

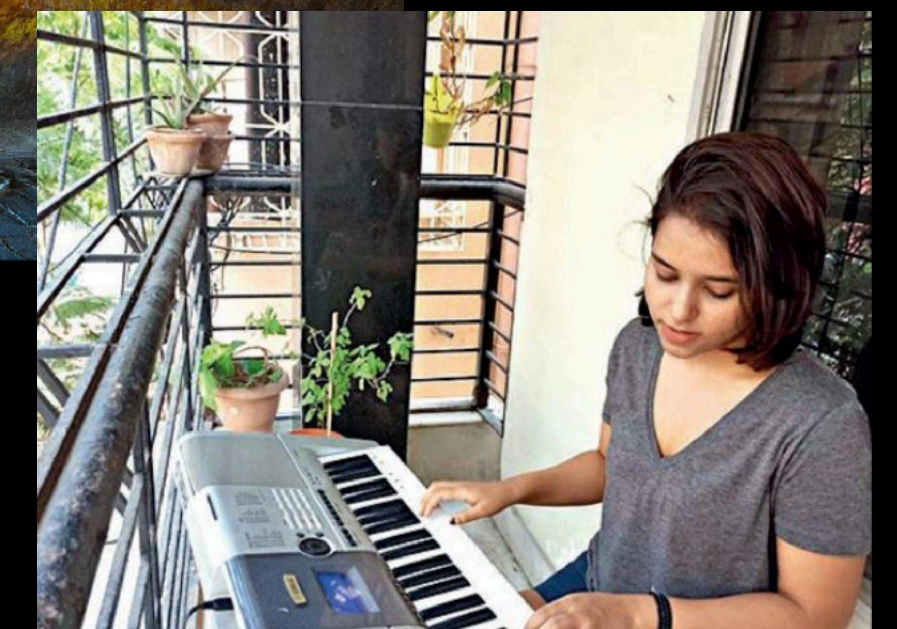


Navigating Uncertainty

It seems as if we've collectively embraced the mantra of **UNPRECEDENTED UNCERTAINTY** to describe the current social, cultural and economic climate.

We all feel it and live it, personally and professionally, day-to-day.

We wanted to curb this feeling of hopelessness with some **POSITIVE** thinking, which will help navigate us through, and out of this uncertainty.



By now we've all probably read one too many articles and seen the flood of responses from brands.

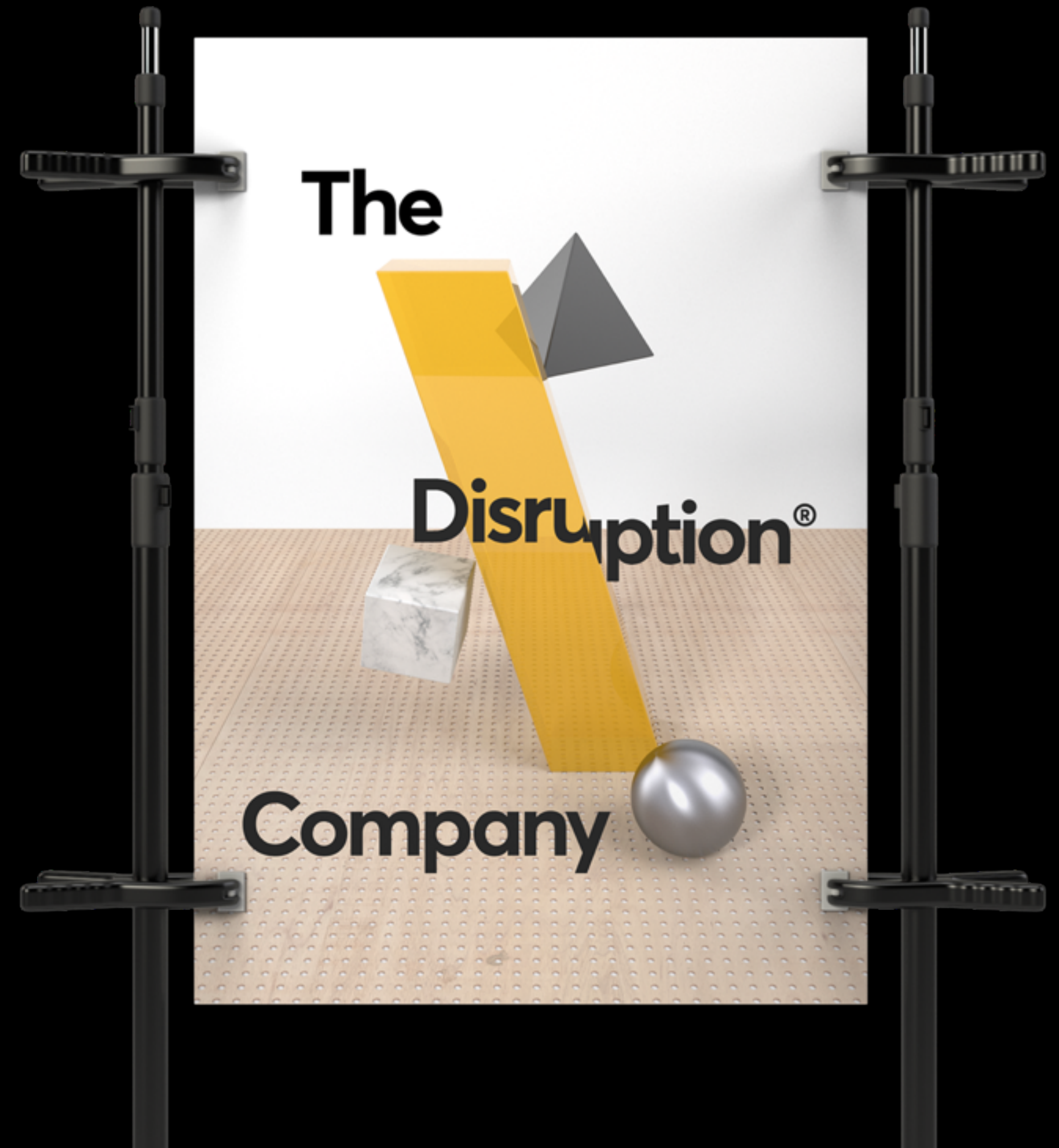
This document simply aims to look further down the line, to what might happen next and how brands can both **LEAD** and **SUPPORT**.



It's in our nature to help navigate businesses through **DISRUPTION**, and see it as a platform for change.

We believe there's a case for positivity and opportunity in times of crisis. We must **LOOK FORWARD WITH OPTIMISM**.

As an **OPEN COLLECTIVE** we want to do our small bit, share our thoughts with the community and work together to rebuild.





Communities are divided between positivity & fear

In the wake of tragedy & displacement, people are trying to thrive on unity & collective spirit. While positivity and compassion is bringing people together, fear and survivalism is creating a divide. There is a duality in the country with signs of solidarity and fear mongering.

A crisis naturally increases our reliance on, and support of each other. But lack of awareness and ignorance could make things worse.

Current relationships need to grow stronger, bridges need to be built and opponents need to unite- all for the common good.



Industries are innovating in crisis

Ingenuity thrives on limitations.

In every major global crisis or period of tension, we've seen a sharp rise in innovation and creative problem solving.

While emerging technologies are often at the forefront, social and cultural advancements often have a more enduring, long-term impact.



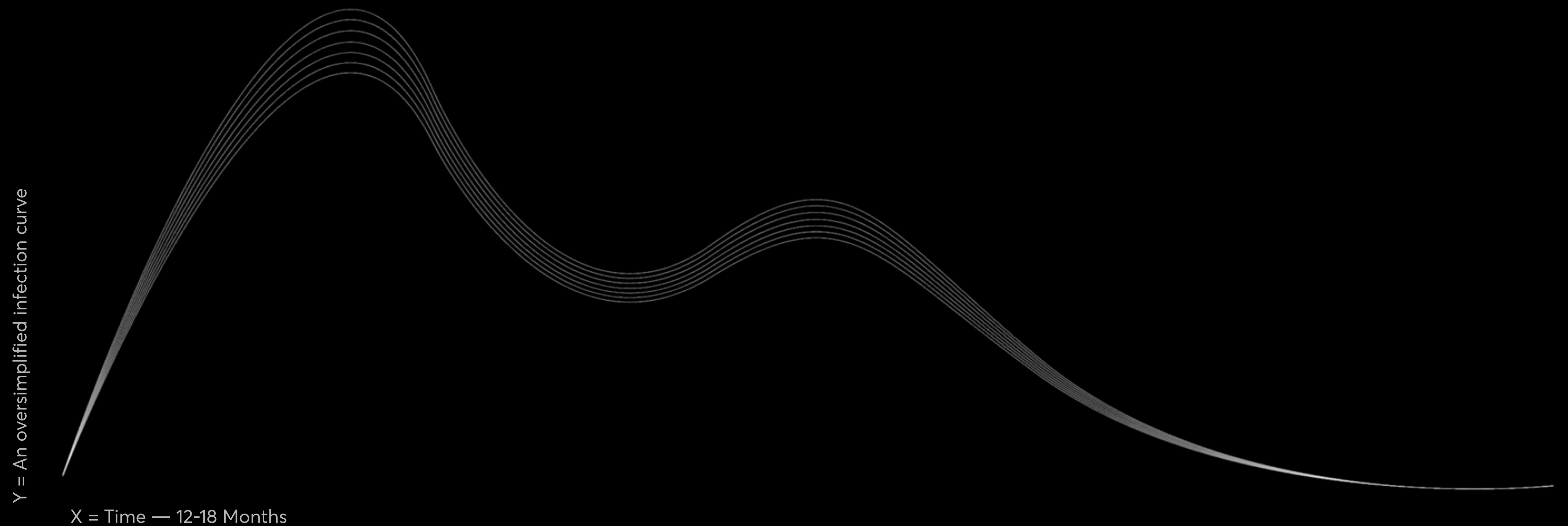
Brands are evolving overnight

Resilience in the face of adversity grows affinity and loyalty for brands. From economic crisis to countless natural calamities, we've seen hardship and pain as the birthplace of brand love and reputation.

A slowdown naturally increase the need for genuine utility, and we look towards brands who can help fulfil these needs.

Those brands that can be there for people when times are tough, are more top of mind and mean more, when times are better.

We see three phases to this crisis



1. RESPONSE

A reactive moment of heightened emotions:
characterised by fear, denial and panic as
people grieve normalcy.

"I want clear information and utility"

2. RECOVERY

Evaluate and recalibrate:
as we come to terms with the new reality we
begin to find our feet again as a collective.

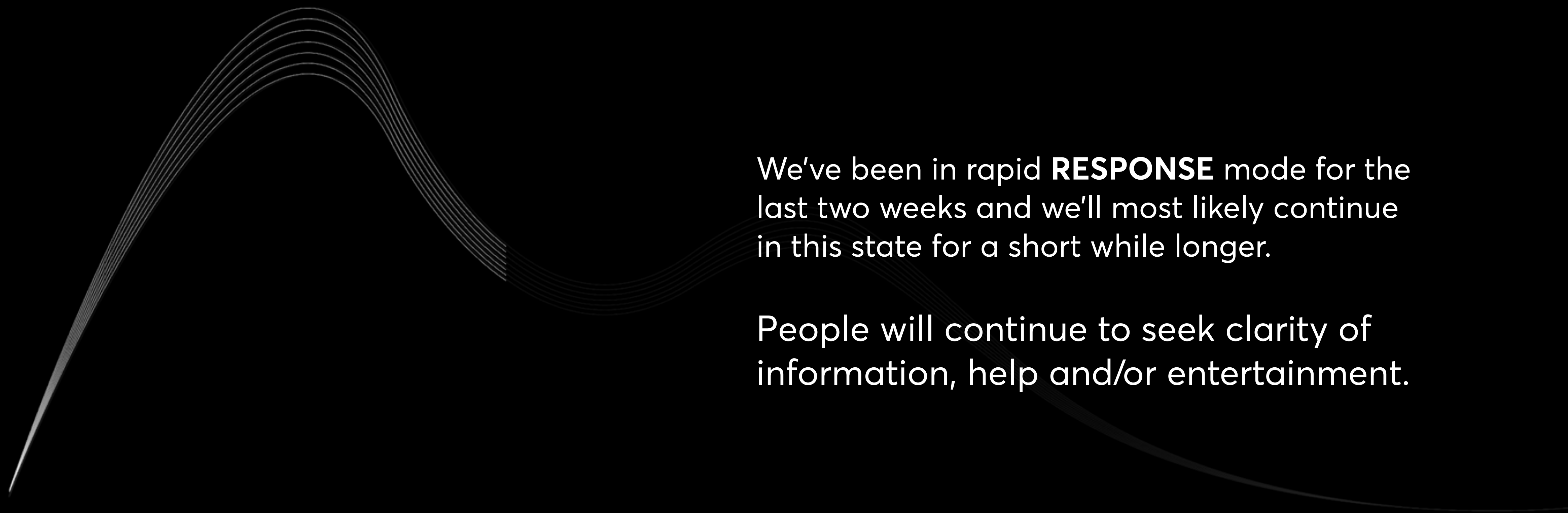
"I want utility and support"

3. REVIVAL

A proactive moment of considered action:
as we leave limitations behind and rebuild,
deciding on what to keep or discard.

"I want hope and optimism"

Y = An oversimplified infection curve



X = Time — 12-18 Months

We've been in rapid **RESPONSE** mode for the last two weeks and we'll most likely continue in this state for a short while longer.

People will continue to seek clarity of information, help and/or entertainment.

1. RESPONSE

A reactive moment of heightened emotions: characterised by fear, denial and panic as people grieve normalcy.

"I want clear information and utility"

2. RECOVERY

Evaluate and recalibrate: as we come to terms with the new reality we begin to find our feet again as a collective.

"I want utility and support"

3. REVIVAL

A proactive moment of considered action: as we leave limitations behind and rebuild, deciding on what to keep or discard.

"I want hope and optimism"

Y = An oversimplified infection curve

This report will focus on the **RECOVERY & REVIVAL** phases and seek to navigate us through the new norms.

People will act with cautious optimism as they reflect and build.

X = Time — 12-18 Months

1. RESPONSE

A reactive moment of heightened emotions: characterised by fear, denial and panic as people grieve normalcy.

"I want clear information and utility"

2. RECOVERY

Evaluate and recalibrate: as we come to terms with the new reality we begin to find our feet again as a collective.

"I want utility and support"

3. REVIVAL

A proactive moment of considered action: as we leave limitations behind and rebuild, deciding on what to keep or discard.

"I want hope and optimism"



We have identified...

**Eight cultural values that will help our
country bounce back stronger.**

Y = An oversimplified infection curve

The first four emerging values
focus on helping people
RECOVER

X = Time — 12-18 Months

1. RESPONSE

A reactive moment of heightened emotions:
characterised by fear, denial and panic as
people grieve normalcy.

"I want clear information and utility"

2. RECOVERY

Evaluate and recalibrate:
as we come to terms with the new reality we
begin to find our feet again as a collective.

"I want utility and support"

3. REVIVAL

A proactive moment of considered action:
as we leave limitations behind and rebuild,
deciding on what to keep or discard.

"I want hope and optimism"

01

**CREATIVE
RESILIENCE**

02

**ELEVATED
HOMEBODIES**

03

**SOLO
SOCIAL**

04

**SATIRE
SURVIVAL**

Y = An oversimplified infection curve



The final four emerging values
focus on the **REVIVAL** of
communities and consumer
mindsets

X = Time — 12-18 Months

1. RESPONSE

A reactive moment of heightened emotions:
characterised by fear, denial and panic as
people grieve normalcy.

"I want clear information and utility"

2. RECOVERY

Evaluate and recalibrate:
as we come to terms with the new reality we
begin to find our feet again as a collective.

"I want utility and support"

3. REVIVAL

A proactive moment of considered action:
as we leave limitations behind and rebuild,
deciding on what to keep or discard.

"I want hope and optimism"

05

**OPEN SOURCE
GENEROSITY**

06

**COLLECTIVE
COMPASSION**

07

**CAUTIOUS
LIBERATION**

08

**FRUGAL
FUTURES**

**BRAND
ACTION
TOOLKIT**



We're going to examine how brands can act across these two phases...

RECOVERY



REVIVAL

Enjoying your read?

This is page 17 of a 72 page report.

For a more detailed copy that takes an in-depth look at each value and action, please write to us at namaste@tbwa.com

RECOVERY

REVIVAL

#1

Show direction
and clarity.

People are
looking for comfort
and familiarity.

#2

Lead by being
authentic.

#3

Act on the shared
values of the
community.

Enjoying your read?

This is page 17 of a 72 page report.

For a more detailed copy that takes an in-depth look at each value and action, please write to us at namaste@tbwa.com

#3

Break away
from tradition.

Identify new
opportunities
with the
resources
you have.

Think about how
you can 'adapt'
your purpose
so people will care.

Reassess the
meaning of your
brand values.

This report references a lot of the great work done by TBWA\Sydney, WARC, Backslash and our Global TBWA team. We'd like to thank them all for their inspiration and input.

For a more detailed copy of this report that takes an in-depth look at each value and action point, please write to us at namaste@tbwa.com



Stay Disruptive. Stay Safe. **Stay Home.**