



# 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

**30%**

**30%** increased information consumption

**10%**

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

**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