

# KANTAR

## Considerations for Creative during Covid19

7 slides with thoughts and  
common questions we've been  
fielding over the last week.

Natalie Botha  
March 2020





## 1. Will we get criticized for our communication given the current situation?

Don't use a virus to market your brand, is the general negative press that we are seeing out there.

We would argue that if you are authentic, and **ACTUALLY** helping (verb – doing word) – it would be really difficult for anyone to criticise your actions, no matter how small they may be right now.

We would rather you said something, than nothing right now, and that you use consistent brand assets (font, colours, templates etc) to get your “government-aligned” message out to the world.

We say this because there are still some people in South Africa that do not understand the situation to it's fullest right now, and if you have the option to communicate with your customers and reinforce a government message, you should take it.

Deal with the haters later.





## 2. If your brand is likely to have been stock piled, consider the following...

Have you ever over-consumed a particular product at any stage of your life and for that reason you can't eat it any more? I've heard from adults who grew up in rural Limpopo who say they can't face eating guavas because of how much they consumed as kids on a farm! Or ever been on a diet and eaten too much cottage cheese / Ryvita and can't eat those any more?

There are two subliminal callouts here:

1. Your brand could serve as a reminder of the **time** that you experienced.
2. Your brand could be a reminder of the **tastes** that you experienced.

If your brand is a staple in this environment, whilst you might be enjoying the spike in sales right now, consider potential long term implications that come with over consumption OR with associating your brand with times of anxiety.



### 3. However, the emotional engagement of your category will help determine how to action this.

This obviously only applies to categories that have a high emotional index, and food is one of these.

Let's take good old baked beans as a classic example here.

If your consumers have loads of baked beans in their cupboards right now, remember that they are likely consuming your brand not because they want to, but because they have to!

Your task should be to get creative – asking consumers to create different tastes using your brand like adding into a chilli con carne or in a 3 bean salad etc. Creating different taste memories to associate with your brand.

Steering clear of negative associations.





#### 4. Consider the wording of “DON’T do something” vs “REMEMBER to do something”

Such a simple concept – but have you ever been to the shops with the ambition to buy rubbish bags AND when you got home that was the one thing you didn’t get?

Why is that?

Well you are programmed to remove the negative prefix to a statement e.g. don’t forget – if you repeat it enough times, your brain will remove the don’t. Explains a lot! Rather say “Remember the rubbish bags” and see if you have any luck next time.

What happened when everyone started saying DON’T PANIC BUY? You bet – the “don’t” fell away. Obviously other emotions were at play here too, especially for females who have a sense of responsibility to feed their families and if this is at ever at risk, they will stock pile. Guaranteed.

Apply this thinking to brand messaging and try remove any negative pre-fixes where ever you can!



## 5. If your brand is involved in high human emotion / sensorial experiences...

Behavioural science has taught us that when you tell someone they can't have it, they will want it more. This is playing out right now in society. Never before have you wanted to go for a run, but because you can't you are craving it (personal story).

The sensorial shut down of connecting with people / friends / families – this will be the first thing people will be seeking once they are out of their homes.

Categories that play in food, alcohol, beauty – these categories can and will easily resuscitate by reminding consumers what have missed (by demonstrating human connections / moments of taste / celebration etc).



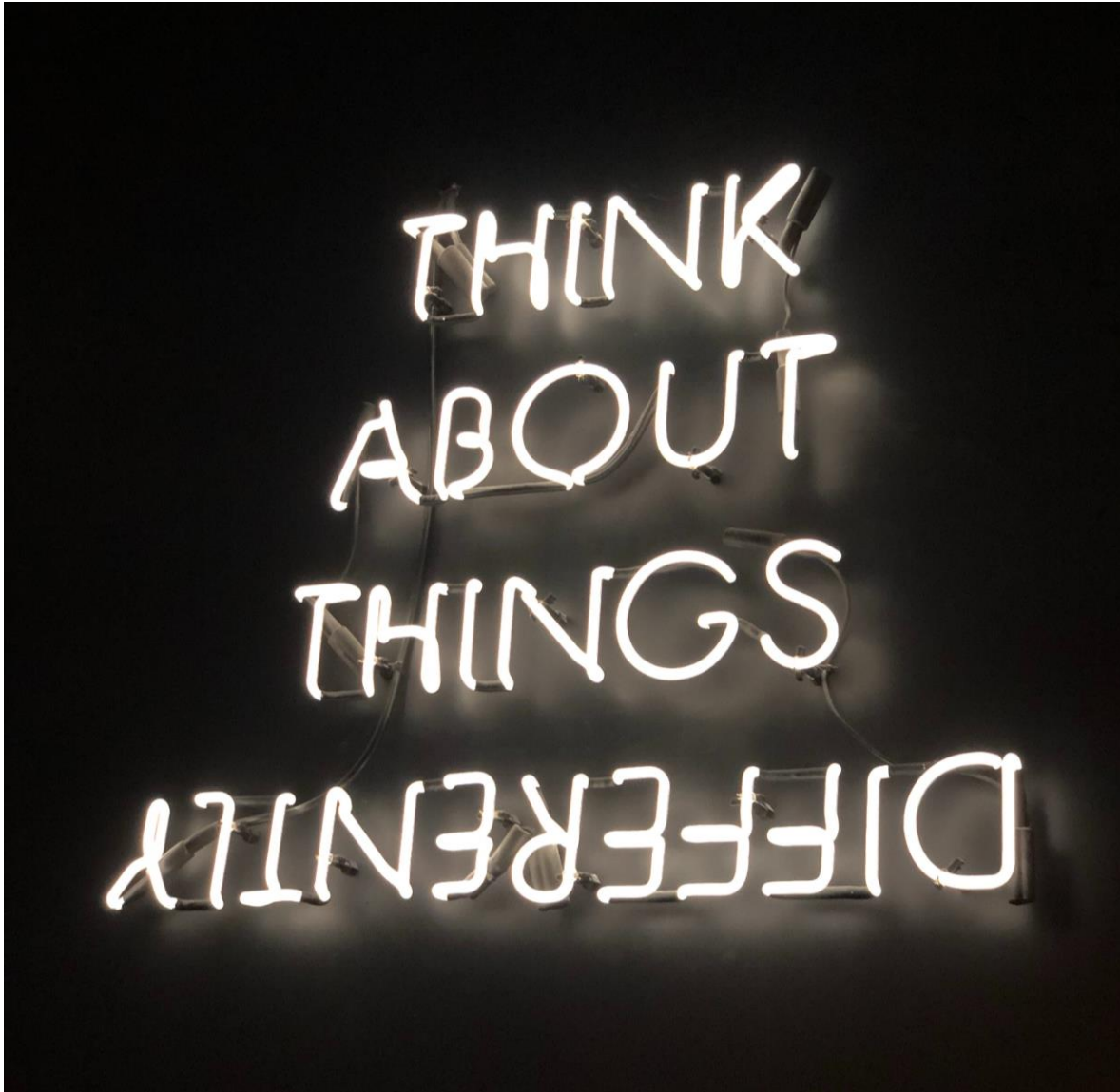


## 6. How to action? Plan the party, plan your brand's entrance when the new normal arrives.

Things will be different, it will take some time for people to understand the new rules of engagement – help them out, because the human truth will be that people are longing for connection.

Right now word of mouth is extremely strong and post Covid19, people will be talking through their experiences with brands, and it is critical that your brand was playing favourably.

Influencers / Radio live reads etc can help with generating the word of mouth you may need right now as more people turn to social media at this time.



## 7. Is my current asset still appropriate given the current situation?

Probably not.

Tread carefully if you are demonstrating anything that goes against what government has asked us not to do – call out categories are food and alcohol – check assets for demonstrating signs of large gatherings / weak hygiene habits / sharing of food / licking of fingers etc.

Hopefully you have a bank of historical assets that you know worked well for you – trawl through it, sweating historical assets could be your best option, assuming your brand's objective was matched to the current campaign (or at least not far off).

And lastly, now is absolutely the right time to be testing your assets to see if they work in the current environment!

Don't rely on your gut, speak to your consumers daily!



# KANTAR

## Considerations for Creative during Covid19

As always, feel free to reach out to  
me [Natalie.Botha@Kantar.com](mailto:Natalie.Botha@Kantar.com)

Natalie Botha  
March 2020

