



A NOTE FROM MIDWEST MARKETING ON RETAILING THROUGH THIS UNCERTAIN TIME

SOME SUGGESTIONS

- Assure customers/employees that you are here to help and have a solid plan in place
- Offer customers the option to have you bring the item they are interested in to their home
- Use wording such as “our hygiene team” and keep showrooms and work spaces clean
- Offer to pick up a customers vehicle if needed for scheduled service
- Send product videos to customers via email or text
- Keep your COVID-19 messaging short and simple
- Do not over post!
- Use video to actively show what you are doing
- Use social channels for live chats or virtual events
- Let customers know your hours
- Inspire our community
- Develop a crisis management plan or review the one you have
- Inform and support; be sincere, sensitive and transparent; educate, serve and give back
- Be positive, this too shall pass!

Predicted Media to Grow – Digital, TV, OTT, CTV, Social, Podcasts

Predicted Media to Decline – Billboards, Print, Trade Shows, Experimental

This is the opinion of Midwest Marketing.

We advise you to do what you think is best for the safety of your business, customers and employees

COVID-19 BRANDING



IMMEDIATE RESPONSE

This is an unprecedented global crisis. Brands need to consider an unprecedented response. The action taken by brands during difficult times will be remembered for years to come. Be brave and be a leader in your response.

PHASE
1



ADAPT AND PIVOT

Be resilient and optimistic and be ready to pivot in uncertain times. React quickly, adapt to the new reality. Consider new formats, engage and stay active, leverage the power of community.

PHASE
2



MARKET REVIVAL

Although the outbreak will be mostly contained, people will need time to trust the recovery.

Brand focus should be positive and optimistic. Create new campaigns with strong call to actions and emotional connections to re-engage consumers. Brands that prepare for recovery, will build strong foundations for the future. As the market recovers, remember to celebrate with staff and customers.

PHASE
3

Resource: Agency friend in China