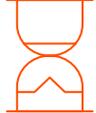


COVID-19 and the Asia Pacific consumer

8 ways to help your brand weather a crisis

What do the world's strongest brands know and do differently to enable them to not just weather a crisis but emerge stronger?

Beyond looking at the "how" and "what" behind a crisis, strong brands are vested in finding out the "why" and "what if". By focusing on the future and not just the past or present, they are able to **safeguard existing brand investments, harness new opportunities and lay the pipeline for continued brand growth.**

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|---|--|--|---|---|---------------------------------------|
| 1 | Play the long game | Strong brands require only one quarter of the time compared with the rest of the market to return to pre-crisis levels of performance and even subsequently outgrow their peers. | → |  | Continue to invest in your brand. |
| 2 | Differentiate permanent changes from temporary ones | Maintain a connection with your consumers to counter the fluidity of the current situation and better manage your business. | → |  | Be in the know. |
| 3 | Get ahead of your competition | Keep a finger on the pulse of fluctuating category dynamics so you can act and react quickly. | → |  | Be your competitors' worst nightmare. |
| 4 | Follow the money as consumption patterns shift through forced trial | Forced trial can change how consumers feel about brands they didn't previously consider – one brand's risk is another's opportunity. | → |  | Be bold. |
| 5 | Know when to trade on brand and when to trade on price | Insights about market barriers and facilitators become even more important especially in the short term during a crisis. | → |  | Know the winning plays. |
| 6 | Assess and adjust your communication and content strategy | Keep track of your brand imagery performance and your brand's emotional connection with consumers. | → |  | Adapt authentically. |
| 7 | Maximise marketing ROI so that precious cash isn't wasted | Understand how your marketing is impacting both short-term sales and long-term brand building. | → |  | Get the balance right. |
| 8 | Protect brand investments made prior to the crisis | Brand strength is accumulated over a period of time. | → |  | Be consistent and disciplined. |

This is the fifth in a series of Kantar's COVID-19 and the APAC consumer webinars. Contact Angela.Ling@kantar.com or tune in to our experts across Kantar share insights to help your brand manage the effects of COVID-19 and prepare for the future at <https://www.kantar.com/Inspiration/Coronavirus>.

About Kantar

Kantar is the world's leading evidence-based insights and consulting company. We have a complete, unique and rounded understanding of how people think, feel and act; globally and locally in over 90 markets. By combining the deep expertise of our people, our data resources and benchmarks, our innovative analytics and technology, we help our clients understand people and inspire growth.