

# LET'S RESTART!

## Nine tips for communicating in the post-pandemic world



### ITALIAN STATISTICS

1 in 3

people tried a new brand thanks to an appreciation for an innovative or empathetic approach towards the pandemic

69%

lost trust in brand that have put profits over people

69%

30%

30% increased information consumption

10%

10% will dedicate more time to consuming news after the pandemic passes

92%

92% retain that brands must do everything possible to protect employee/partner health and financial security



1 **There's no restart without trust**  
**Brand role**

Companies must drive the restart, and right now is the moment. We better integrate the **Evolve**, **Promote** and **Protect** approach to construct long-term, sustainable trust



2 **Oh dear, I've lost my target**  
**Audience**

Consumers are shifting **attitudes, opinions and habits**. New social tensions are arising. We rediscover our audience and fine-tune communications strategies so we don't lose our target



3 **Excuse me, this is my seat**  
**Positioning**

Yesterday's leaders could very well be tomorrow's post-pandemic followers. We verify and test our positioning, putting our **purpose** to the test



4 **Give us back hope**  
**Narrative**

From **storytelling** to **storydoing**: we build a cohesive narrative to solve (not sell) and transmit a sense of collective courage and hope... but in a gradual, responsible manner



5 **Did you really just say positive?**  
**Language**

Great tragedies transform language and even the imaginary collective. We check and adapt our **vocabulary**, while paying attention to our **imagery** and **tone** of voice



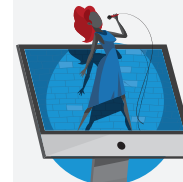
6 **I'm the CEO, Chief Empathy Officer**  
**The role of the CEO**

CEOs and Boards must communicate internally with maximum empathy and authenticity. We develop a **new ability** to face the **unknown**



7 **News: too much to handle!**  
**Re-imagine earned media**

Data, information, practical advice, local initiatives: we develop a concrete, tailor-made narrative to earn relationships, not only visibility



8 **Events at a distance**  
**Experiential**

**Experience** at the core. We plan events that integrate new, innovative ways that mix live and digital components in order to not lose the three-dimensional relationship with participants



9 **And what if it comes back?**  
**The crisis**

Crisis is no longer just reactive management, but instead becomes a mindset and integral part of strategy: we plan based on our **trust capital** and are ready for each phase of the restart