

In the space of weeks, we travelled up Maslow's hierarchy of needs



At different rates, we all seem to be climbing-up the pyramid like the text book says we do

You couldn't find bog roll in early March



Me: "Can you tell me where to find the nuts?"
Store Employee: "They're in the toilet paper aisle."



Loo rolls and pillow packs of pasta

Soon after, hand sanitizers were selling on Amazon for £50!



Hand sanitiser, Dettol and paracetamol

Loo rolls and pillow packs of pasta

Gallows humour united us along with zoom and Netflix doubling subscriptions



Maslow's Hierarchy of Needs

Mid-May '21

Early-March

verywell

Self-actualization

Esteem

Love/Belonging

Safety

Physiological

Why aren't there handles on doors anymore?

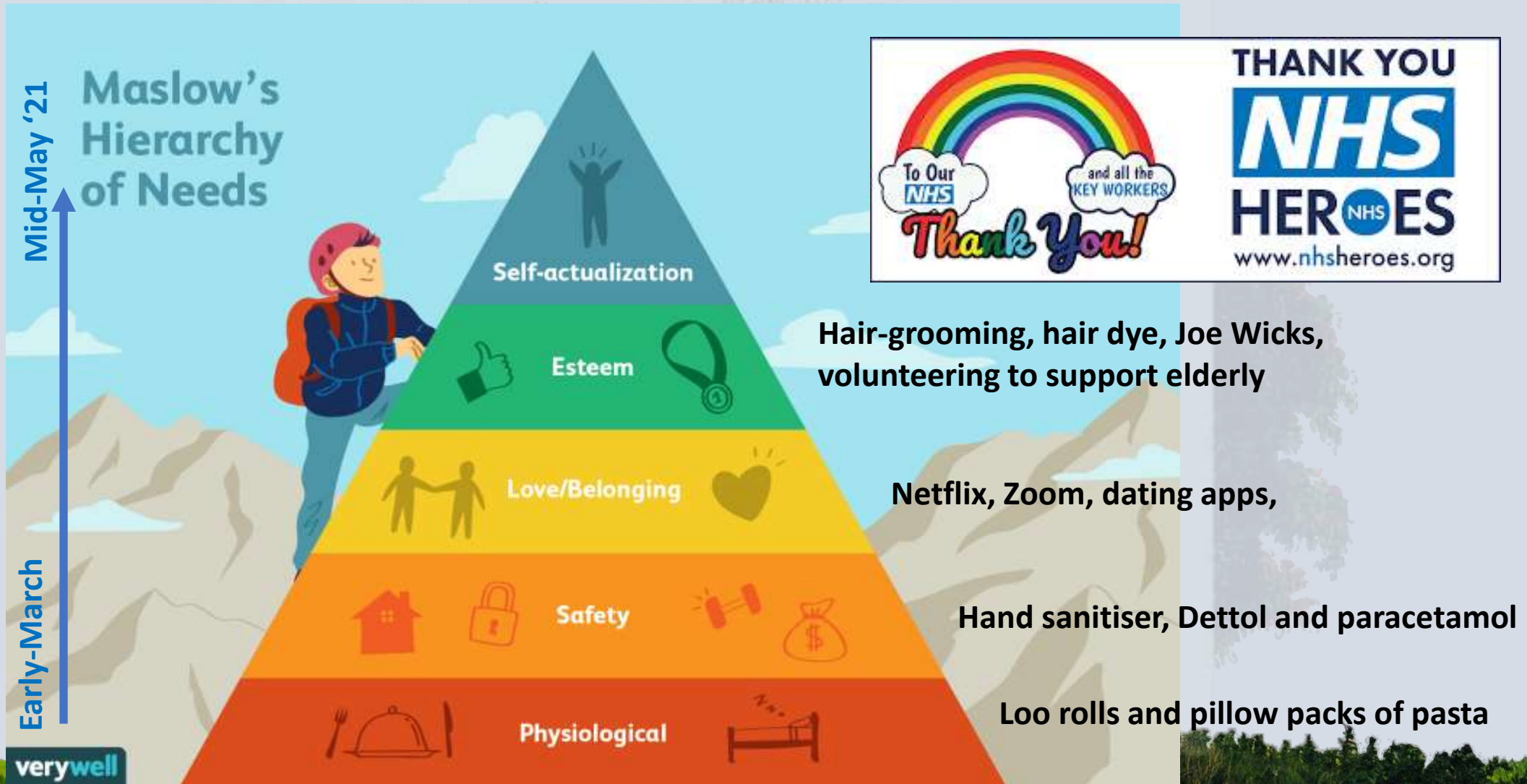
Wesley, it's time I tell you about the year 2020...

Netflix, Zoom, dating apps,

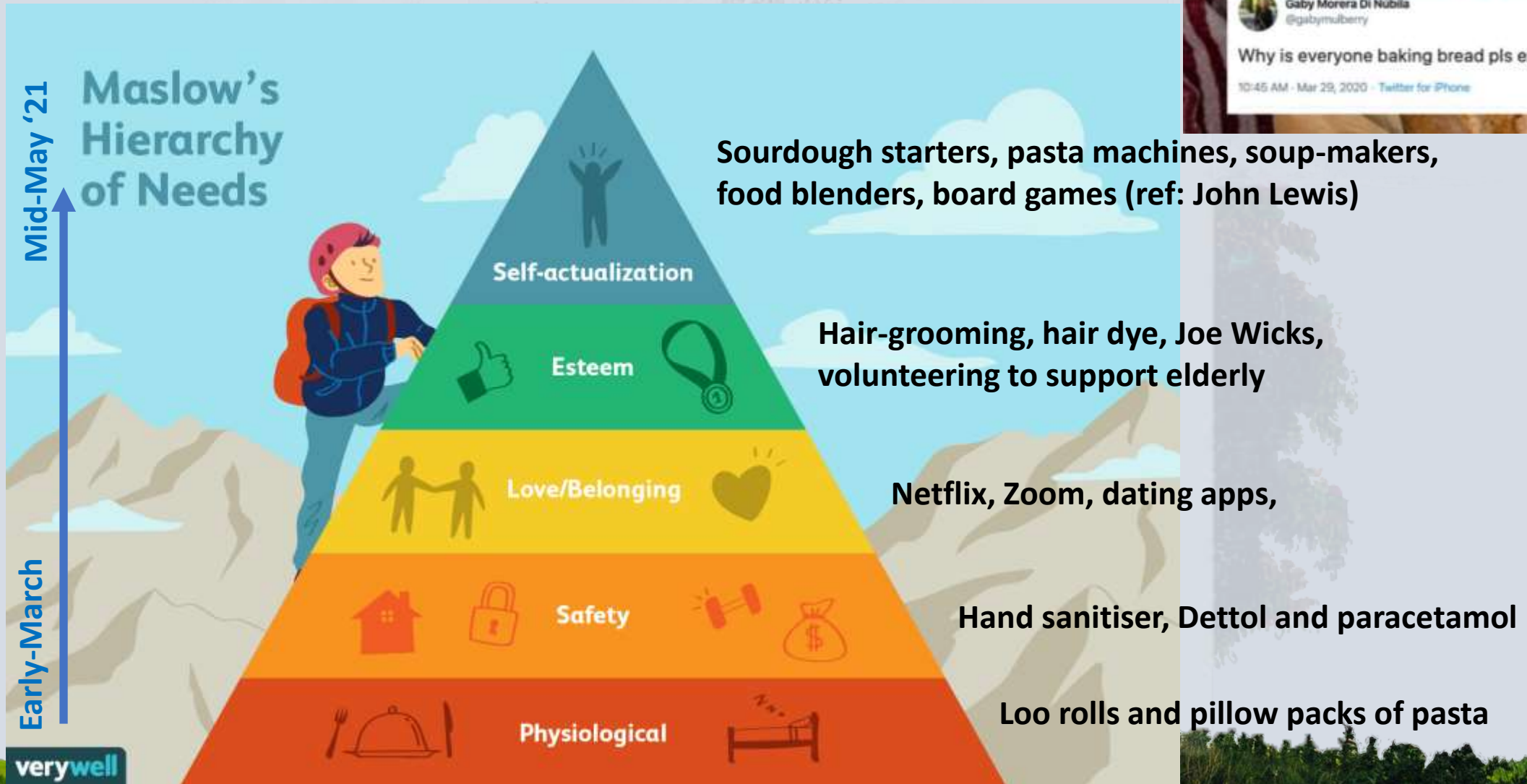
Hand sanitiser, Dettol and paracetamol

Loo rolls and pillow packs of pasta

Concealing grey roots becomes key and don't forget to hand-clap the NHS on Thursdays



Since April 1st, 19% of UK pop. have started a new hobby (*yougov. poll*)





The World is likely to be very different as we learn to adapt to this and future crises

- We will be better prepared for the next one
- We may take more drastic measures to 'save our planet', now we've all felt the effects of nature being disrespected
- We may treasure our work, if we are lucky enough to have it
- And work from home more often
- We may protect our loved ones more closely
- We may feel less wanderlust and travel less
- We could likely feel less cavalier about our wellbeing and that of others
- We may even come out of this, respecting the need for a collective community again?

But it's less about changing and more about resetting – recalibrating our values



- We haven't changed, but the World certainly has
- We still behave in the way a psychologist claimed we behaved over 80 x years ago
- Instead of changing us, crises tend to reset us; our expectations, our values, our hopes and fears
- A reset one would hope for good – but likely to be a mix of both

**Out of fear comes relief.
Out of relief comes realisation.**



Such that many of these pressure points may experience a seismic shift



With movement, there's even more creative fertility to nudge and cajole

But with it will come a heightened sense of insecurity and craving for belonging



- There won't really be a recovery in the way we recover from a financial crisis. We all know there won't be a return to the normal of yesterday.
- And let's face it, for the foreseeable future, we will inhabit the clothes of the social distancer in public, wear facemasks when in close proximity to others on public transport or in supermarkets, break the law if we attempt to handshake and refrain from travelling abroad or avoid making any great plans for the future.





Perhaps for a good while yet...

- As Chris Whitty, UK's Chief Medical Officer admitted only last week, "*we might never find a vaccine*". WHO backed this up soon after.
- And we have to live with this, not wait for it to simply disappear
- And as time goes on, the effects of our physical and social freedoms being pruned will be felt all the more



Brands have been on the descendency, but seeking faith in institutions will rise



- Brands used to enjoy a greater faith than they do now. That's a very generalised comment and is probably truer for FMCG brands than say, tech brands. But such is the World today, most Brands certainly don't enjoy the loyalty and trust they once earned. And launching new brands in this uncertain climate feels daunting.
- When consumers share in a crisis, they crave that belonging and human contact, guidance and support from trusted, faithful institutions; with an increased need for belonging, you can imagine *club* affiliations will increase, be that football, religion, golf or wherever else you may place your faith or seek solace in.

Brands have a greater role to shine light when many are retreating into the dark



- Large global brands are to cut ad spend harder – and for longer – in response to the coronavirus pandemic, according to fresh research from the World Federation of Advertisers (WFA).
- 89% of large multinational companies have deferred marketing campaigns this April, up from 81% in March
- 52% of marketers at these companies said they'll now hold back ad spend for six months or more, compared to just 19% who mulled taking similar medium-term action last month

Global brands to freeze ad spend for at least 6 months amid Covid-19 crunch

By Rebecca Stewart - 13 May 2020 00:00am



Large global brands are to cut ad spend harder – and for longer – in response to the coronavirus pandemic

Large global brands are to cut ad spend harder – and for longer – in response to the coronavirus pandemic, according to fresh research from the World Federation of Advertisers (WFA).

To go mute, when consumers need you more than ever, lacks courage and foresight



- Field and Binet concluded from the financial crisis of 2008, those brands that were there for consumers in their hour of need, benefitted from genuine consumer loyalty post-crisis, whilst other brands that bottled-it found it expensive and slow to regain trust and value
- Today Peter Field recommends that

“With appropriate sensitivity to the fearful state of most people, brand building (as opposed to sales activation) may in fact be the best approach...that may involve eye-catching initiatives that reflect the mood of the times... Brand advertising is not about profiting in recession, it’s about capitalising on recovery”

IPA
Incorporated by Royal Charter

FT
Financial Times

When others go quiet your voice gets louder

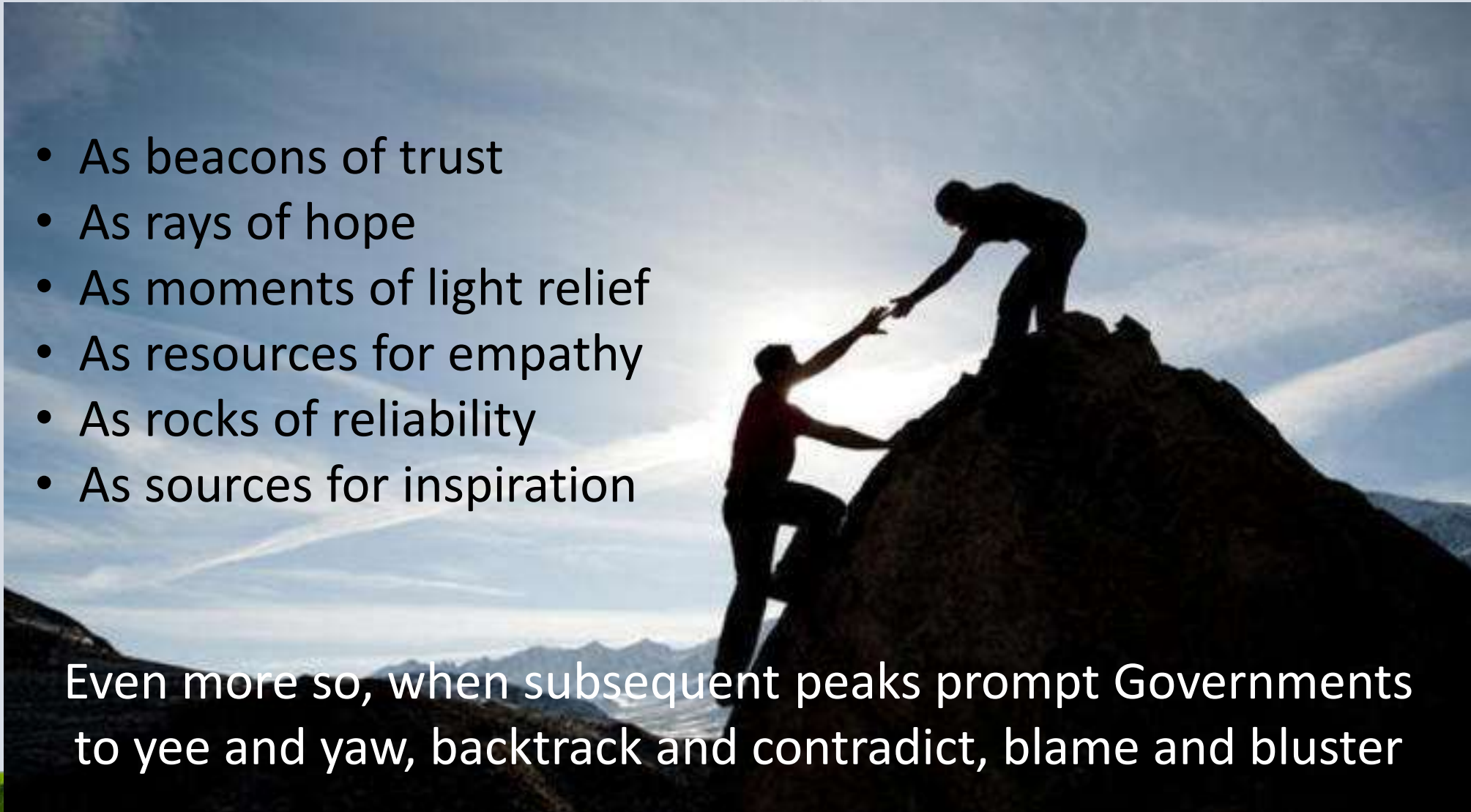
Right now the temptation is to cut marketing and advertising costs to the minimum. However, our evidence from past recessions shows that brands which continued to advertise when others went dark, re-emerged healthier and stronger. Because the greater their share of voice, the greater their market share. Find out more at ipa.co.uk/efworks #EFWorks

In this Crisis, Brands have an even greater purpose as lifebuoys in a sea of uncertainty



- As beacons of trust
- As rays of hope
- As moments of light relief
- As resources for empathy
- As rocks of reliability
- As sources for inspiration

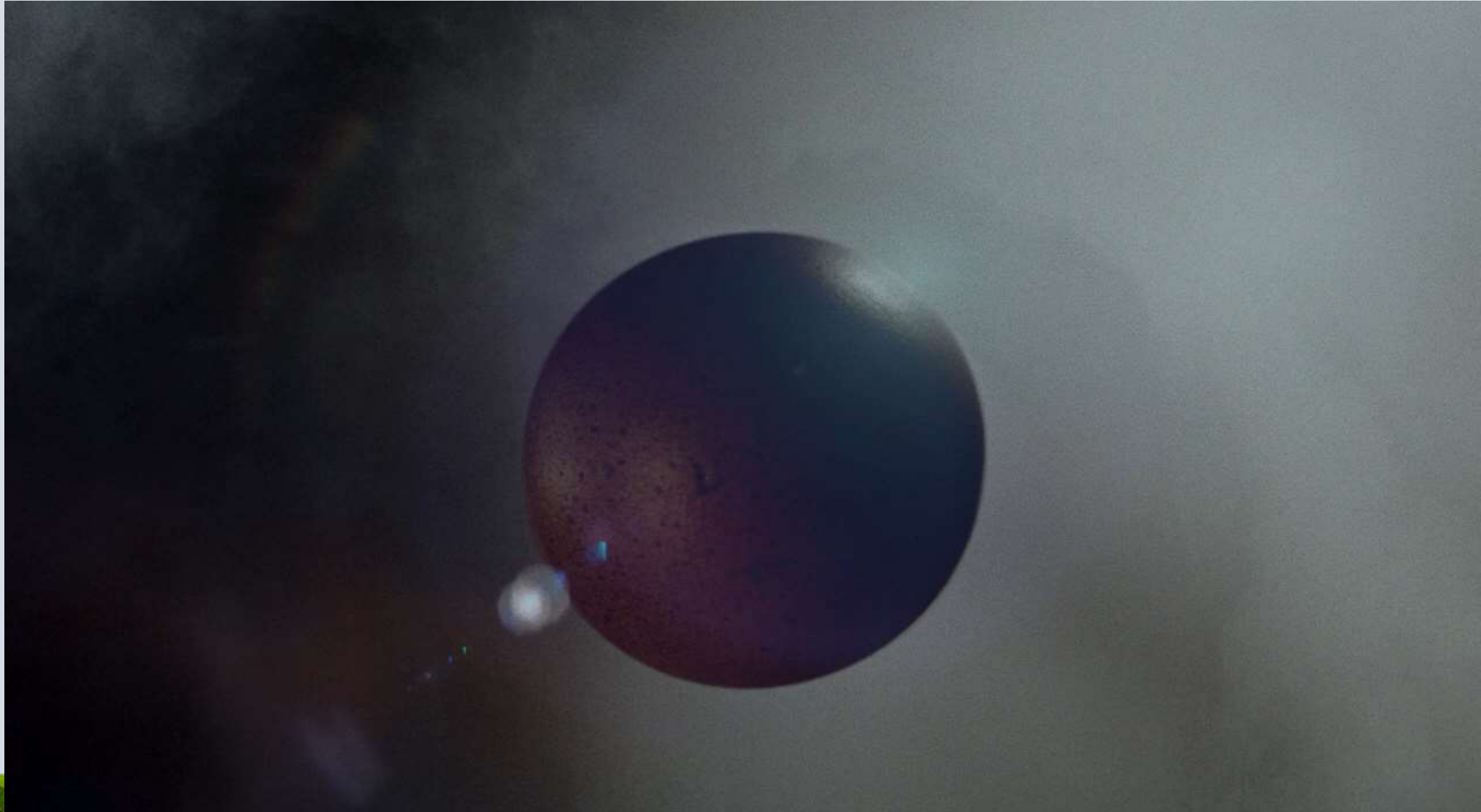
Even more so, when subsequent peaks prompt Governments to yee and yaw, backtrack and contradict, blame and bluster



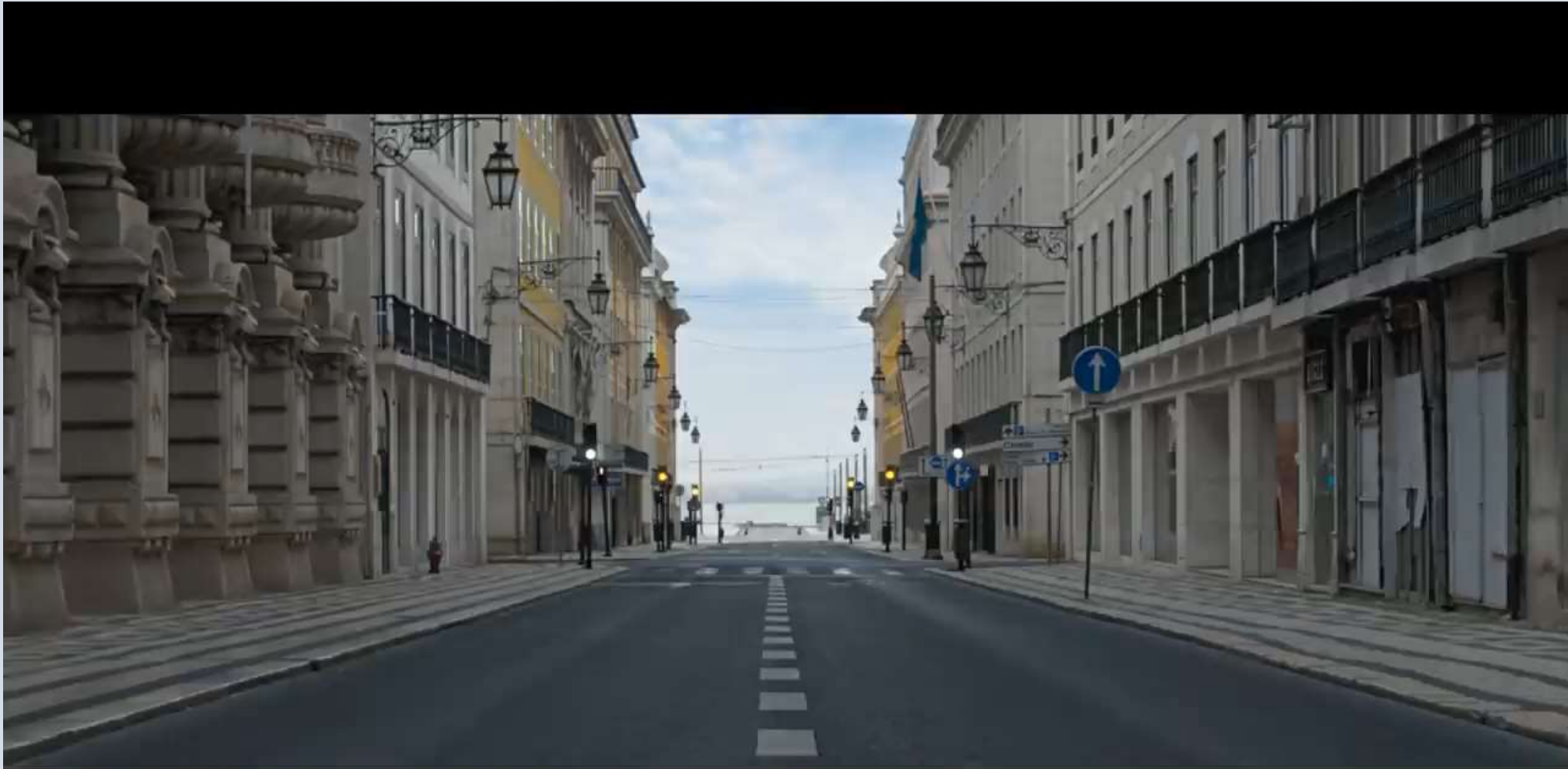
And to shirk from courageous creativity will only neuter efforts to connect and engage



Where solid, comforting, wholesome values resonate all the more in a crisis



Where less can be more



Where the lightest of relief unites us and enhances our sense of belonging



Where authentic and personable trump
glitzy and sentimental

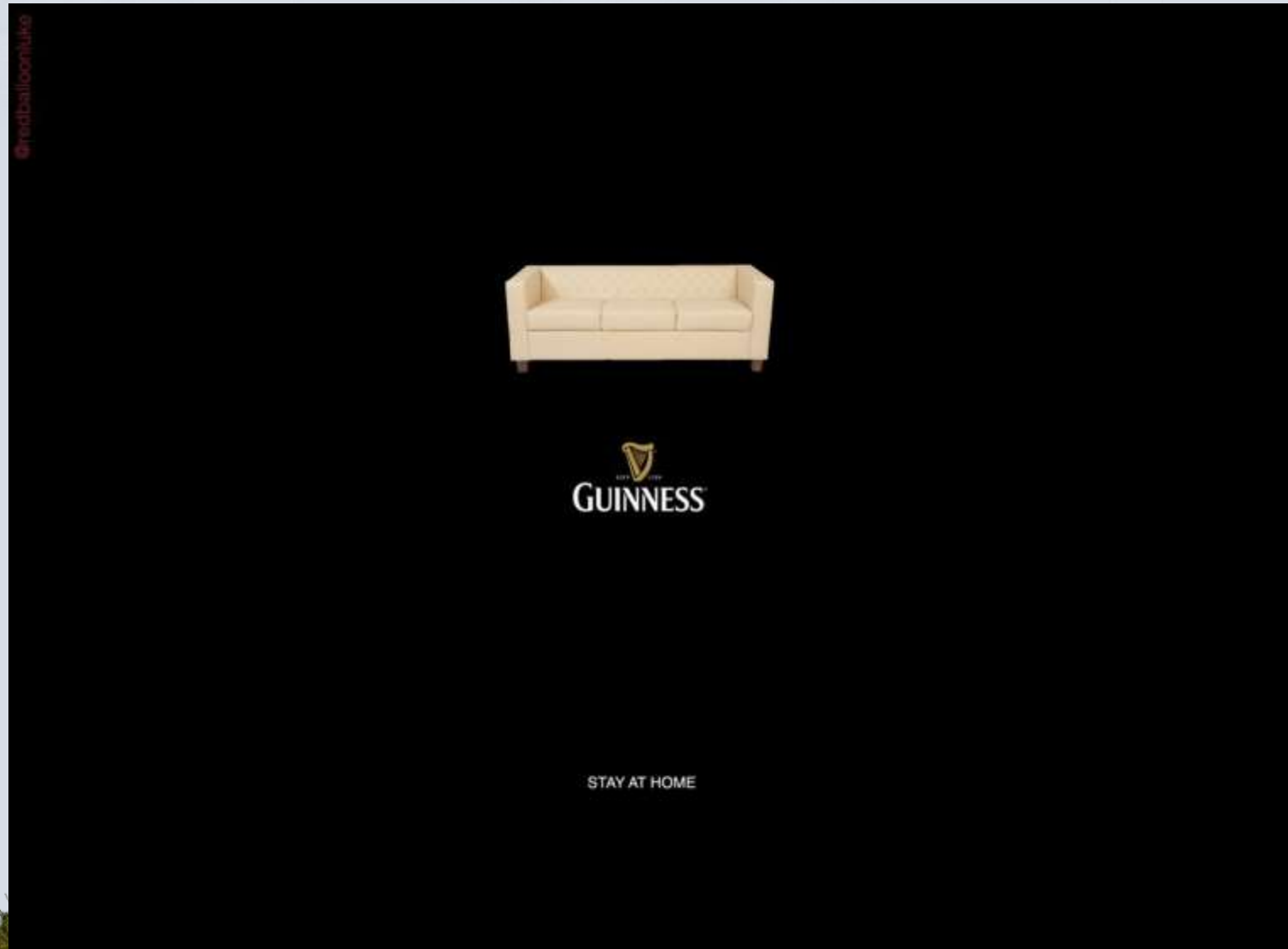


Where brands encourage connections when none are allowed



Spotify using the power of audio to bring people together even during lockdown

Where sheer brilliance can still shine bright



So, creativity craves a crisis like Covid-19



- Now, more than ever, Brands need to fulfil their purpose and step-up to the plate
- They need *cojonas* to lead where others have bottled-it
- If you ever wish consumers to **question**, **wonder** or **think**, then you really don't have a choice
- In 35 x years I've never seen a Brand achieve any of this without creativity that stretches
- Think re-set, not change – and creativity will flourish

