

## Building Brand Resilience in the face of **COVID-19**

### Six critical leadership steps



#### Prioritise Employees

1

#### Get really close to customers



2

#### Act with authenticity & empathy

3



Ensure the wellbeing of your employees: they're your brand guardians

Identify new & future consumer needs, demand, motivation & creative relevance for clarity in the noise

Assess your brand's purpose, meaning & position in a new landscape. Is it as relevant as it needs to be?



#### Create magic moments

4

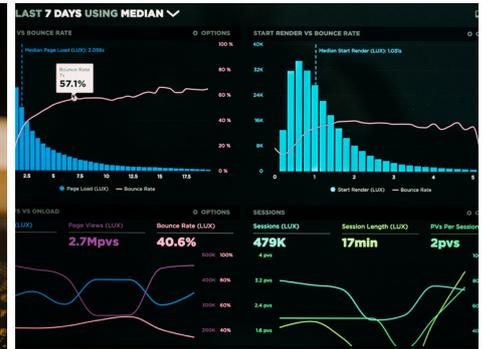
#### Evolve your media



5

#### Double down on ROI

6



Understand the CX journey moments that now matter most. Is your brand delivering?

Make every penny count to maximise conversion, targeting and media in a world of fast-changing behaviour. How much can you save?

Optimise spend & protect future investment through business-driven cases.