

Crow brand-building services during COVID-19

Despite the current conditions, much brand-building activity can be performed remotely. Some approaches need to be modified but many are unaffected. Don't see this period as a time to sit back, your competitors won't be. Use it to get your brand rigorously set-up for success. You won't get another period with so few meetings and distractions. There's lots you'll be able to do yourself and with your teams and we're here to help if needed. See below for info on what you can be working on right now. You might be surprised!

Research

Whilst this might be the area you'd expect to dry up, conversely, it's actually a great time to run research. Much can be run online and many more participants are available and keen to be actively involved without distraction than would ever normally be the case.

- **Quantitative research** is largely unaffected. Consideration needs to be given about whether the current context is likely to affect how people respond but conversely, potential participants have more time to complete surveys.
- **Face-to-face qualitative research** is impacted due to social distancing but **online or telephone research continues**. We offer both in-the-moment research (video conference Focus Groups) and bulletin board research methods where the participant responds over a set period of time.
- We also offer **Online Connection Surveys** that blend the closed questions and larger sample size of quantitative surveys with a greater number of structured open-ended questions to elicit deeper responses.
- **Secondary research** – synthesis and online safaris and clue hunting, continues as is.



Innovation

Great ideas often emerge when you get time to reflect and make connections. Idea Generation workshops are now difficult to run face-to-face but, again, can be run remotely. We also have a number of other approaches that we can take to pool creativity, develop and test new product concepts with consumers. There is no need for any innovation project to be delayed. Areas to consider:

- Creative definitions and innovation frameworks
- Idea Generation (remote) and concept development
- Concept visualisation
- Concept testing



Strategy

Strategy

Is largely unaffected. We are running online sessions rather than face-to-face workshops but other than that, this is a great time for brand positioning, portfolio planning and category development. We can work 1:2:1 remotely to review your plans with you or can facilitate a full project, bringing stakeholders together and, running workshops and testing positioning routes with consumers, all delivered remotely. Areas to consider:

- Brand segmentations and targeting
- Brand positioning
- Brand portfolio planning
- Trends / Future Pattern Spotting



Planning

Like strategy, planning is largely unaffected other than cutting out face-to-face updates for online meetings. More than that, there's never enough time given to planning and too often it ends up rushed and thus holes appear, different agendas challenge what's already been approved and activation becomes diluted, satisfying stakeholders but failing to make a real commercial impact. Grab this opportunity. Consider:

- Situational analysis and key enablers and barriers
- Brand imperatives
- Activity planning
- Brand planning process design and optimisation

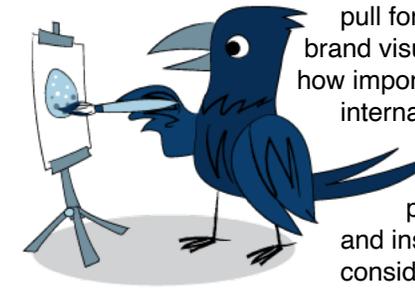


Visualisation

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We are taking the opportunity to pull forward the launch of our new brand visualisation offer. We know how important it is to build the case internally and our hard-working visuals will help you do just that; bringing to life the powerful messages that unite and inspire your customers. Areas to consider here are:

- Research visuals including mood boards, insight platforms, segmentation visuals
- Innovation visuals including concept visuals of different levels of finish, 2D and 3D renders and story boards
- Strategy and planning visuals including business presentations, infographics and data visualisation, short films and videos



Sounding board

We're also here to chat. We know this is a stressful time for you and your family. So whether it's specific brand needs or frankly, you just need to have a chinwag over a virtual cup of tea, call us. No strings. Just direct, helpful support and advice.

