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THE YEAR OF THE PIVOT: Orchestrating an Agile Pandemic Response

alpha

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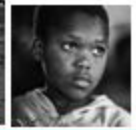
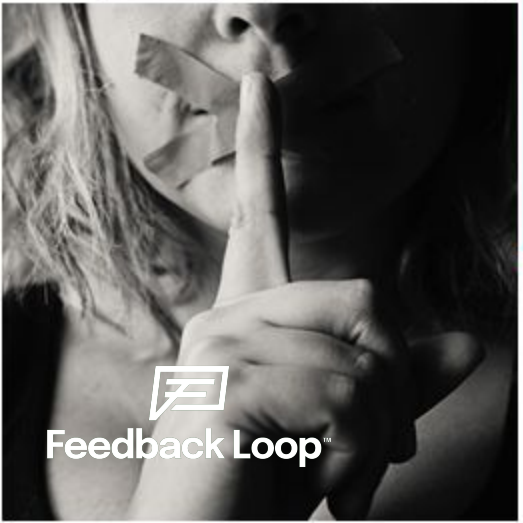


WE USE THE POWER OF COMMUNICATIONS TO TACKLE THE TOUGHEST ISSUES



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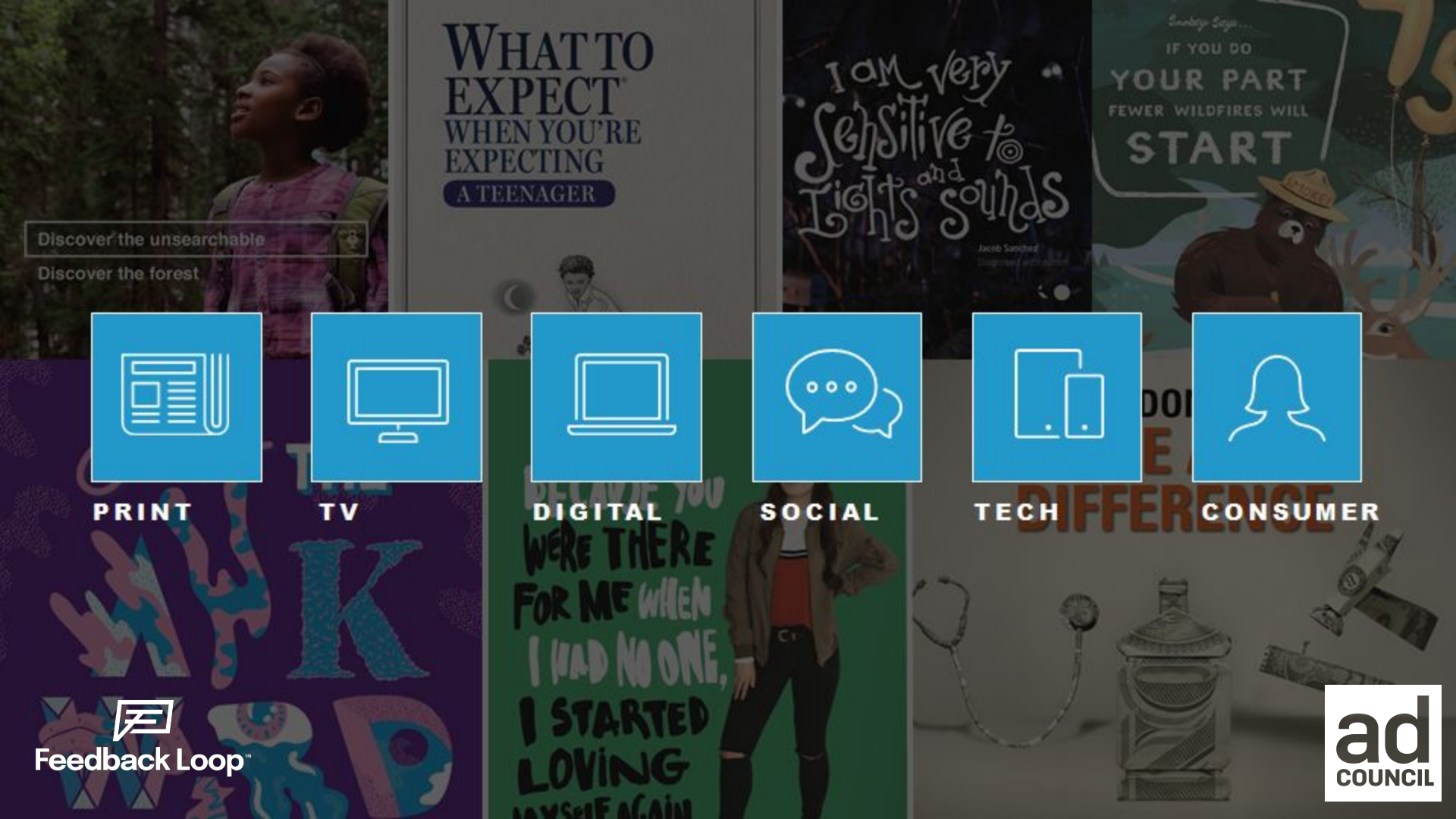
Discover the unsearchable
Discover the forest
WHAT TO EXPECT WHEN YOU'RE EXPECTING A TEENAGER
I am very Sensitive to Lights and sounds
IF YOU DO YOUR PART FEWER WILDFIRES WILL START
PRINT
TV
DIGITAL
SOCIAL
TECH
CONSUMER
WERE THERE FOR ME WHEN I HAD NO ONE, I STARTED LOVING
DIFFERENCE
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MEDIA
NON-PROFIT
MARKETING
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TECH
GOVERNMENT
ADVERTISING

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5 DISTINCT CAMPAIGNS

AT RISK

PARENTS

HYGIENE

STAY AT HOME

MENTAL HEALTH

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FULLY INTEGRATED CAMPAIGNS

TV/ONLINE VIDEO

RADIO

PARTNER SUPPORT

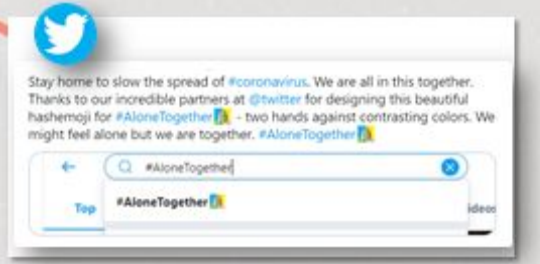
PRINT ADS

SNAPCHAT FILTERS

DIGITAL OOH

INFLUENCER TALENT

SOCIAL GRAPHICS
(ENGLISH + SPANISH)



TWITTER "HASH EMOJI"

COVID-19 RESPONSE

34.3B

IMPRESSIONS

59M

ENGAGEMENTS

29M

DIRECT TRAFFIC TO CORONAVIRUS.GOV

How did agile research help us get here?

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But first, what is agile research?

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Agile research is NOT...

- Merely running two studies on the same topic
- Quick and dirty research
- A solution for all of your research problems

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Agile research...

- Follows agile principles
- Generates feedback early and often
- Tests are focused on a key objective
- Is directly linked to decision making
- Can address multiple use cases and play nicely with other methodologies and data streams

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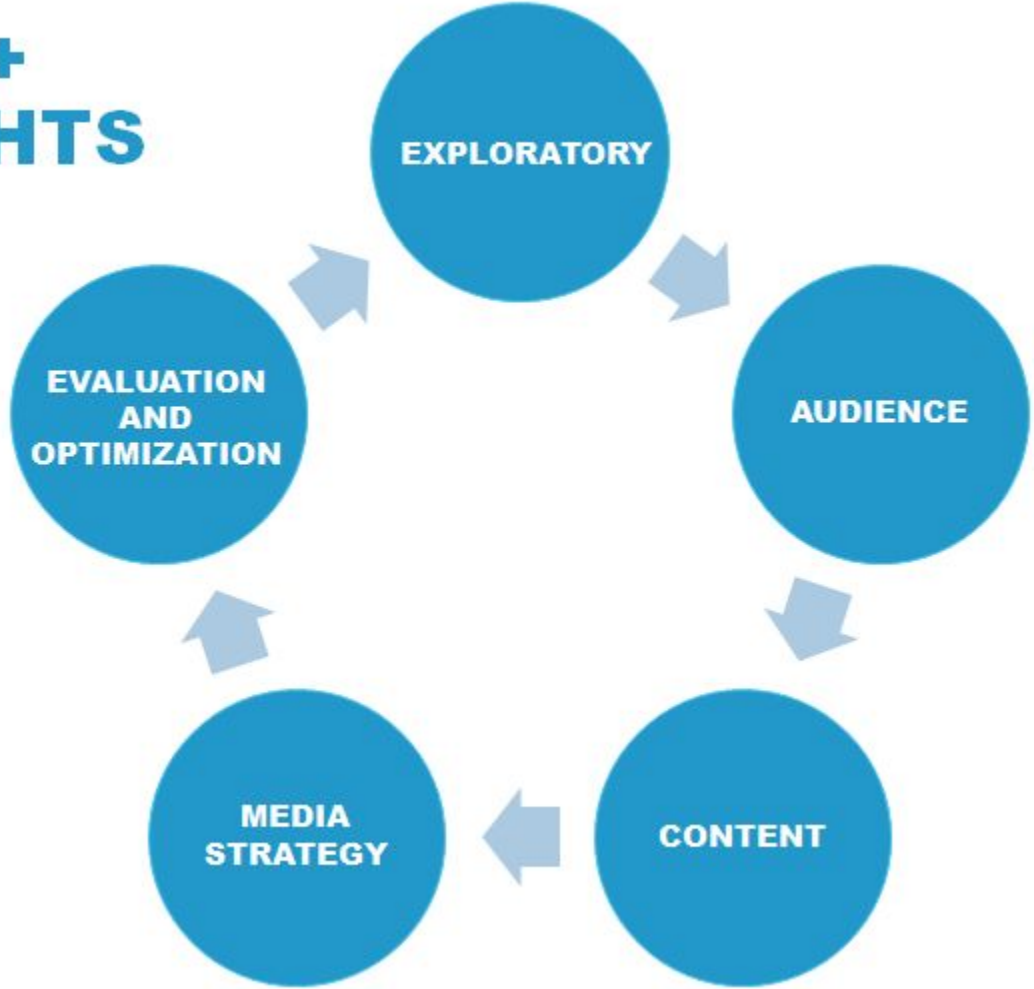
DATA + INSIGHTS



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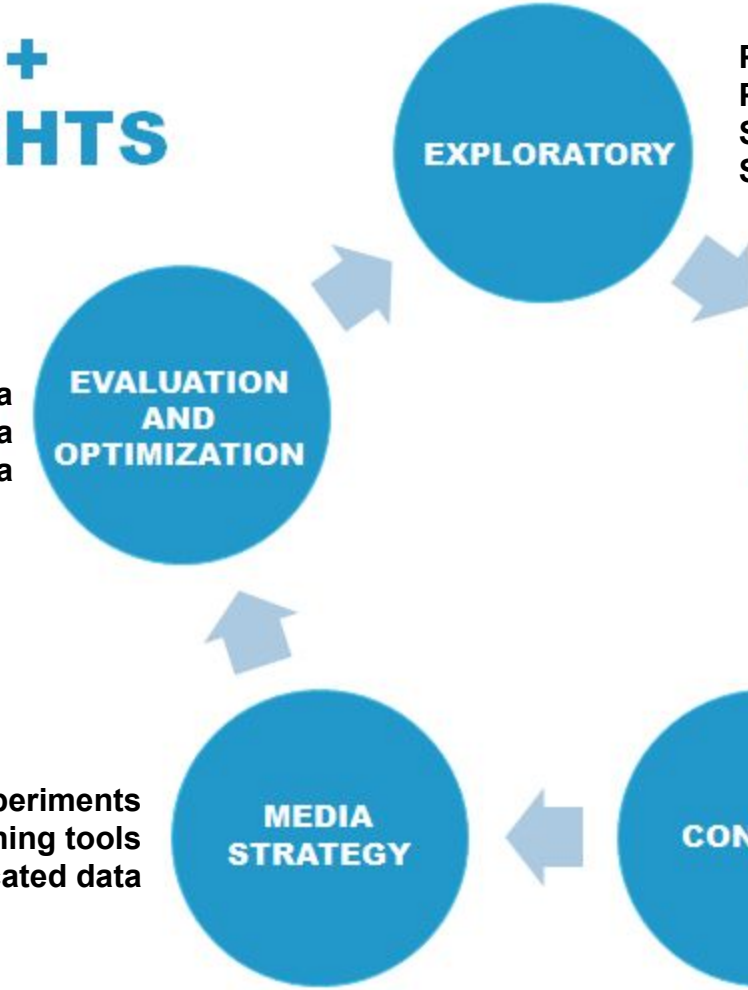
DATA + INSIGHTS



Public health data
Polling data
Social listening
Search trends

Qualitative research
Quantitative research

Qualitative communication checks
Copy tests
A/B tests
UX testing

Programmatic experiments
Media planning tools
Syndicated data

Digital, website & social data
Ad flight data
Tracking survey data

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Strategize

EXPLORATORY → AUDIENCE

User discovery

- What are the barriers to staying home, social distancing and mask wearing?
- How are people managing their chronic conditions during the pandemic?

Messaging

- What are the most motivating reasons for someone to stay home or wear a mask?
- Which statement is most relevant?

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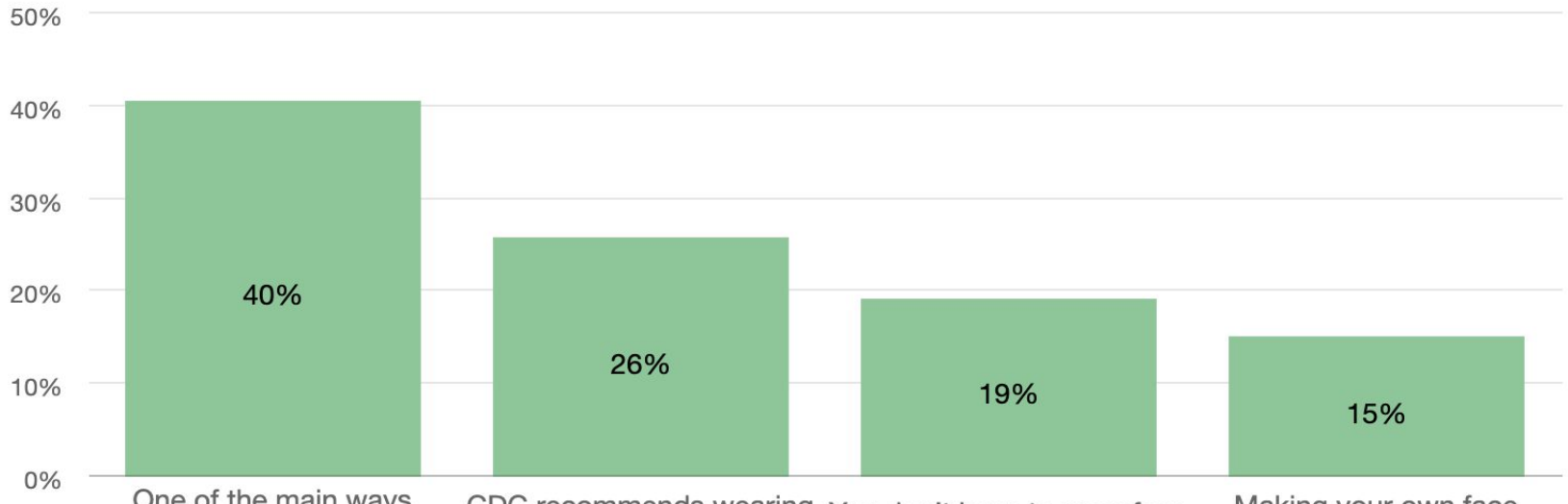
Which of the following statements MOST motivates you to wear a face covering to cover your mouth and nose while in public?

389 Responses



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Build

CONTENT → MEDIA STRATEGY

Website UX

- What are the initial reactions to this website?

Creative Concepts & Executions

- Is this creative concept well-received?
- Is this ad clear, relevant, and motivating?

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Optimize

EVALUATION & OPTIMIZATION

Creative and Site Refinement

- How can we adapt this existing creative?
- How can we improve this website to be relevant during coronavirus?

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Embracing Agile Research

1. Understand where agile fits
2. Foster curiosity
3. Find a few concrete use cases
4. Engage non-researchers
5. Stay focused
6. Prove value through decision making

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