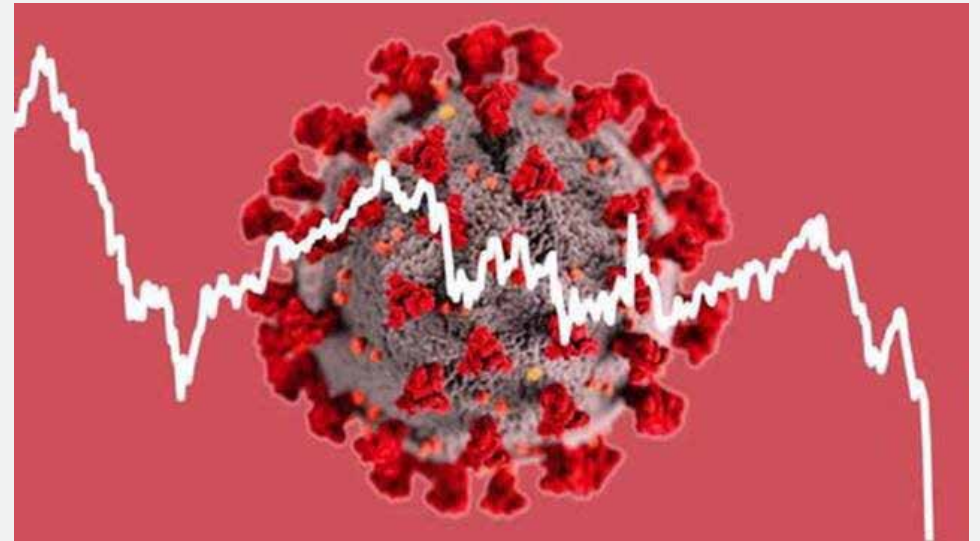


COVID-19 POST CRISIS TRENDS

KEY FORECAST & IMPACT ON HUMAN EXPERIENCES

about the report

Brandcell Consulting has compiled for you from global sources a summary report on the major Post Corona forecasted trends and their impact on human behavior, brands and businesses.



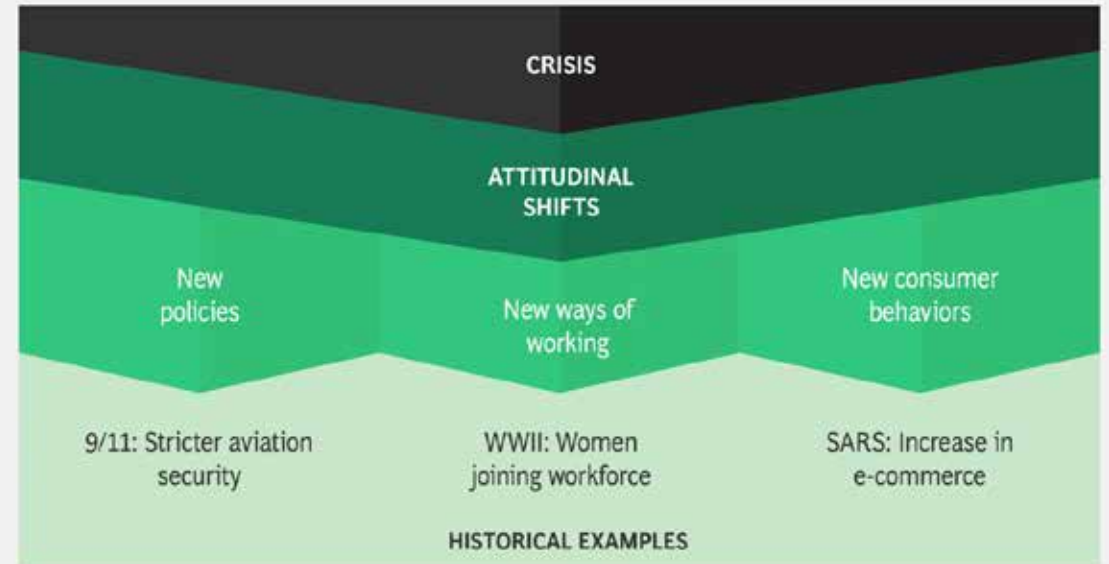
■ The COVID POST CRISIS

COVID-19 is the biggest global event and challenge of our lifetimes.

As such, it is changing human attitudes and behaviors today and forcing organizations to innovate, change and respond.

What will have changed in the way we think and behave? How will that affect the way we design, communicate, build and run the experiences that people need and want?

Exhibit 1 | Crises Often Lead to Long-Lasting Changes



Source: BCG Henderson Institute.

***What are the new
behavioral trends?***



■ THE CONFIDENCE BEHAVIOR TREND

The erosion of confidence will make trust way more important than ever before.

This will necessitate a “trust multiplier”—action that, to be effective, rebuilds trust quickly and credibly. Focus will be on confidence-building through every channel. Justifiable optimism will sell well. All of this may change the nature of what we regard as premium products and services.



■ THE COCOONING BEHAVIOR TREND

Everyone being told to self-isolate means a return en masse to home as the epicenter of life and experience.

There will be a rise in home spending—on the home and made at home as people will stay more local.

Desire for cocooning, along with opportunities for those with creative strategies to enable it, will move center-stage.



■ THE ADAPTABILITY & RESILIENCE TREND

As we dip into survival mode, we will all need to hone our skills in the area of flexibility, adaptability, and resilience. They're not easy to teach nor easy to learn!

Future employers will prioritize them as some of the key skill sets their hiring for.



■ THE MADE TO LAST TREND

Fashion could return to its basic beauty, an expression of individuality.

After crisis comes celebration. Life will be a Technicolor daze of buzzing streets, exultant parties and cake.

Fashion post-corona could follow suit in the form of sweeping, colorful fabrics, maximalist shapes, bold co-ordinates and unrestricted silhouettes.

A sense of urgency to make the most of our health, liberty, vitality and hopefully, our Earth, may ensue, image being much lower down on our list of priorities.

We might therefore want easy-to-wear, durable items that will see us through a cyclical chain of events - precious time will not be wasted fussing over a flimsy cross-over dress.

That means a potential return of sewing skills, made-to-last rather than made-to-wear-for-a-minute products, creative re-invention concepts, and the art of wardrobe swaps.



***What are the new
Business Trends?***



■ THE RISE OF INNOVATION

When dystopian thinking and transformational thinking collide, great things can happen.

We are about to enter the most innovative period in all history. When people have time to think and reflect, they also have time to innovate.

Millions of new businesses will be created, millions of new products launched, millions of new services transformed.



■ EVERY BUSINESS IS A HEALTH BUSINESS

The concerns about health amplified during the crisis. Even after, health will dominate. A health economy will emerge with opportunities for all to plug into. Every business will need to understand how it can be part of a new health ecosystem that will dominate citizen thinking.

Examples of Telemedicine: Healthcare professionals are open for telemedicine or virtual consultations. To curb traffic at hospitals and other healthcare practitioners' offices, many are implementing or reminding their patients that consultations can be done through video.



■ THE POWER OF DATA

We see the power of data in a pandemic in real-time.

National or global apps could result in better early warning systems because they could report and track who is showing symptoms of an outbreak.

GPS data could then be used to track where exposed people have been and who they have interacted with to show contagion. Any of these efforts require careful implementation to safeguard an individual's privacy and to prevent the abuse of the data but offer huge benefits to more effectively monitor and tackle future pandemics or crisis. a



■ THE E-COMMERCE DEMAND

Although there were many businesses that felt they had already cracked the online shopping code, COVID-19 taxed the systems like never before as the majority of shopping moved online. Businesses who didn't have an online option faced financial ruin, and those who had some capabilities tried to ramp up offerings.

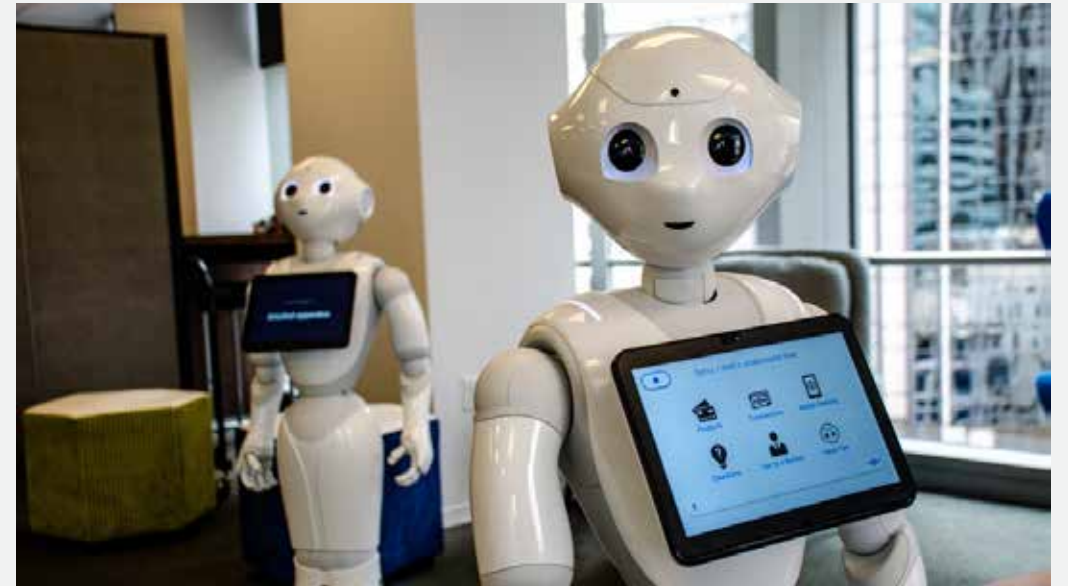
After COVID-19, businesses that want to remain competitive will figure out ways to have online services even if they maintain a brick-and-mortar location, and there will be enhancements to the logistics and delivery systems to accommodate surges in demand whether that's from shopper preference or a future pandemic.



■ THE INCREASED RELIANCE ON ROBOTS

Robots aren't susceptible to viruses.

Whether they are used to deliver groceries or to take vitals in a healthcare system or to keep a factory running, companies realize how robots could support us today and play an important role in a post-COVID-19 world or during a future pandemic.^a



■ THE EDUCATION RADICAL CHANGES

The digital classroom is being implemented on a global scale. Every teacher that has resisted this approach in the past is being told to get over it because there are no other options. How long before we are constantly switching between digital and physical classrooms?

This will be the perfect time to digitize, dematerialize, demonetize and democratize education.



■ THE IMPACT ON OTHER BUSINESS SECTORS



FINANCIAL SECTOR

- Increased demand on Fintech mainly Consumers and SMEs landing platforms, mortgage and life insurance digitalization
- High demand on IOT and Software solutions



RETAIL SECTOR

- Responsible Retail; Health and Safety of Staff, Consumers, Partners and Community...
- A Surge of Retail APPS & Digital experiences
- Resilience in supply chains
- New CSR Actions



F&B SECTOR

- Adaptability to new Customers values that are shifting to healthy, trustworthy, environmentally sensitive and more supportive to the community
- Accelerated move to intelligent data driven operating model

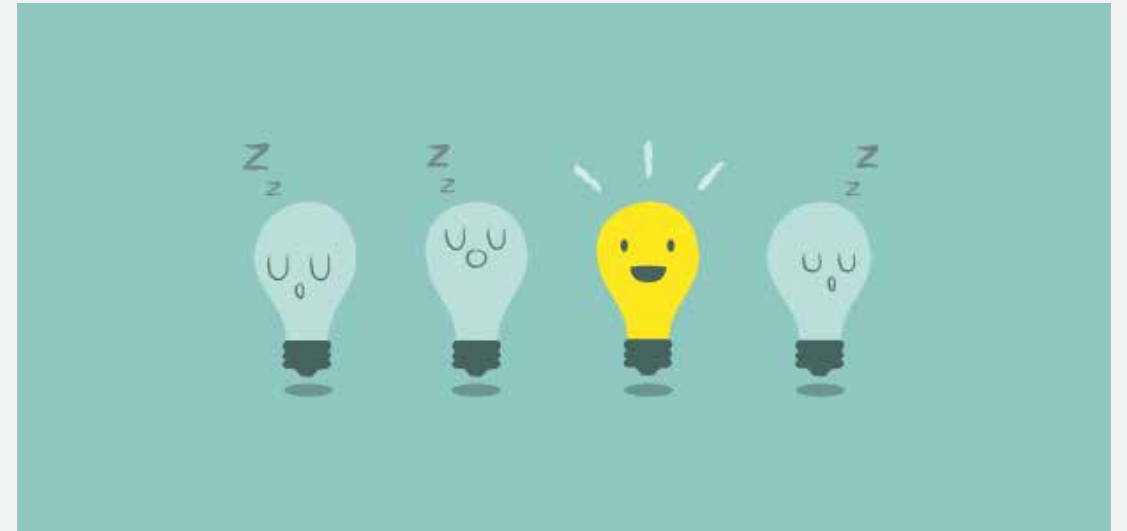
***What are the new
Marketing means?***



■ THE VALUE PROPOSITION THAT MATTERS EVEN MORE

New offerings need to more overtly deliver a difference, a better day and a better life.

- Helping people be heroes when they may feel financially inadequate
- Helping them feel in control in a world gone awry
- Helping them find solace in the face of external stresses
- Helping them find simplicity in the face of hyper-stimulation
- Helping them manage scarce time and elevating their quality of life with the family, friends and communities that matter more than money



■ THE VIRTUAL CENTURY & CONTACTLESS INTERACTIONS

The enforced shift during the worst of the pandemic to virtual working, consuming and socializing will fuel a massive and further shift to virtual activity for anything.

It will affect ways of communicating across learning, working, transacting and consuming.

An option to pay for goods and services that does not require any physical contact is likely to gain traction. Machine vision interfaces are already used today to apply social media filters and to offer autonomous checkout at some stores.



■ THE EMPATHIC MARKETING

Staying on top of the latest trends, watching the data for insight, and understanding new consumer behaviors will be key in driving successful marketing strategies moving forward.

In-store traffic and demand are falling daily as users stay home. As this trend grows, in-home online and TV activity will increase and advertisers can reach their target users during this time by investing more heavily in television (traditional or Connected TV), digital, and direct mail advertising over in-store, out-of-home, and physical advertising due to decreases in public foot-traffic.

As the world pushes through this challenging time, compassion in advertising will be critical to ensure that brands remain in positive light.



■ EVENTS GOING DIGITAL

Event organizers will figure out ways the digital aspects can complement in-person events.

We predict a steep rise in hybrid events where parts of the event take place in person, and others are delivered digitally.



***What are the new
Design principles?***



■ NEW DESIGN PRINCIPLES

- *Transparency*
- *Honesty*
- *Slow pace*
- *Mindful of Systems*
- *Multifaceted*
- *For People and Machines*



■ NEW CUSTOMER EXPERIENCES INITIATIVES

- Focus on Care and Concern (for Employees, Customers and Community)
- Meet your Customer where they are (Accelerate digital options, Bring your business to customer's home)
- Re-imagine the "Post- Covid" World (Find savings without sacrificing experience, Re-imagine your brick & mortar strategy)
- Build Agile Capabilities (Keep a pulse on changing customer preferences, Listen to your employees, Adopt agile innovation)

■ ABOUT CUSTOMER EXPERIENCES

“There’s never been a more important time to be focusing on customer experience. It’s also the perfect time to take a step back and evaluate your entire Customer Journey from start to finish. Identify customer pain points as well as opportunities to take the experience from ordinary to extraordinary.” **Dan Gingiss**

“We need to get back to basics. We need to really put people at the center of our business.” **Brian Soli**

“Brands that invested in effortless and frictionless digital experiences are winning. Today - more than ever - consumers want to give their brains a break.” **Tom de Ruyck**

“Great brands will put the human behind the customer first.” **Tom De Bruyne**

“Consumer experience that is human makes the difference. If it is personal, customized, convenient and omni-channel, it will survive.” **Marion Debruyne**

Key Take Outs



Key Take outs

- Customers behavioral change and their reset expectations will impact Businesses and Brands that will have to redefine their business models and their value proposition.
- Innovation will no longer be optional, creative solutions will have to be created to answer the new needs.
- Data Analytics and Omni-Channel Strategies will be the key focus areas of businesses.
- Communication will be highly digital even in human to human activities like events and PR.
- Designing Human Experiences will be the top priority to stand out and appeal to customers of tomorrow.

■ RECOMMEND STEPS

- 1- Build a Resilience Plan
- 2- Prepare now for the post-disruption Period
- 3- Apply an Ecosystem view and Imagine a “New Normal” based on new perspectives
- 4- Understand your business/brand “job to be done” and its relevance
- 5- Review your forecasted scenarios and opportunities and/or design new ones today.

***FOR ANY HELP OR INQUIRY, LET'S START A CONVERSATION!
CONTACT US AT INFO@BRAND-CELL.COM***

■ OUR SOURCES

Forbes.com

Accenture.com

Luxiders.com

Adventixdigital.com

Bcg.com

Fahrenheit-212.com

Mckenzie.com

