

The world

has



People are looking  
for brands to adapt  
and respond.

changed.


sidlee

We believe that in  
times of change  
creativity can come  
to the rescue.



# Welcome to Creative

# Rescue



Where we use the power  
of creativity to prepare  
for what should be done  
**NOW** and what can be  
done **NEXT**.

Creative Rescue is designed for 3 stages of activity to help your brand come out stronger on the other side of crisis.

Stage 1 | CONNECT

How should your brand strengthen existing bonds with customers by connecting with them in a changed world?

Stage 2 | ADAPT

What has to change for your brand to remain timely and effective, and create needed value?

Stage 3 | ADVANCE

How can your brand be the most prepared to grow when the market turns and a “new normal” is established?

Each stage  
is designed  
to shape  
your action  
plan.

To create for  
people and activate  
your purpose.



**Now through Next.**

# Connect

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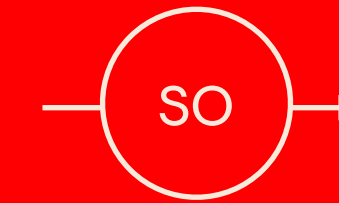
Stage 01

Key questions addressed:

- What is the nature of your customer relationships?
- What customer problems do you solve?
- What is your current contact/relationship strategy?
- What role should your brand play in a changed world?

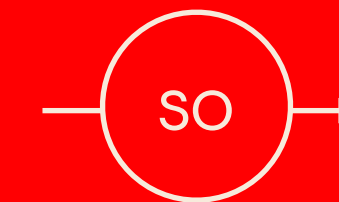
In the wake of this  
crisis, customer  
behaviours are  
changing rapidly.

People are worried  
about their health.



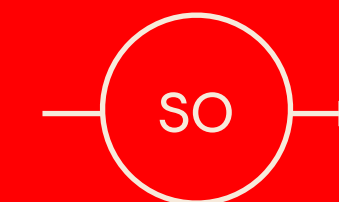
They are keeping  
their distance from  
others.

People are worried  
about their financial  
stability.



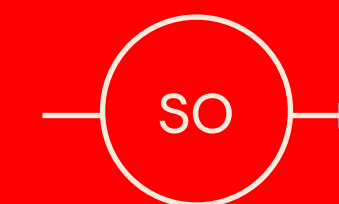
They are spending  
their money more  
frugally.

People are staying  
away from non-  
essential stores.



They are buying  
what they can from  
online retailers.

People are balancing  
a “new normal” at  
home and work.



They are looking for  
brands to offer new  
solutions.



We are already seeing brands create stronger connections between their offerings and people.



### Woolworths

Created a special “elderly hour” so that older shoppers have a chance to shop in peace and avoid panic.



### Peloton

Peloton has extended its free trial to 90 days for everyone. Classes do not require Peloton equipment.



### Carl's Pharmacy

Carl's Pharmacy shops for customers and deliver supplies in protective gear to reduce the spread of the virus.



# Connect Needs Card: uncover opportunities to act on your brand's role and connect with people, now.

CONNECT

Needs Card

Instruction: fill in the boxes below with how customer thoughts, feelings, and behaviours have changed (if at all). Then, write how your brand's role can come to the rescue to address emergent needs-states.

Think	Thinking	What we can do to address: Thoughts
Feel	Feeling	Feelings
Behave	Behaving	Behaviours

Trace how your customers' needs have shifted since the crisis. Consider what role your brand can play to address key mental, emotional, and behavioural need-states.

# A checklist to consider as you craft a strategy to Connect.

Are you tapping into this opportunity to:

- ☐ Build rapport with customers?
- ☐ Communicate more often?
- ☐ Empathize more thoughtfully?
- ☐ Seek feedback proactively?
- ☐ Create connections across customers to inspire community?

# Adapt

Stage 02

## Key questions addressed:

- What are key environmental, competitive, customer, and capability shifts that you need to manage now?
- How does your marketing plan need to be re-imagined?
- What parts of your customer experience can be virtualized that were experiential? What should remain in tact?
- How will you evaluate your marketing efforts now?

For your brand to  
connect with customers,  
it must adapt to meet  
people where they are.



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While people aren't going to as many places today, they're still staying engaged.



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# We are already seeing brands adapt to re-imagine their role in a changed world.



## LVMH

The brand has repurposed some of its perfume production lines to manufacture hand sanitizer in Italy.



## Coca-Cola

The CPG giant is using its iconic billboard in Times Square to spread community health advice amid COVID-19.



## Massimo

Massimo Bottura is holding a free cooking show for those in quarantine, everyday at 8 CET on his Instagram channel.

# Planning Canvas: refine your strategy to make the right moves, now.

ADAPT

Planning Canvas

Instruction: write out key changes to your business. Consider changes across customers, competitors, markets, channels, products, and services. Then identify what as a business you should start doing, stop doing, and continue doing based on existing plans and budgets.

What has changed dramatically in your business?

Because of these changes we should...

Start

Stop

Continue

Identify key changes that are dramatically impacting your business today. Look at your current strategy and consider what you should start doing, stop doing, and continue doing in light of change.



# A checklist to consider as you craft a strategy to Adapt.

Has your re-imagined marketing plan  
considered:

- ☐ Your brand's expression  
- how it looks, talks, and feels?
- ☐ Your messages, and which new  
messages are most salient and  
relevant now?
- ☐ Your customer experience and what can  
be virtualized that was experiential, and  
what needs to remain intact?
- ☐ Your channels - specifically which ones  
are more or less impactful?
- ☐ Your creative, and testing it for fit  
and tone to uncover what needs  
to be changed?



# Advance

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Stage 03

## Key questions addressed:

- What are key trends on the horizon that your business and brand can tap into?
- What critical uncertainties might shape the future once the market turns?
- What plausible future scenarios should you plan for?
- Which strategies are best to pursue in light of the many futures that could manifest?

We believe that  
specific channels  
and business  
models are likely to  
accelerate when  
the market turns.

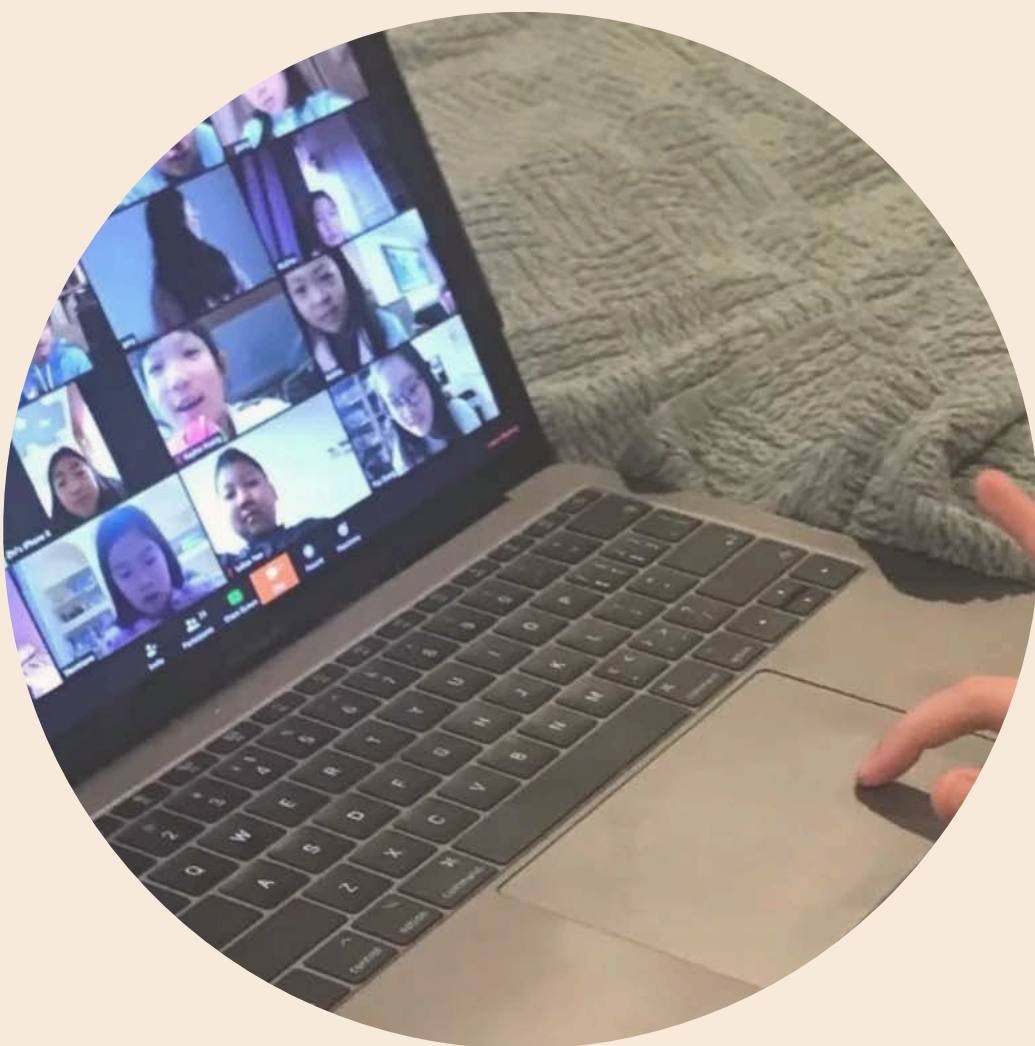
- 01 Relationships between businesses will become more community oriented and rooted in values.
- 02 The convenience of e-commerce will be even more valuable to, and trusted by, people.
- 03 Direct-to-consumer brands that design for people, rather than efficiency, will matter more.
- 04 The brands that are responsive to the future as it unfolds will outcompete those that stand still under caution.
- 05 Partnering in the most authentic ways will create loyalty and community between brands and people.

And that what is  
culturally scarce  
today will be in  
high demand when  
we return to a new  
state of normalcy.

Travel and Discovery	<i>After spending so much time indoors, people will want to get out and explore again.</i>  Industries Impacted: Travel and Tourism, Hospitality, Mobility
Community Entertainment	<i>With little-to-nothing to watch live and in-person, people will want to come together again.</i>  Industries Impacted: Sports, Cinemas and Theatre, Fitness
Look Good, Feel Good	<i>Dating will return, office life will return, and going out on the town will return.</i>  Industries Impacted: Fashion, Cosmetics, Dating, Fitness
Living Large, Not Frugally	<i>As job security improves and incomes stabilize, luxury goods will be sought after once again.</i>  Industries Impacted: Fashion, Jewellery, Auto, Mobility, Financial Services
Home Improvements	<i>After becoming deeply familiar with their home, people will dream up new projects and products.</i>  Industries Impacted: Interior Design, Construction, Financial Services
A Return to Progress	<i>Following despair, optimism will return alongside a boom in childbirths and entrepreneurialism.</i>  Industries Impacted: Childcare Services, Baby Products, Financial Services
Self Care and Resilience	<i>Health has grabbed our collective attention, leading to greater focus on personal health and well-being.</i>  Industries Impacted: Health Services, Supplements, Fitness



# We are already seeing brands using change as an opportunity to experiment with their business.



**Zoom**

Zoom provided K-12 schools with its software for free, resulting in 343,000 people downloading the app in a single day.



**Netflix**

Netflix created Party so that friends can watch and talk about shows in real-time, changing the dynamic of social viewing.



**Bumble**

Bumble’s video and phone chat features are on the rise as it advances new interaction models for users, expanding in to B2B and general connections, not just dating.



Scenario  
Planning: use  
the future to  
imagine  
long-term  
strategy and  
creative  
opportunity.

ADVANCE | Scenario Planning

Instruction: map a cultural scarcity focus area and a critical uncertainty (i.e. social, economic, regulatory) to the matrix's axis. Briefly describe the scenario by illustrating some of the more notable changes in the world that are most relevant to your business.

Select a cultural scarcity that's *most* relevant to your business.

☐ Travel and Discovery

☐ Community Entertainment

☐ Look Good, Feel Good

☐ Living Large, Not Frugally

☐ Home Improvements

☐ A Return to Progress

☐ Self Care and Resilience

Write out a critical uncertainty to plot against your chosen cultural scarcity.

CULTURAL SCARCITY

SCENARIO NAME:

SCENARIO NAME:

CRITICAL UNCERTAINTY

SCENARIO NAME:

SCENARIO NAME:

Use this scenario planning tool to map out several plausible futures. Develop game-plans for the future by testing and optimizing current strategies.

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# Contact us to learn more.

## USA

Andy Bateman  
CEO, Sid Lee USA  
[abateman@sidlee.com](mailto:abateman@sidlee.com)

## CANADA

Martin Gauthier  
President of Sid Lee Montreal &  
Head of Global Operations, Senior Partner  
[mgauthier@sidlee.com](mailto:mgauthier@sidlee.com)

## EUROPE

Johan Delpuech  
President of Sid Lee Paris, Partner  
[jdelpuech@sidlee.com](mailto:jdelpuech@sidlee.com)

Thank  
you



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