

WEBINAR

Preparing for Your Post-Pandemic Relaunch

Thursday May 7 @ 11:00 CST

Presented by Kirsten Cutshall
CEO Steel Advertising



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Marketers have had a critical a role in organizational success week after week adapting to the current situation.

Change is again on the horizon, and the competition for recovery spending will be aggressive and may have serious consequences for how organizations round out the year.

Marketers need to be ready for what's next.

What to Expect

Our goal is to help you be competitive as the economy accelerates.

Today, I present a simple method to develop an informed post-pandemic relaunch campaign.

The method will help to rapidly collect data, focus thinking, and then expedite your presentation and preparation with others.

You will leave with tools for the completion of a strategic plan in a one day session.

One Day Planning Session

1. Perspective
2. Personality
3. Product
4. Plan
5. Preparedness

WELCOME

Looking Forward To Recovery



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We know the home-based economy.



Regularly checking for
news, updates and
social media



Remote working and
learning is becoming
second nature



Stocking up food
supplies and cooking
for both necessity and
as a hobby



Gaming, long videos, and
short videos are key forms
of entertainment

Its quarantine day... again



- Pent-up consumption
- Excited to get back to normal
- Cautiously optimistic

- Slow to emerge from “safe” environments
- New learned behaviors

We are practicing
Social Distancing.
This table is
temporary out of
order.



**We all went in at the same time.
We all stayed apart, together.**

We come out.....individually.

**People will emerge at different times
and vastly different degrees of caution.**

Effects

Direct

- Awakening to the importance of healthy living and balanced lifestyle
- Awareness of hygiene, safety, and cleanliness
- Success in work at home/increased confidence in a remote workforce
- Evidence of what online learning and alternative education models can do
- Acceleration of digital entertainment
- Rethinking of the healthcare system, insurance, access, preparedness and compensation

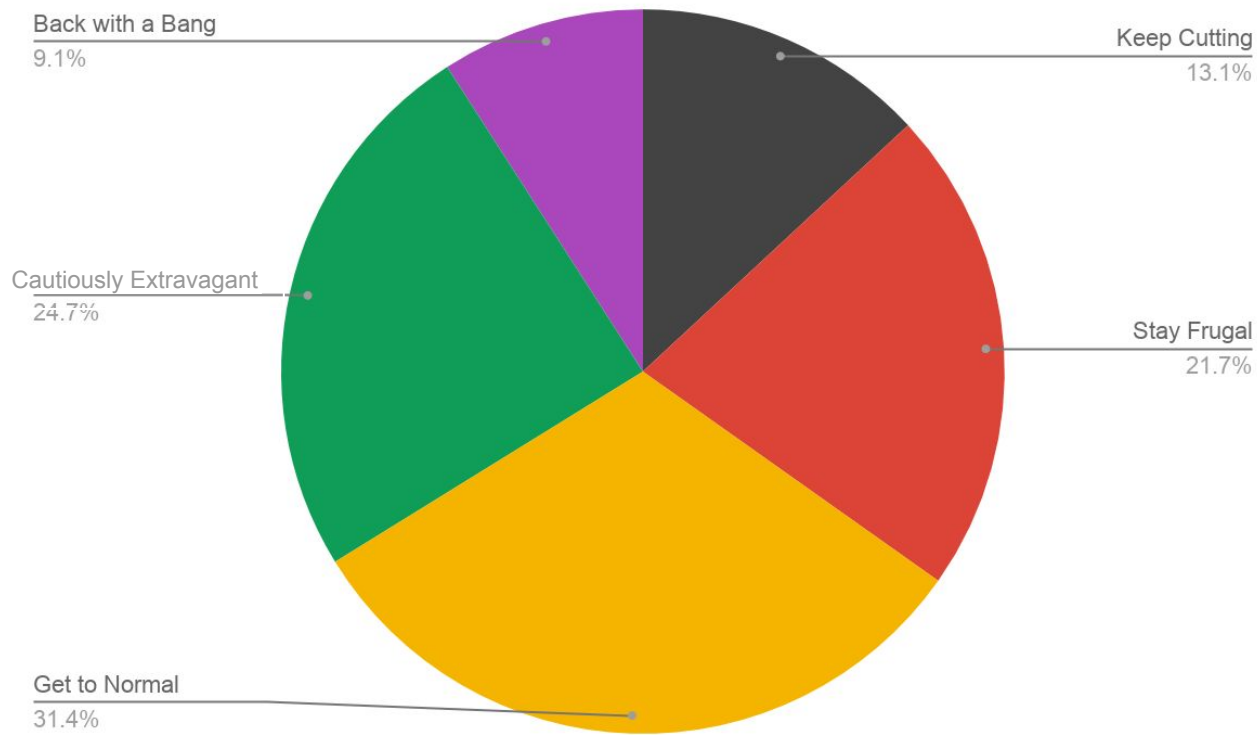
Personal

- Importance of family and together time
- Slowing down of the experience of time
- Accustomed to comfort and individuality
- New hobbies and interests = new skills
- Take nothing for granted/mindfulness
- Waste nothing
- Membership in Community, State, National and Global community
- Purpose and social good replace status

Economic Effects

- Cost-consciousness in all strata - some consumers trade down; others focus on value
- Moving away from fast retail and over-consumerism
- Supporting local business and recovering industries
- Increased comfort with online shopping in broader categories
- New things to buy online - virtual experiences and virtual companions
- Silvers segment as a new force of online consumption
- Pressure on retail to differentiate the shopping experience from ease of online shopping
- Comfort with mobile phone payment apps and Venmo/Paypal
- Additional business failures
- Advertising can be a public service

EY Future Consumer Index: How consumer segments could transition post-COVID-19



33.8% will not return to normal spending levels

Sectors on the Rebound



IMMEDIATE RETURN TO GROWTH

- Travel and tourism
- Dining out
- Live entertainment and sports
- Beauty and skincare
- Wellness, gym and active lifestyle
- Brick-and-mortar retail
- Events and activities

Shifting Consumer Touch Points



GROWTH IN ONLINE MEDIA

- Digital video platforms
- Short video apps
- TV (OTT/connected /cable)
- Streaming radio and music apps
- Gaming
- Online shopping
- Social media & apps
- Podcasts



DECLINE IN OFFLINE MEDIA

- Transport media
- Billboards
- Print media
- Cinema
- Events



RETURN OF INTRUSIVE MEDIA

- Direct Mail
- Personal phone Calls
- Promotions
- Experiential
- Experiences



EXPERIENTIAL MARKETING

IRL EXPERIENCES

Other things you cannot do online:

- Taste, Smell, Touch
- Inspect
- Explore
- Personalize/customize
- Gather with friends/family
- Stay a while
- Connect to the original (music, art, antique, etc.)
- IRL activities
- Kids off-screen time
- Uncover something new and get inspired
- Be around other people in “my tribe”
- Better purchase experience (faster or sloooooower)

1. Gain Perspective On The Situation



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Where to gather information

Nice and Neat

- Company data and analytics
- Associations and trade groups
- Trade publications
- 3rd party industry research (Pew Research Center, etc.)
- Industry financial analysts
- Media subscriptions (Nielsen, Simmons, MRI, Mintel, etc.)

Digging More

- Google search
- Ask peers (LinkedIn, FB groups)
- Consumer ratings media (e.g. Consumer Reports, U.S. News, TripAdvisor, etc.)
- Social media listening
- In-person observation
- Online survey
- Competitors' websites and advertising

Quick Situation Report

Consumers

Who came, stayed or left?
What are they buying now and why?
What are they saying about me?
How satisfied are they?
What successes and failures have we had recently?
What would they like from me?



Competition

Who is financially unstable?
Who is picking up the most market share?
Are there any new sources of competition? New alliances?
Who is doing something impressive?
What are some top messages/ads?



Industry

What do people think about this category right now?
What do people expect or want now that they did not before?
What innovations have occurred during this time?

Conditions

How has media consumption changed? Which media are rising/falling? Media costs?
What are trends in the economy in my geography? How is this impacting different segments of society?
General mood, tastes and trends that are pervasive

Filling the Gaps

Look to the past - SARS, MERS, H1N1, Ebola and see the effects on your industry in the past in other parts of the world.

Under the time tool, use the custom date range to only see results PRIOR to 2019.

The screenshot shows a Google search interface. The search bar contains the text "effects of SARS on higher education". Below the search bar, a dropdown menu is open, showing the "Any time" filter selected. The menu also lists "Past hour", "Past 24 hours", "Past week", "Past month", "Past year", and "Custom range...". The search results are displayed below the menu, showing several articles related to the impact of SARS-CoV-2 on higher education. The first result is from www.ncbi.nlm.nih.gov/pubmed, titled "Impact Of Sars-Cov-2 And Its Reverberation In Global Higher ...". The second result is from www.sciencedirect.com, titled "Impact Of Sars-Cov-2 And Its Reverberation In Global Higher ...". The third result is from www.timeshighereducation.com, titled "Universities brace for lasting impact of coronavirus outbreak ...".

Victoria College 05062020 - Google x | Preparing for Your Post-Pandemic x | Cases & Deaths by County | CDC x | effects of SARS on high

google.com/search?q=effects+of+SARS+on+higher+education&oeq=effects+of+SARS+on+higher+education&aq

Apps HubSpot | What is I... NorthStar - Brendan Westlake Nation ... WHS Girls XC & Track Arden Cutshall - TX... Far

Google effects of SARS on higher education X

All News Images Videos Maps More Settings Tools

Any time All results

✓ Any time effects of SARS on higher education

Past hour effects of SARS on higher education

Past 24 hours

Past week for effects of SARS on higher education

Past month changes for higher education - Feast* - Cited by 84

Past year biological effects of quarantine, ... - Hawryluck - Cited by 195

Custom range... long: Effects on the subjective ... - Lau - Cited by 46

www.ncbi.nlm.nih.gov/pubmed

Impact Of Sars-Cov-2 And Its Reverberation In Global Higher ...

Impact Of Sars-Cov-2 And Its Reverberation In Global Higher Education And Mental Health. Araújo FJO(1), de Lima LSA(2), Cidade PIM(2), Nobre CB(2), Neto ... by FJO Araújo - 2020 - Cited by 1

www.sciencedirect.com/science/article/pii

Impact Of Sars-Cov-2 And Its Reverberation In Global Higher ...

Impact Of Sars-Cov-2 And Its Reverberation In Global Higher Education And ... Universities from around the world have been uncertain about how long the ... by FJ de Oliveira Araújo - 2020 - Cited by 1

Missing: effects | Must include: effects

www.timeshighereducation.com/news/universities-b...

Universities brace for lasting impact of coronavirus outbreak ...

Feb 17, 2020 - The impact of the deadly coronavirus Sars-CoV-2 is likely to reverberate across

2. Find the Best in Your Personality



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Personality in Context

What has the pandemic placed on you?

- e.g. Local restaurants are the backbone of community.
- e.g. Grocers seen as heroes on the front line.
- e.g. Doctor now underappreciated.
- e.g. Orthodontist as a quieted voice, seemingly irrelevant.

You must take hold of what part of your story you will focus on going forward.

Definitely the you that people already know, but in context.

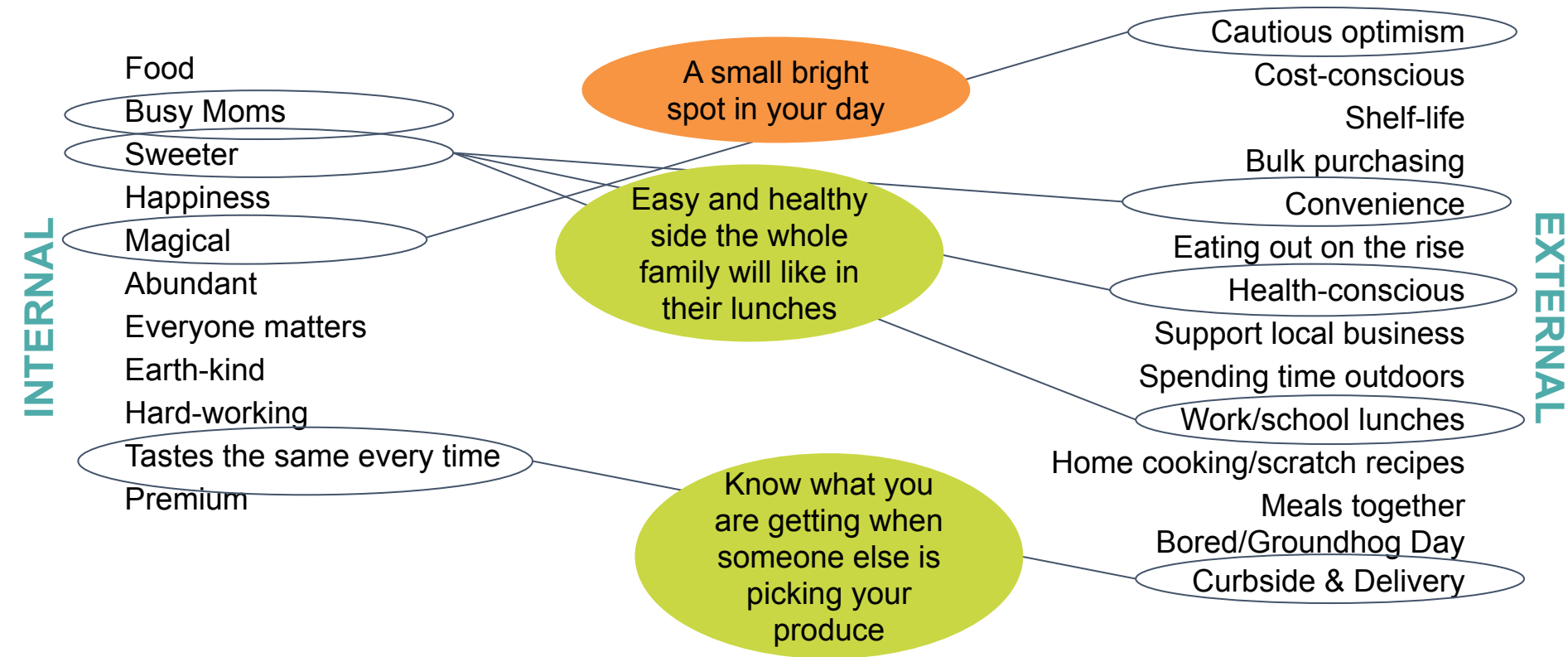
How to Put Your Best Face Forward

Step 1: List your brand traits that are well established in the market.

- Elements of positioning
- Personality traits
- Values
- Top 3-4 message pillars

Step 2: List trends and keywords that emerge from your situation report.

Concept Mapping



3. Assemble your Product Slate



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Promotional Slate

Item	Rationale	Relevancy	Promotion	Promo Concept
Family size	Best value; opportunity for discounting; aligns with bulk sizes purchased less frequently	Sweeter taste = healthy side for family lunches/snacks; reliable produce for pick up	\$1.00 off	Mommy's Pick Up!
Public health degrees	Growing in popularity; more so with Pandemic	Tap into social good; best value; low risk	First class online this summer	Summer Good Start
		Health		

New Products

special editions, limited experiences, brand new items, change in packaging, add-ons, etc.

Distribution

e.g. direct to consumer for first time, online only, through local businesses, new retail partnerships

Unit or Size

economy packs, snack size, samples, membership

Risk Reduction

trial, deposit/reservation, refund policy, guarantee, virtual specialist

Promotion

limited/rare, new, discounts, coupons, partnerships with channel/related products/frenemies

Audience

new group, new segment, call out existing stronger

4. Create a Plan Overview



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AudienceStrategiesActivities		
Target Persona	Marketing Goals & Budget	Marketing Channels
Customer Journey	Key Strategies	Tactics & Activities
Value Proposition	Product & Promotion	Measures of Success
Timeline		



Recovery Plan Checklist

- ☐ Do we know what our consumers want now?
- ☐ Do we know what the competition is doing?
- ☐ Will our offering lure people back?
- ☐ Are we making an emotional connection?
- ☐ Will our creative show through the noise?
- ☐ Do we have a strong call to action?
- ☐ Are we connecting online habits back to the offline operations?
- ☐ Are we taking experiential to new levels?
- ☐ Are we making our loyal base feel rewarded?
- ☐ Are we taking advantage of the new channels that emerged and dominated?
- ☐ Can we collaborate more with partners and influencers for more audience?
- ☐ Do we have milestones planned for celebrations?

5. Be Prepared For Immediate Start



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Launch Checklist

Get everything in place and ready for an immediate launch as soon as you say “Go!”

- ☐ Communicate the plan and gained buy-in from leadership, marketing team, stakeholders and vendors. Does everyone know what is expected of them?
- ☐ Clear of financial hurdles - credit terms, bid process, approvals, POs.
- ☐ Create the campaign and the executional elements so that they are ready to launch.
- ☐ Clear any regulatory or legal approvals.
- ☐ Put technology in place and test for commerce, marketing automation, CRM on new marketing programs/products.
- ☐ Train consumer facing staff on the information they need
- ☐ Prepare for any issues - updated crisis communications plan
- ☐ Other: _____

Create Your Presentation

Quick Situation Report

Consumers	Competition	Industry
Who came, stayed or left? What are they buying now and why? What are they saying about me? How satisfied are they? What successes and failures have we had recently? What would they like from me?	Who is financially unstable? Who is picking up the most market share? Are there any new sources of competition? New alliances? Who is doing something impressive? What are some top messages/ads?	What do people think about this category right now? What do people expect or want now that they did not before? What innovations have occurred during this time?
Conditions How has media consumption changed? Which media are rising/falling? Media costs? What are trends in the economy in my geography? How is this impacting different segments of society? General mood, tastes and trends that are pervasive		

Promotional Slate

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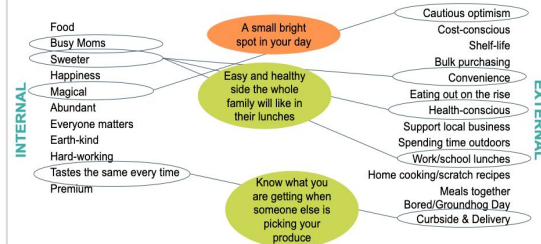
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Concept Mapping



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Have confidence in your own expertise.

Work the process. Talk to your peers.

We, marketers, are still in this together.

-- Kirsten's cell 512-632-2749

Q&A