

ISOLATION INSPIRATION

Views from Discovery about brands in a new environment
APRIL 6th 2020



Discovery

Discovery Research has been providing the insights that fuel change for clients since 1996. We are here to help combine customer insights with industry knowledge to help move things forward for your brands

WE BELIEVE THAT WE ARE SEEING SOME OF THE TRUE COLOURS OF BRANDS THAT WILL SHAPE THEIR FUTURES. IT IS NOW MORE THAN EVER THAT A BRAND IS DEFINED BY ITS ACTIONS... HOW IT DEALS WITH ITS CUSTOMERS AND ITS EMPLOYEES.

LET'S LOOK AT WHAT SOME HAVE BEEN DOING

There have been brands who are playing the role of activists, often turning up the dial of innovation while they do so:

Mercedes F1 working in partnerships to develop and mass produce breathing aids

Dyson ready to produce respirators and GKN diverting manufacturing to the production of current respirator designs

Fashion retailers diverting production to creating face masks - New Balance / Sandro amongst them

Those who are focusing upon altruism:

TKMaxx appeared to kick start the big brand action with the donation of all perishable goods and Pret donating free food and drink to NHS staff - while others offer 10% off

Asda - CEO Roger Burnley has taken the supermarket lead in his advert which looks at the challenge as 'all in this together' looks like he has shrugged off his wolf of Wall Street style comments of the previous year

Deliveroo - first to communicate contactless delivery alongside prioritising faster payments for the small businesses that they work with

We have also seen LVMH switching from perfume to hand sanitizer production along with others like Brew Dog also pitching in with a host of other micro breweries

BUT, companies have to be careful, because unless they are really giving up their time and skills 'free' of charge, it can feel churlish to just hear that they are 'standing with us'... helping us out with a special offer

Those that have adapted and evolved services for the benefit of customers: A special mention to the BBC iPlayer team here who have got the kids access feature up and running. The BBC's proactive approach and flexibility has also seen its reach grow more than other channels over the past month - leaving plenty for them to catch up on....

BUT there are those that haven't really seized the opportunity: In a time where communication is essential we have been left waiting for the networks and broadband providers response (possibly as they scramble to keep things working) BUT is it an opportunity missed by SKY, TalkTalk, BT? Without sport BT & Sky appear to have lost their voices. Churn might be low currently, but it will rise as the crisis continues and network resilience and revenue needs come into focus

Where do we start with Sports Direct, quick as always to not put workers first. Something mirrored by Daniel Levy who has perhaps been too quick at Spurs to jump on govt assistance rather than look internally at how they could help staff - we will see how that pans out!

ASOS have also come under fire for workers conditions being unsafe while ramping up their marketing trying to capture the home shopper buying their way to happiness

We are also not sure about things like social distancing in logos... like Zara's claim to be closer than ever.. how? maybe we missed their other work

IT IS, OF COURSE, A DIFFICULT LANDSCAPE FOR BRANDS TO NAVIGATE AND BRANDS NEED TO WORK WITHIN THE CONFINES OF THE NEW ENVIRONMENT. BUT WHILE CONSUMERS MAY NEED TO FEEL THE PROXIMITY OF BRANDS RIGHT NOW NOW BRANDS NEED TO BE PREPARED TO MOVE BEYOND REACTING - AND THINKING ABOUT WHAT IT REALLY MEANS FOR THEIR FUTURES

SOME KEY QUESTIONS DISCOVERY CAN HELP YOU WITH:

- What are people thinking about your brand?
- How are you capturing sentiment of customers?
- How are you adapting your tracking surveys?
- Competitor approach & reactions?

- What are you doing to make sure that you hit the right note before you send out comms?

One of the most important factors that we think you should be discussing is how you generate and demonstrate empathy with your customers at this time. There are some clear archetypes that are emerging in the discourse analysis that we and others are conducting and brands should pay close attention to the new language of the crisis and the role that they wish to play in it - are they more Caregivers, Creators, Rulers or perhaps the Everyman, the Hero or the Sage. **As a full service agency with over twenty years experience we can help you shape your response and guide you through your research needs as well as actually run research when you need it**

We are here to help:

- We are experts at remote research methodologies
 - *we created and run the online platform The Thinking Shed*
- Help you set up a research response
 - *we are offering free advice to all clients programming out their research response*
- Provide quick 'health check' qual and quant reactions
 - *collating resources and adding our own quant & qualitative tracking info around key topics*
 - *The ability to tailor questions to your needs and brand for a low cost commitment*
- Provide consultancy when you might not want to reach out to customers
 - *Maybe you don't want to reach out just yet, but need an opinion e.g. regarding communication messaging, just ask our opinion and we will point a collective 100yrs of experience at it for you*



Discovery

Contact us:

020 73594963

alan@discoveryres.co.uk