

5 Principles Brands Should Follow

WHEN RESPONDING
DURING COVID19

brand catalyser.

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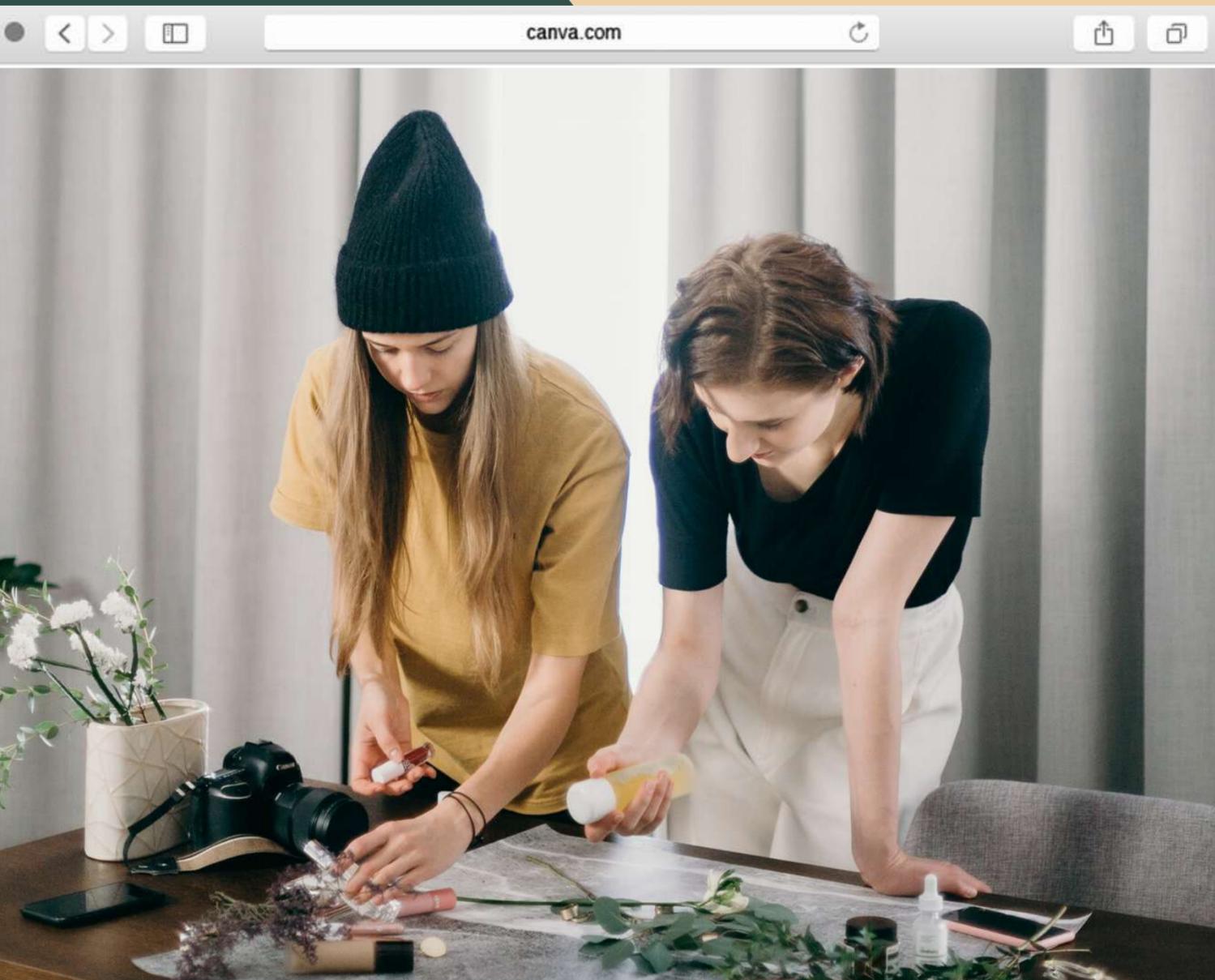
► How Should Brands Act on Social Media?

TAKE IT AS AN OPPORTUNITY

Under immense pressure to deliver, some brands are going dark on socials.

However, unless the nature of your product inherently puts your brand at risk of coming across as insensitive, opportunistic or profiteering, we do not recommend going dark.

Instead, take this moment to re-evaluate your approach to social media marketing. Steer away from hard-selling content that directly promotes product, and shift focus to how your brand can provide value for consumers.



5 Principles Brand Should Follow

People's health, livelihoods and wellness are being impacted by coronavirus. Think about the state of mind and changing behaviors of your audience right now, and make sure that your brand is following these five principles:



1. Listen First

Listen to what consumers are saying then respond.

2. Be Sensitive

Re-evaluate content for tone and message.

3. Be Transparent

Communicate openly and take feedback.

4. Adapt Your Strategy

Adapt your strategy based on new behaviors.

5. Rise To The Occasion

Consider ways your brand can help.

Listen First, Then Respond.



The coronavirus pandemic is causing consumers to experience mixed emotions, leaving them unsure of how to think or feel. Every reaction to the pandemic is marked by an equal and opposite reaction. With such a sensitive and anxietyprovoking subject, it's imperative than ever that brands listen first, then respond.

Be Transparent.

Transparent Statement:

Consider issuing a statement about how your brand will act during this time. Even if you're choosing to carry on with socials as usual, explain that your brand is aware and has deliberately chosen this path.

Open Dialogue:

Consider asking your audience what they want to see, making it a two way conversation. This demonstrates that your brand is aware of the complexity of the issue and sensitive to what consumers are going through.



Adapt Your Strategy

Unsurprisingly, with increased self-isolation comes increased media consumption. 85% of Chinese consumers reported an increase of at-home screen usage during the crisis, and 84% said they tried at least one new service for the first time — ranging from online doctor consultations (34%) to online education courses (33%) and online banking (13%).

Adapt your strategy based on shifting consumer behaviors. Revisit your channel mix and ad spend based on evolving consumer behaviors and performance results.



► Rise To The Occasion.

What does coronavirus mean for brands on social media? A global crisis at the scale of coronavirus can be a make-or-break moment for brands — testing not only their values and commitments, but also their agility, creativity and spirit. Consider whether your brand is in a position to contribute to CSR initiatives in a meaningful way.

Even if your brand is not in a position to donate money, sometimes an exertion of effort can mean even more. You may be able to use your expertise, resources, facilities or platform to contribute to solutions or share helpful information.

Reach out to
Brand Catalyser
for our Social
Media Content
Checklist.



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THANK YOU

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