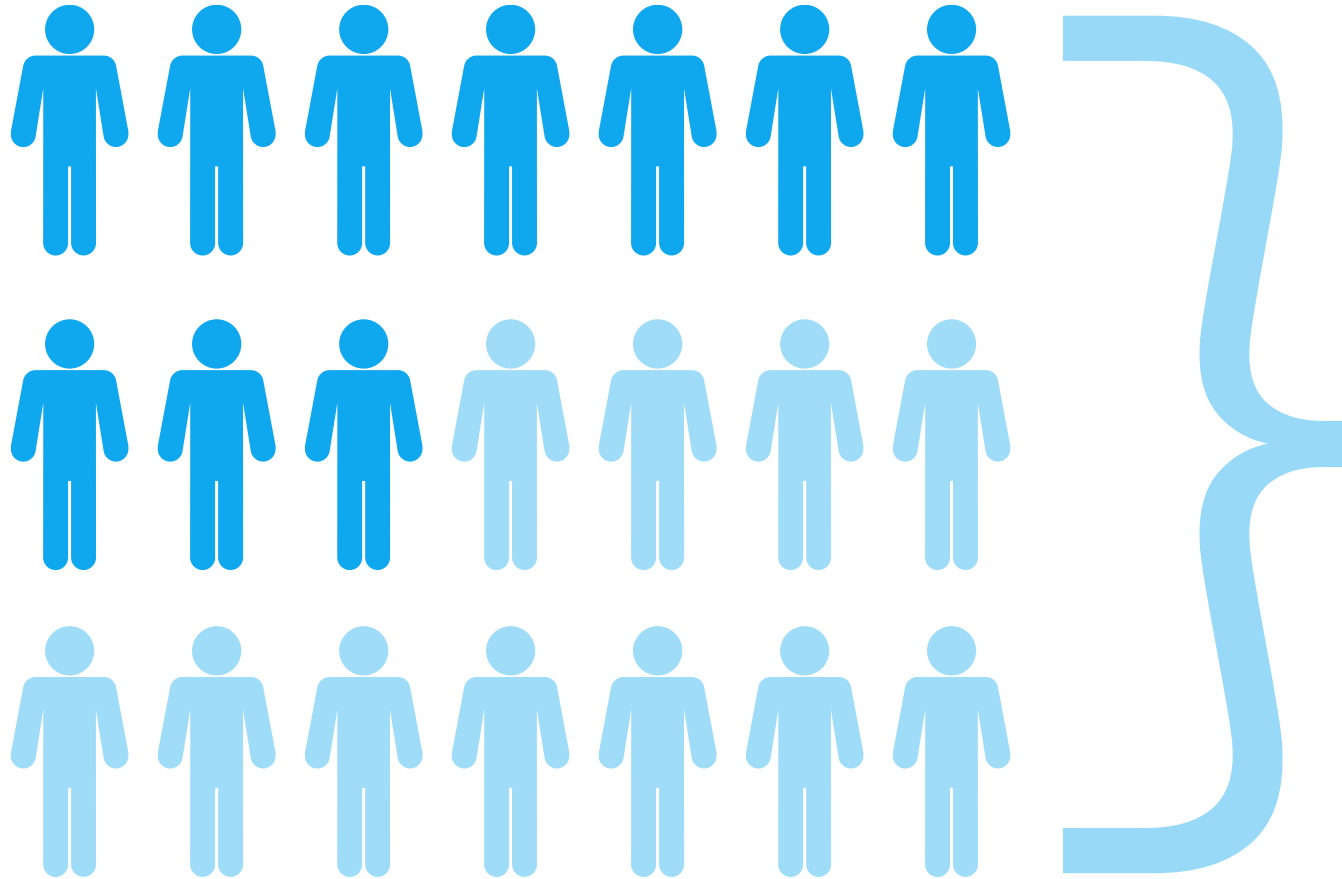
increases in ROI on
their marketing spend

increases
over the average

Brands that invested in
advertising throughout the
recession saw market share
gains of

0.5%–0.9%

Invest in the Future



43%

of respondents said, **“It is reassuring to hear from the brands I know and trust.”**

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Invest in the Future

1. MEASURE WHAT COUNTS

What KPIs do you have in place currently?
Are they the right ones?

Are you measuring **activity**
or accomplishments?

How do you use your metrics to inform
strategic decision-making?

Should you consider a **new marketing**
plan for the recovering economy?

What will you need to measure
in order to **build success**
around the new realities?

Invest in the Future

2. TAKE A HARD LOOK AT YOUR WEBSITE

What does the outside world see when they visit your site? Look at it from the POV of a **prospective customer**.

How do you **rank in search**?

Is anyone **testing links** to make sure they're working?

Is your **content engaging**?

When is the last time your **site was updated**?

Invest in the Future

3. CREATE COMPELLING CONTENT

What existing content do you have that can be **updated or repurposed**?

Who are the **subject-matter experts** in your company that can draft content for your website, social media channels and outbound efforts?

What kind of content do your competitors put out? Could you have **a different take** on the same subjects? Are there **subjects/ topics/themes or trends** that nobody is exploring that you could own?

Tune Into Your Brand Voice

The Conversation is Changing—Are You?



Tune Into Your Brand Voice

In 2017,
51% of those surveyed identified themselves as **belief-
driven buyers.**

51%

In 2019
that rose to

64%

Tune Into Your Brand Voice

Hotels.com



Tune Into Your Brand Voice

Ford Motor Company

FORD WORKS WITH 3M, GE, UAW TO SPEED PRODUCTION OF RESPIRATORS FOR HEALTHCARE WORKERS, VENTILATORS FOR CORONAVIRUS PATIENTS

Mar 24, 2020 | DEARBORN, Mich.



Operators and assemblers assemble medical face shields.



Tune Into Your Brand Voice

Union Square Hospitality Group

USHG HUGS EMPLOYEE RELIEF FUND



EMPLOYEE RELIEF FUND

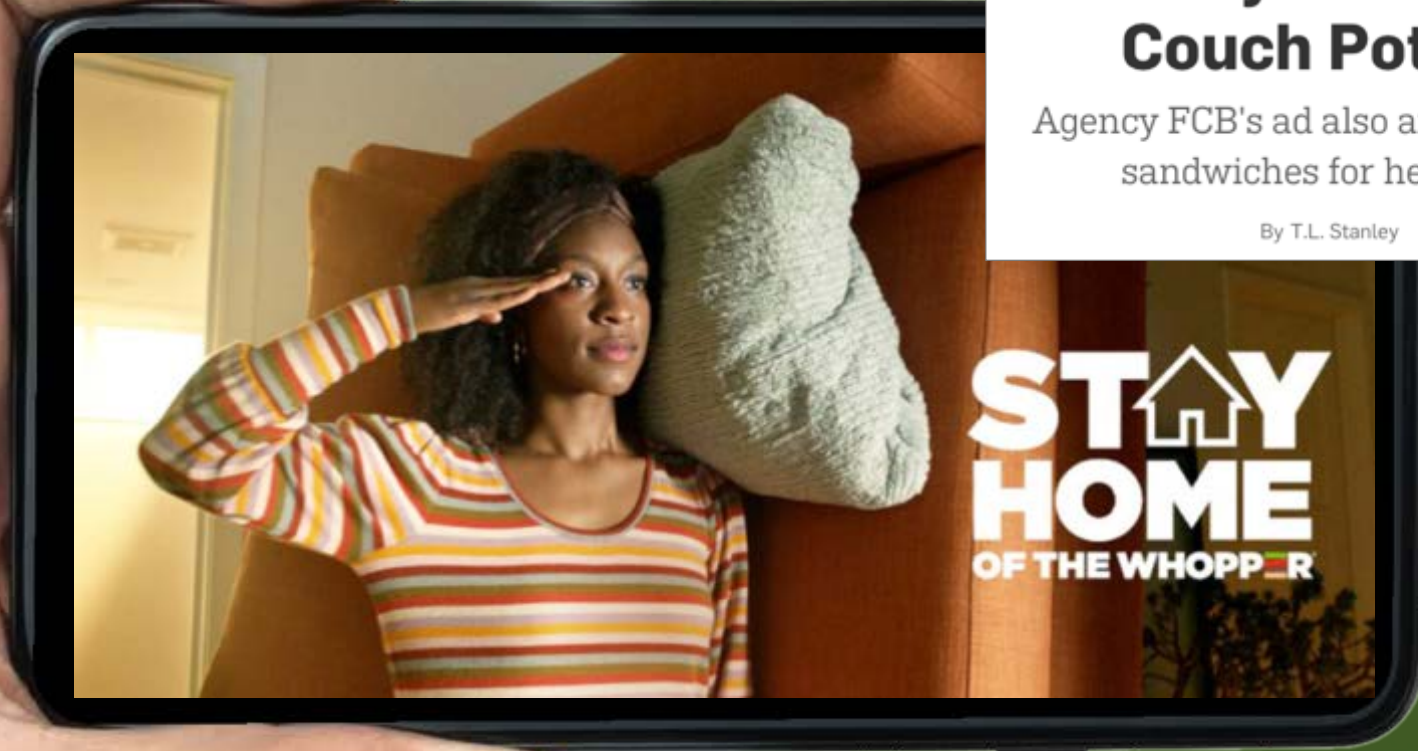
Tune Into Your Brand Voice

Beak & Skiff Distillery



Tune Into Your Brand Voice

Burger King



Burger King 'Stay Home of the Whopper' Waives Delivery Fees and Salutes Couch Potatritotism

Agency FCB's ad also announces 250,000 free sandwiches for healthcare workers

By T.L. Stanley | April 9, 2020

Tune Into Your Brand Voice

Turning Stone Resort Casino



Tune Into Your Brand Voice

Turning Stone Resort Casino

**STIR CRAZY?
STAY CONNECTED**

#TURNINGSTONEFROM**HOME**

**STAY SAFE
STAY CONNECTED**

#TURNINGSTONEFROM**HOME**

Tune Into Your Brand Voice

FirstEnergy



Tune Into Your Brand Voice

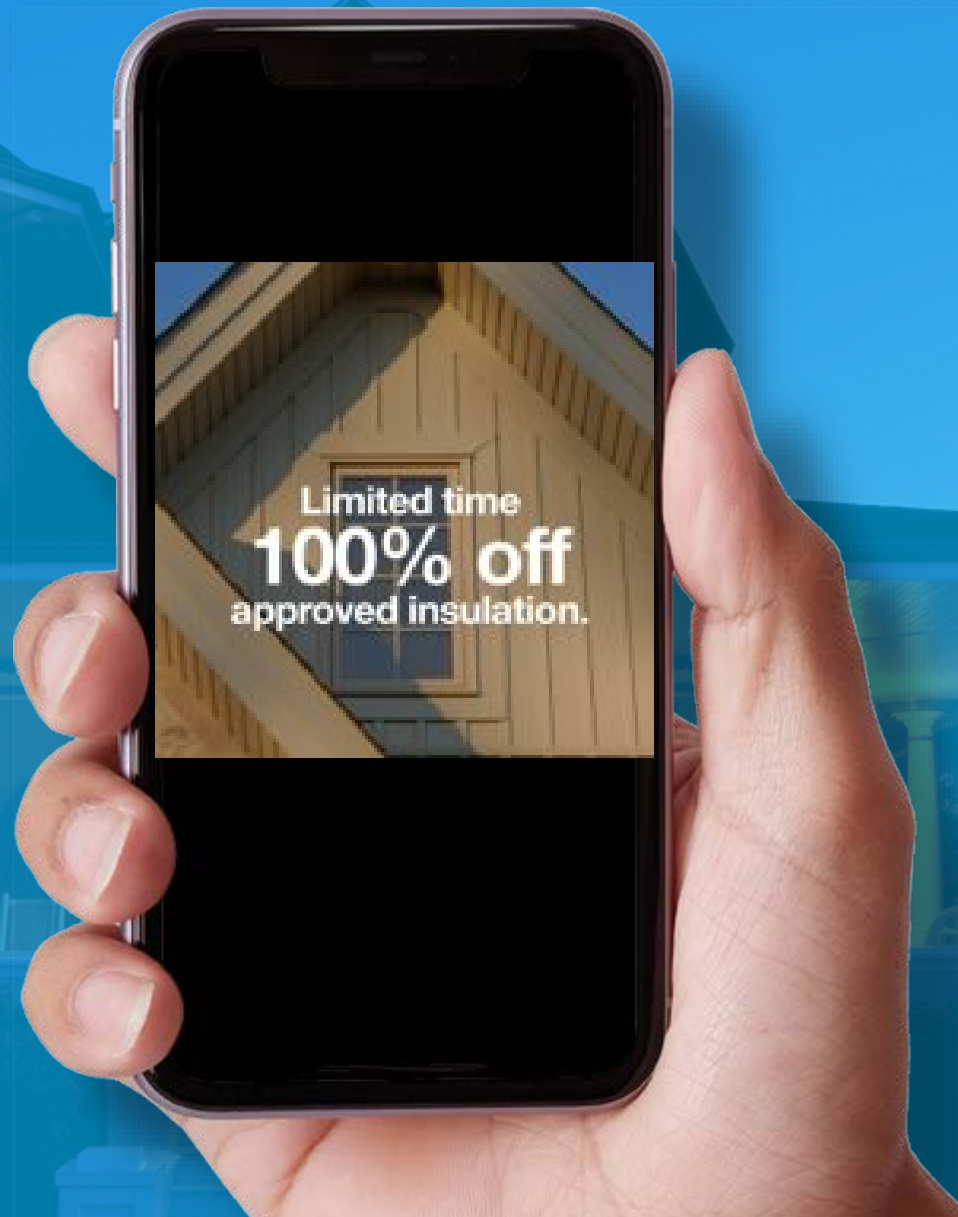
National Grid



Email

Tune Into Your Brand Voice

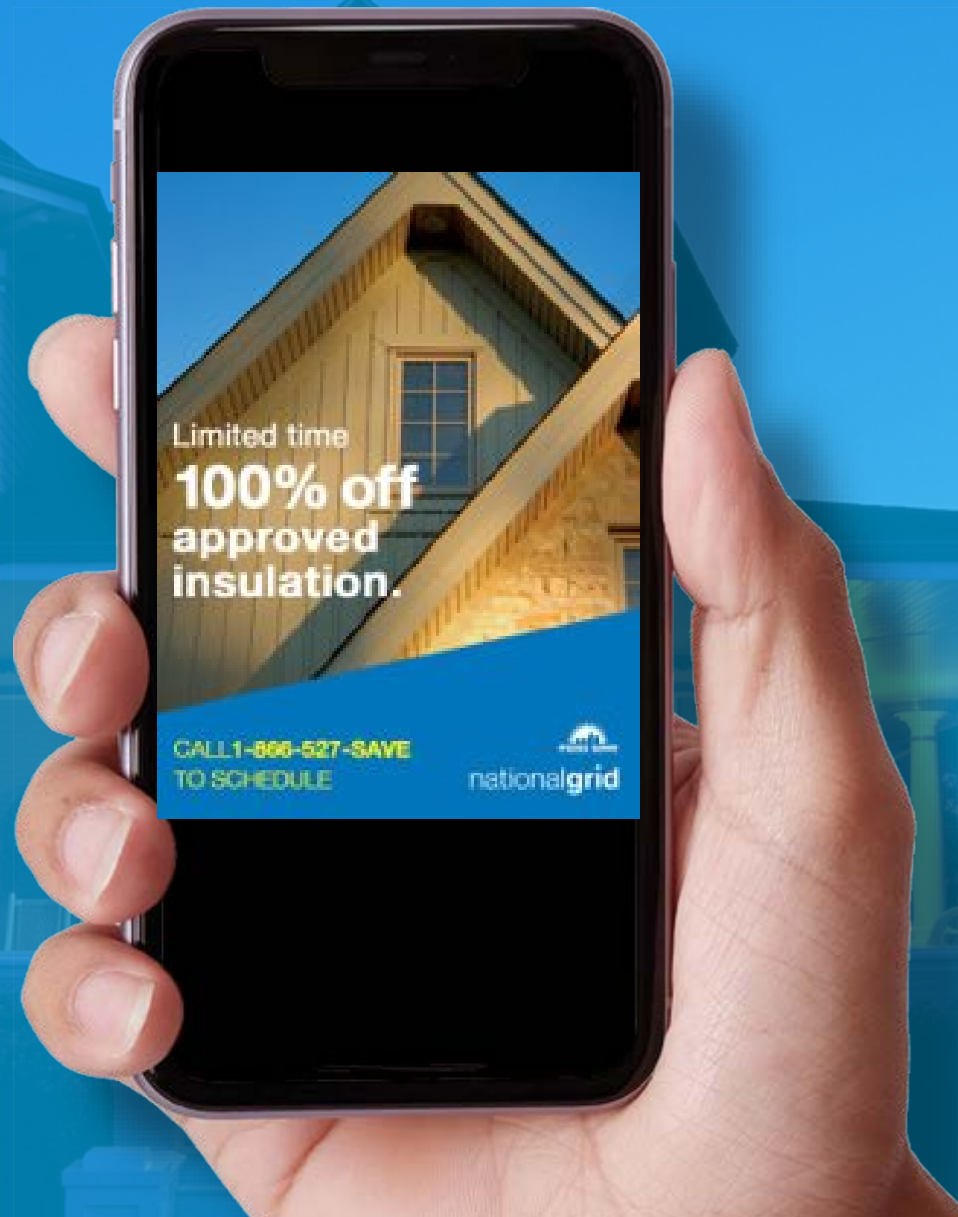
National Grid



*Social
Video*

Tune Into Your Brand Voice

National Grid



*Banner
Ads*

Tune Into Your Brand Voice

1. CONFIRM YOUR POSITION

How is your **brand positioned in the market?**

Do you have a campaign, tagline or brand position that **no longer makes sense in light of this crisis?**

Consider exercises that **help your team confirm strengths and weaknesses** on your position and more strongly define your position.

Tune Into Your Brand Voice

2. CHALLENGE ASSUMPTIONS

Bring in the 5 W's—
Who, What, Where, When, Why.

Hold a brainstorming session or workshop where different stakeholders can discuss these questions. **There may be differing opinions and ideas to explore that unveil new opportunities.**

Tune Into Your Brand Voice

3. ANALYZE THE COMPETITION

Who are your
top competitors?

What **products and services**
do they offer?

How do these differ
from **your offerings?**

Where can you look for
additional market share?



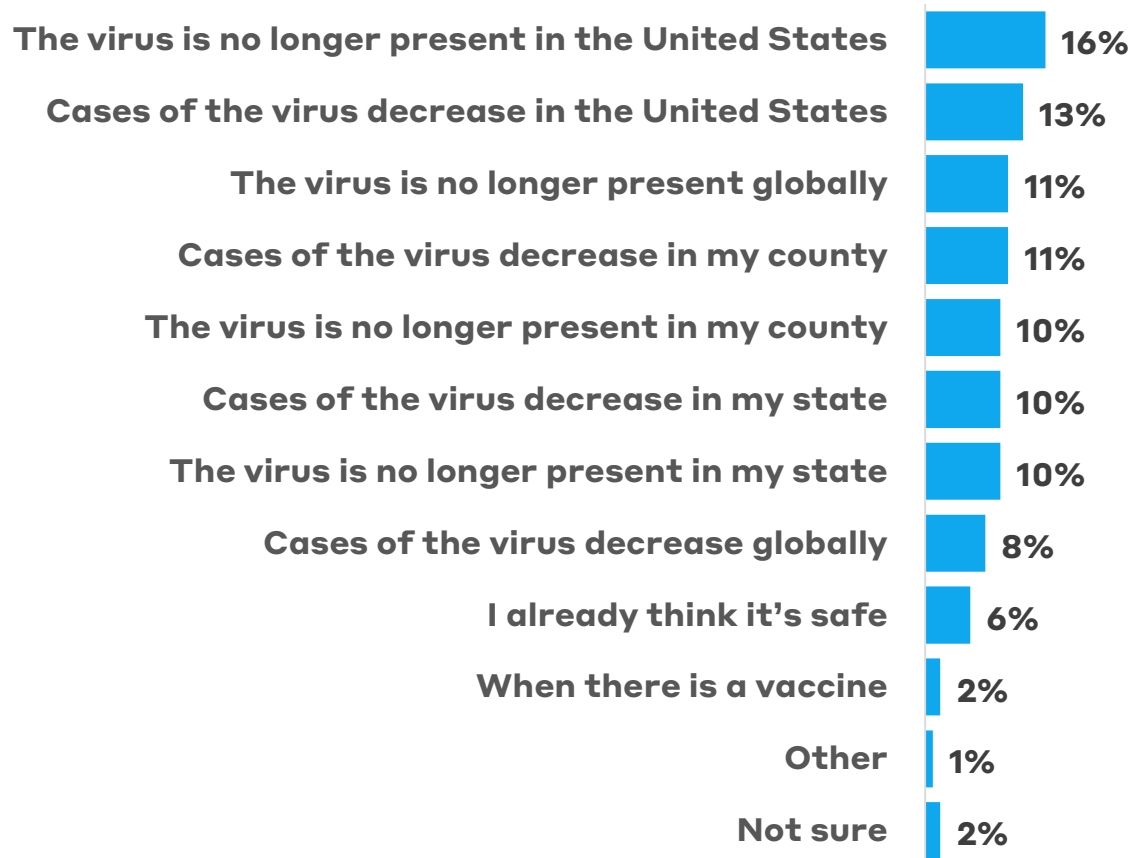
What Does Day One Look Like?

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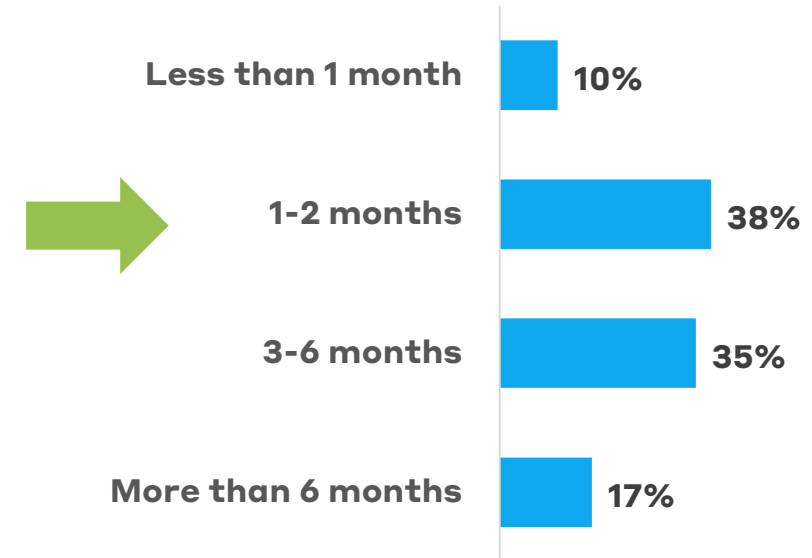
When Will COVID-19 Be Over (Day One)?

About 3 in 10 would consider COVID-19 to be over/deem it to be safe to resume normal activities when cases of the virus are either no longer present or decrease in the United States. Over half believe this won't happen ('Day One') for at least another 3+ months.

What Needs To Happen



When It Will Happen



Base: All Respondents (n=1,000)

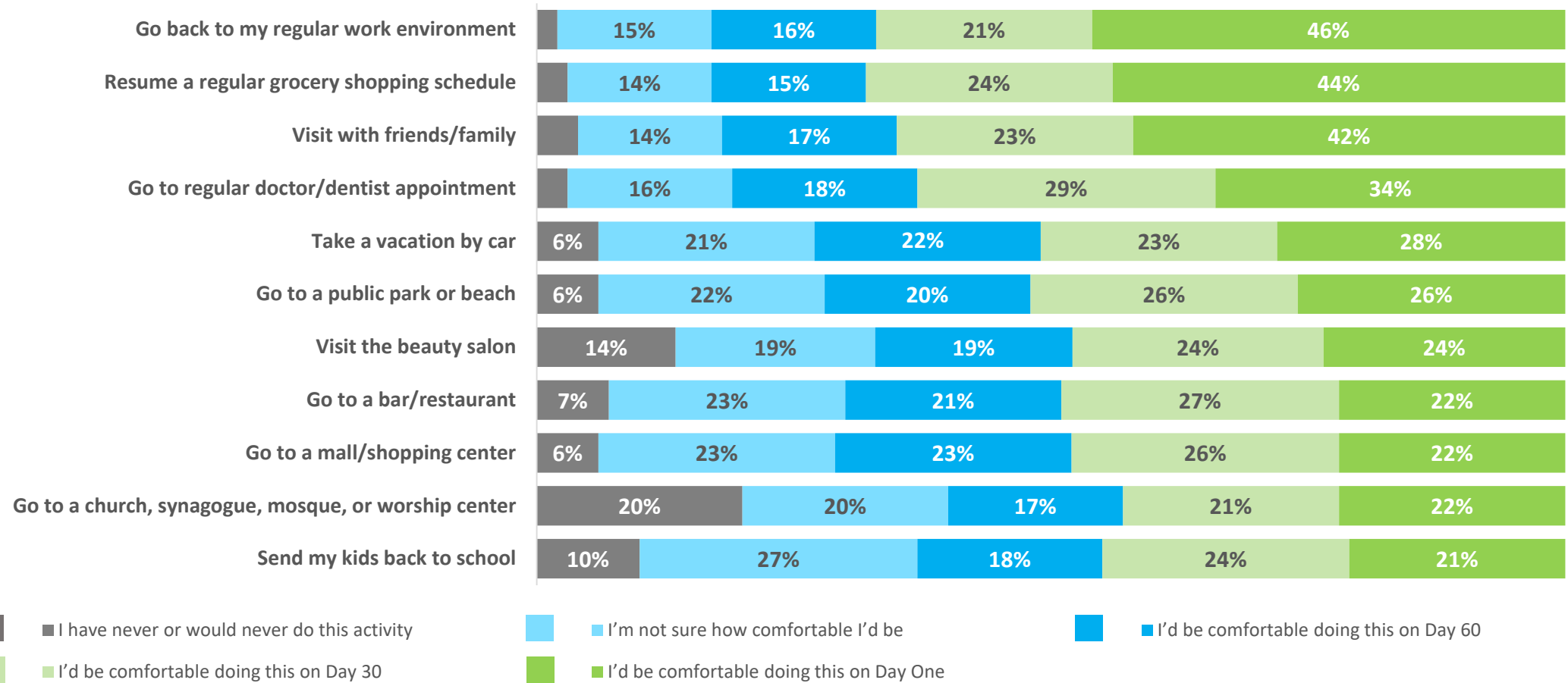
Q4. When would you consider COVID-19 (Coronavirus) to be over/deem it safe to resume normal activities?

Q5. When do you think Day One will be?

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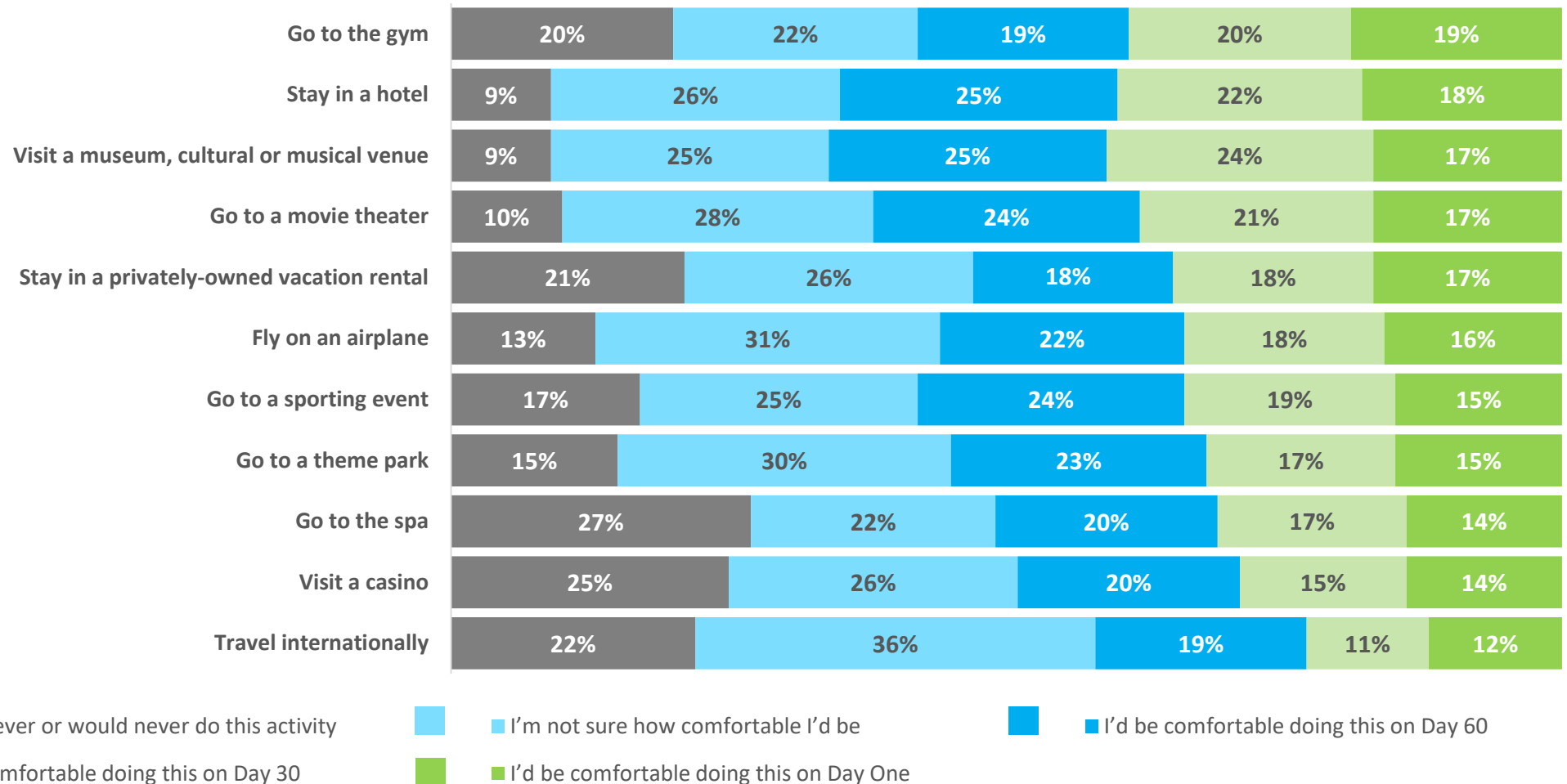
Comfort Level with Activities on Day One

On Day One, over 4 in 10 would be comfortable going back to their regular work environment, resuming a regular grocery shopping schedule, or visiting with friends/family.



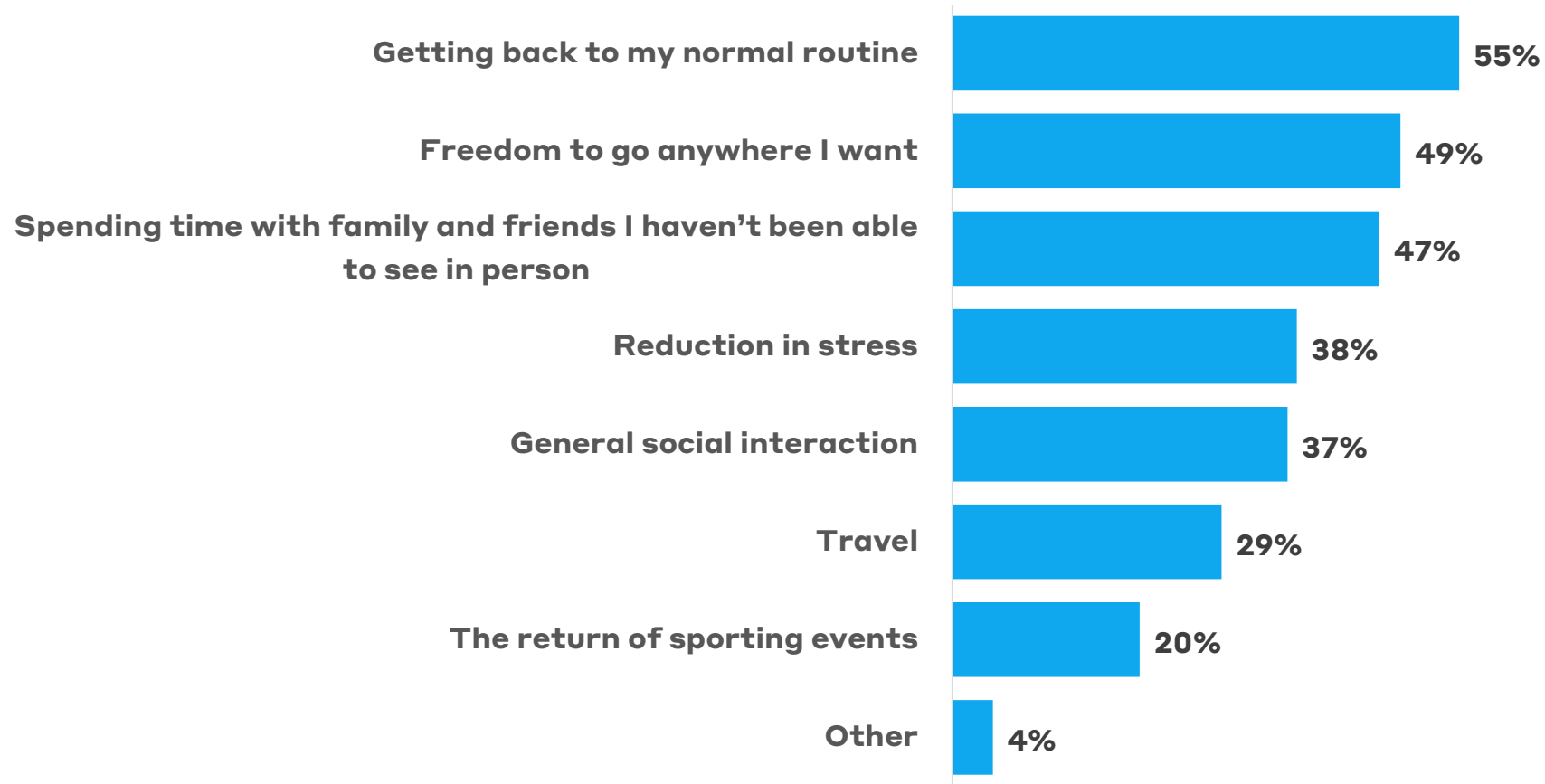
Comfort Level with Activities on Day One: cont.

Less than 2 in 10 would be comfortable doing many activities on Day One, such as traveling internationally, going to sporting events, or going to the gym.



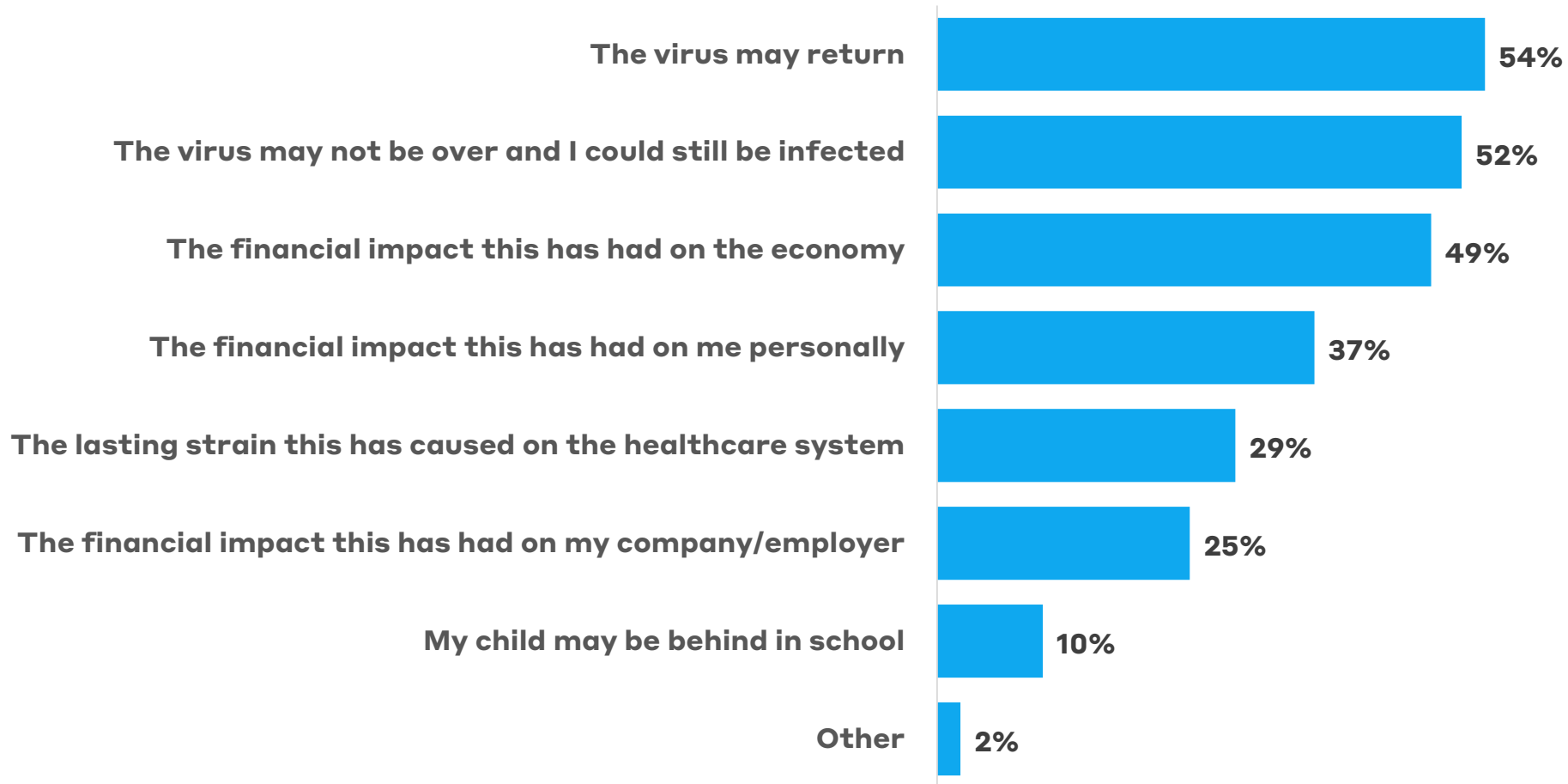
What Most Excited About on Day One

On Day One, over half are most excited about getting back to their normal routine.



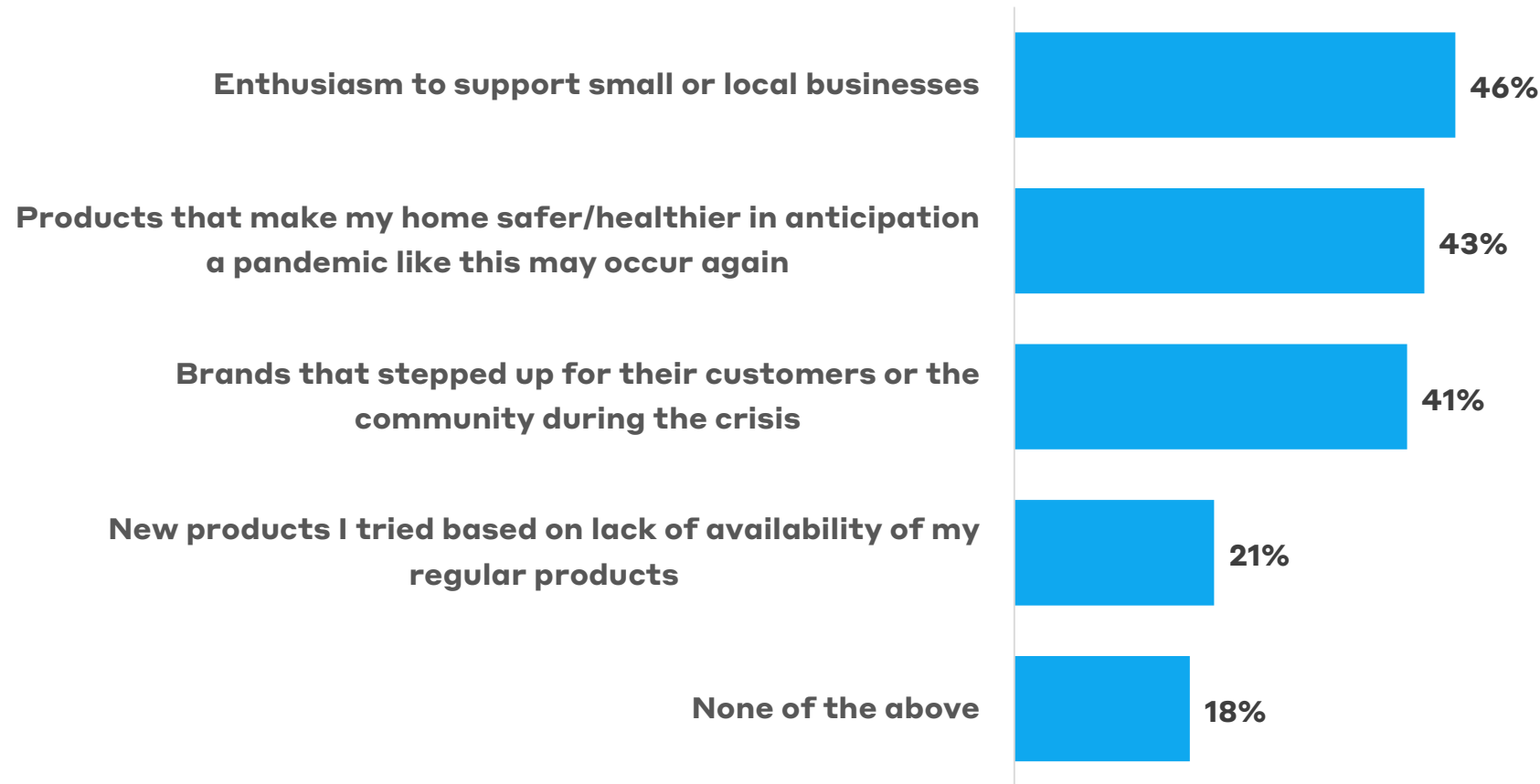
What Most Concerned About on Day One

Top concerns for Day One revolve around the virus itself; 54% are concerned the virus may return, while 52% are concerned the virus may not be over and they could still be infected.



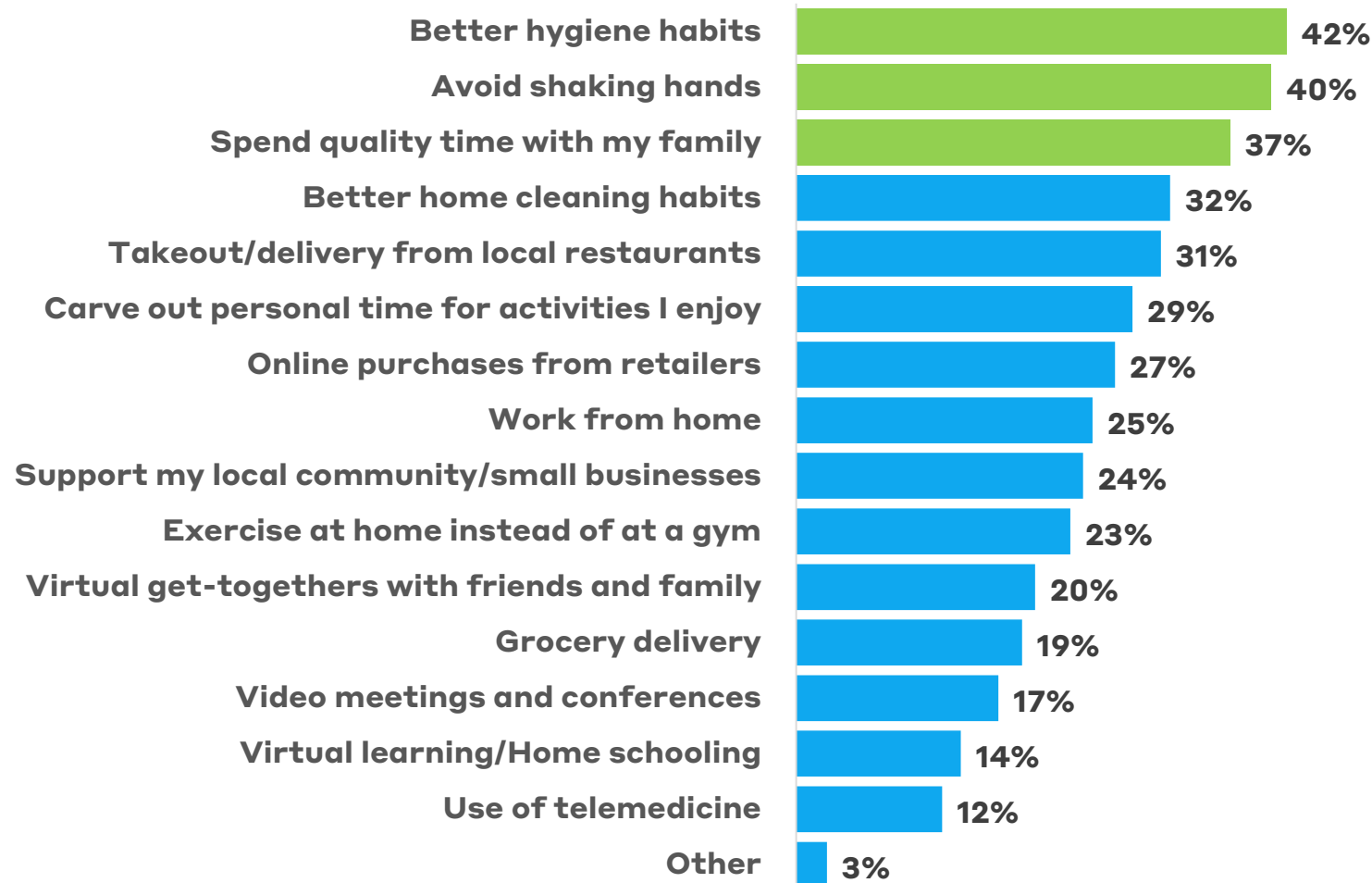
What Will Influence Purchases on Day One

Over 4 in 10 indicate enthusiasm to support small/local businesses, products that make the home safer/healthier, and brands that stepped up for their customers or the community during this crisis.



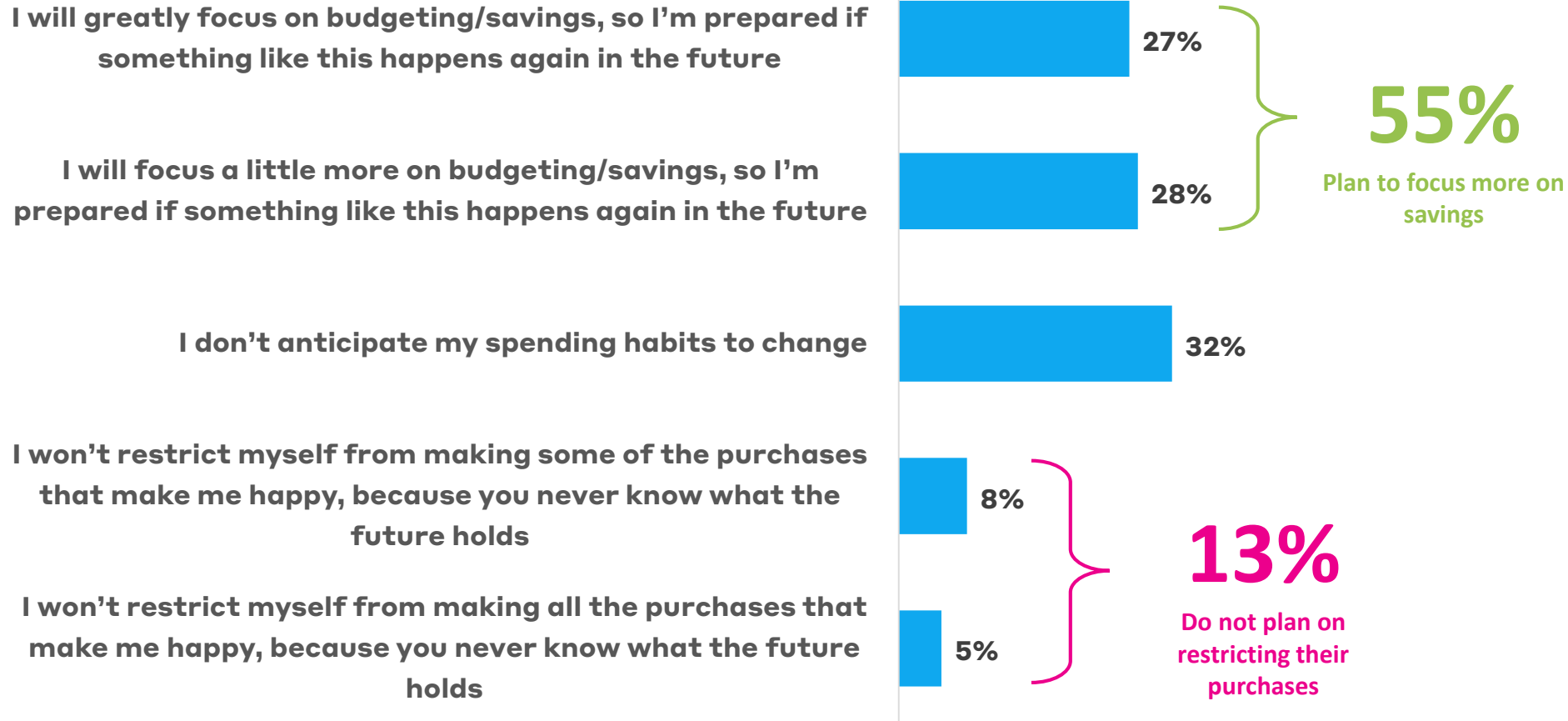
Adjustments Hope to Continue on Day One

When Day One arrives, about 4 in 10 hope to continue better hygiene habits, avoidance of shaking hands, and quality time spent with family as a result of COVID-19.



Change in Spending Habits on Day One

Over half plan to focus more on budgeting/savings come Day One, so they're prepared if something like this happens again in the future.





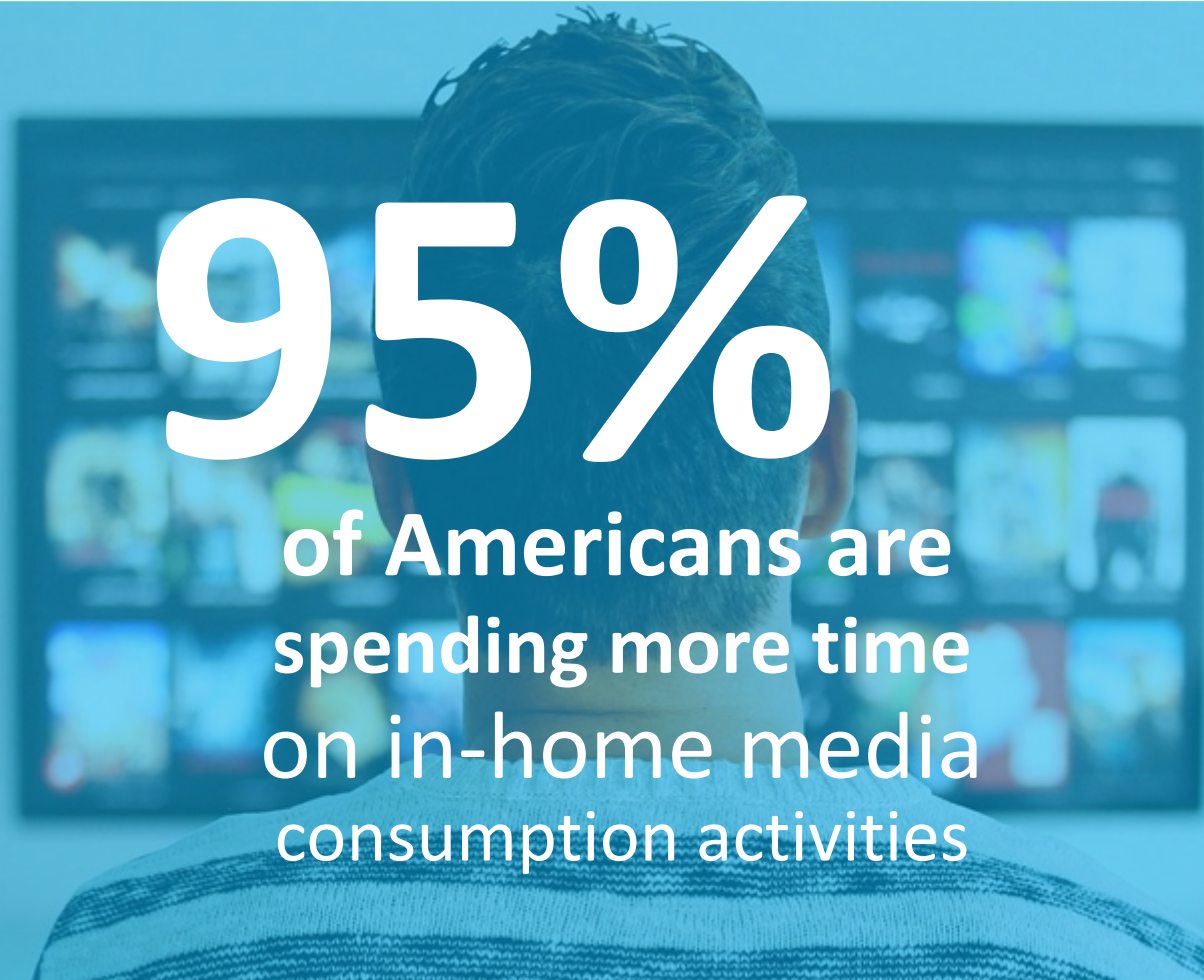
Tap in to New Media Habits

*As People Visit New Spaces,
You May Discover New Opportunities*

Tap in to New Media Habits



60%
increase
in content consumed



95%
of Americans are
spending more time
on in-home media
consumption activities

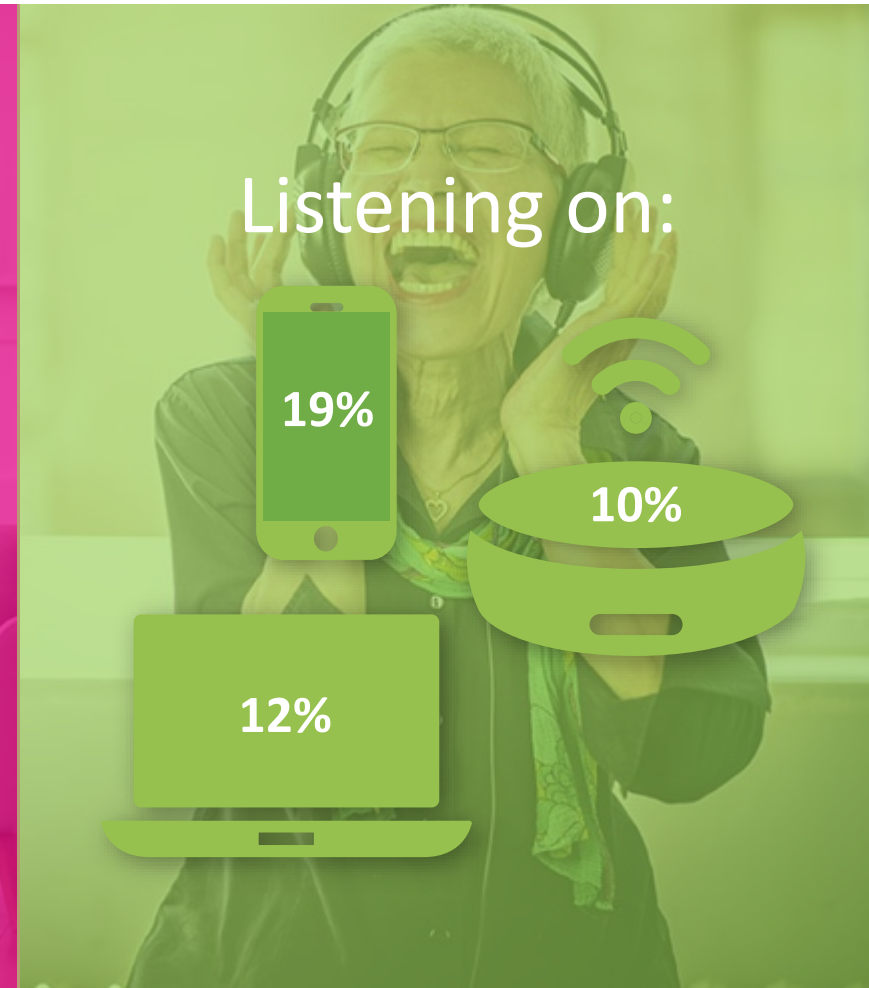
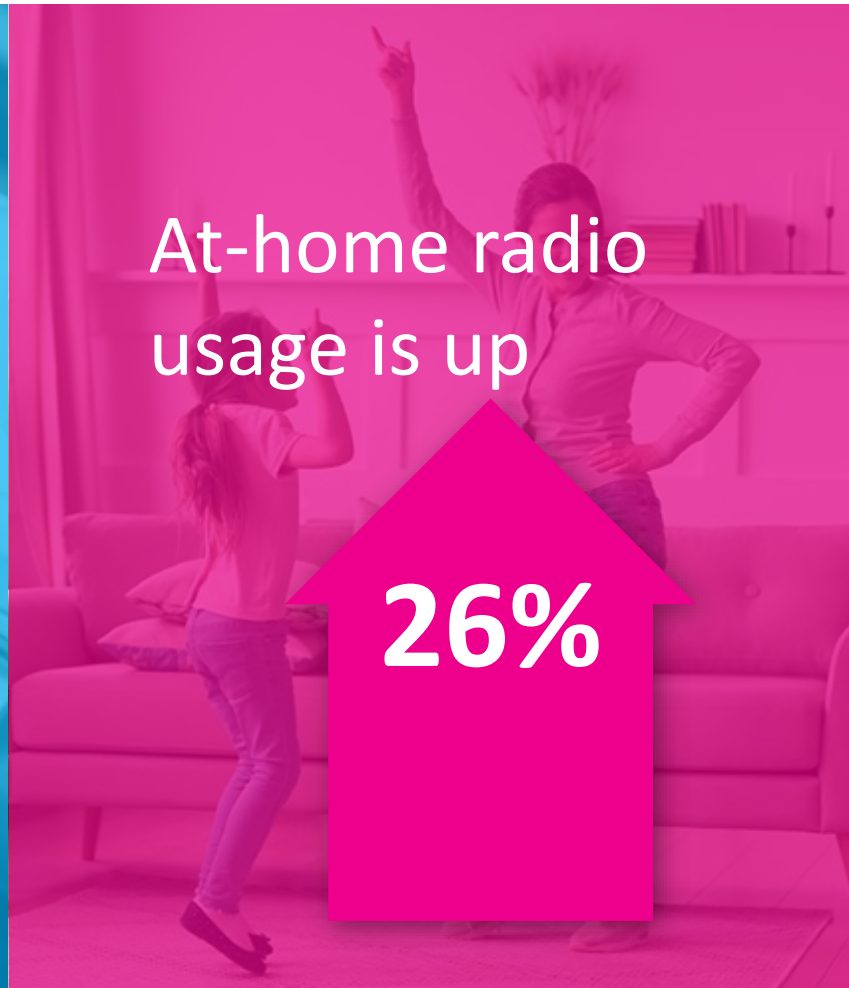
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Tap in to New Media Habits



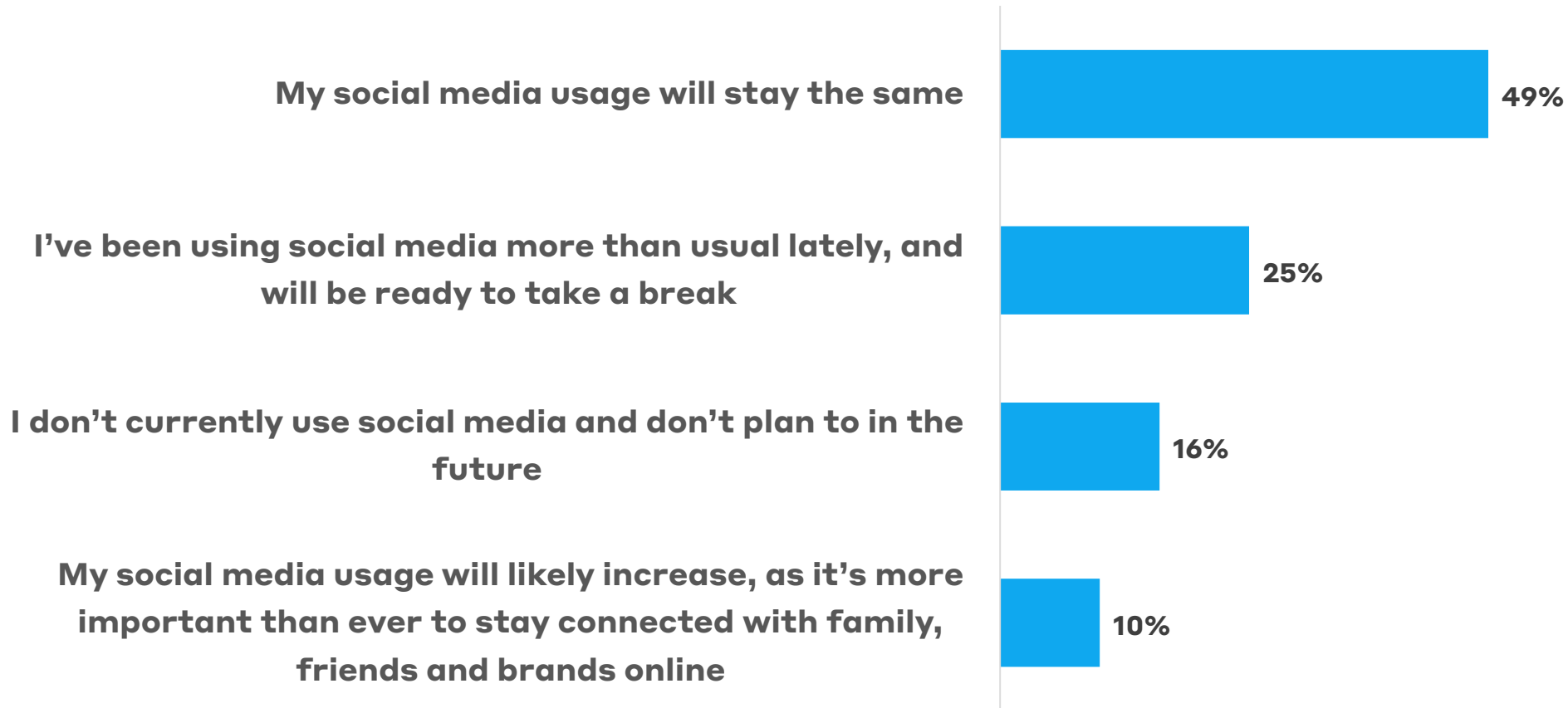
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Tap in to New Media Habits



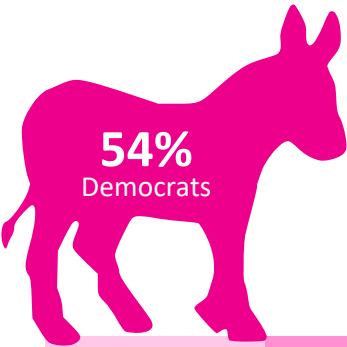
Anticipated Change In Social Media Usage

About half do not anticipate any change in their social media usage on Day One, while one-quarter say they've been using social media more than usual and will be ready to take a break.



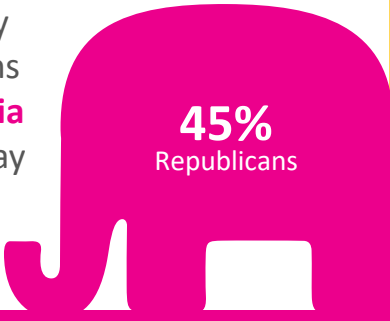
Tap in to New Media Habits

Day One Survey | Post-COVID-19 | Social Media Habits

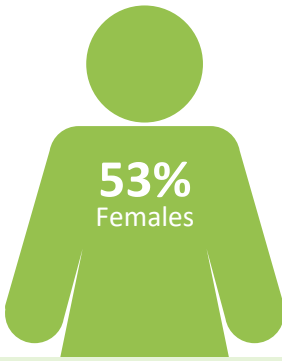


54%
Democrats

Democrats are significantly more likely than Republicans to indicate their **social media usage will not change** on Day One.

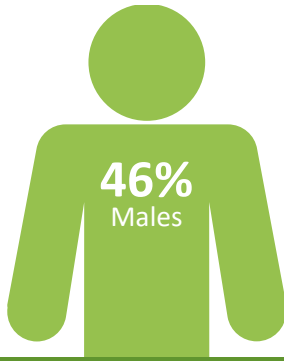


45%
Republicans



53%
Females

Females are significantly more likely than Males to indicate their **social media usage will not change** on Day One.



46%
Males

23%
Independents

15%
Republicans

10%
Democrats

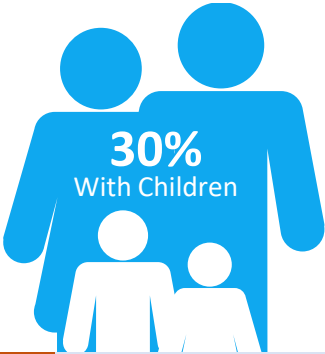
Said they don't currently use social media and don't plan to in the future

19%
Females

12%
Males

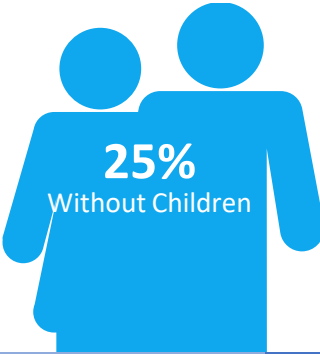
Said they don't currently use social media and don't plan to in the future

Those 18-24 are significantly more likely than those 25+ to indicate their **social media usage will increase** on Day One.



30%
With Children

Those with children are significantly more likely than those without children to indicate they have been **using social media more than usual lately and will be ready to take a break.**



25%
Without Children

Essential workers are significantly more likely than non-essential workers to indicate they have been **using social media more than usual lately and will be ready to take a break.**

26%
18-24

2-11%
25+

20%
Without Children

10%
With Children

Said they don't currently use social media and don't plan to in the future

34%
Essential

25%
Non-Essential

Tap in to New Media Habits

1. TALK TO CUSTOMERS

Are there **common themes or inquiries** when customers reach out?

Are you providing feedback or solutions in **real time or in a timely fashion?**

As you're "listening," are you **becoming aware of any missed opportunities** or areas that could use improvement?

Tap in to New Media Habits

2. HOLD VIRTUAL EVENTS

Webinars that provide **useful tips** from your company's perspective during this time.

Open forum meetings online where customers can ask questions or you can ask for feedback to **make future improvements.**

Customer-appreciation events featuring content that **entertains and inspires.**

Tap in to New Media Habits

3. REVIEW MEDIA & SPONSORSHIP PLANS

Are there places you've wanted to put your brand that **now have better pricing?**

Should you reallocate spending to different areas where there could be **better engagement?**

What will make the most sense after the crisis—can you begin to lock in opportunities now when **better deals are available?**



Assessing Your Brand's Opportunity

Summarizing the Game Plan

Assessing Your Brand's Opportunity



INVEST IN THE FUTURE

Continue some level of spending to maintain awareness and long-term brand health.



FIND YOUR VOICE

Determine the right message for your brand, and your category, in the context of this crisis.



EXPLORE NEW MEDIA

Shift your story to social media and video channels to reach more people, in the most relevant ways.

We Are

MOWER

and We Can Help.

Thank You!

Stephanie Crockett
Executive Vice President—Managing Director
scrockett@mower.com

BUSINESS TACTICS

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- For more immediate updates be sure to follow us on **Facebook, Instagram, LinkedIn, Twitter** and subscribe to our **YouTube** channel.
<https://linktr.ee/centerstateceo>
- Reach out with any **questions** to support@centerstateceo.com