

360i

The only constant is change.

Initial guidelines and insights into navigating this new massive shift.

IN THE FACE OF CONSTANT CHANGE

Until it's all normal again.

Hello.

We hope you're keeping safe and sane.

Even though normality will be restored at some point, we're not likely to go back to normal so soon and our lifestyle will continuously be upended. But as much as this is a stressful moment, it is also a fascinating time to observe behavior and learn about what people will stop, start and continue doing moving forward into 2020.

Available data shows that fear is spreading faster than the virus itself. And with that, while most of us won't be infected, we will all be impacted.

So, in our commitment to do right by our people and our clients, we put our humble thoughts on paper and crafted a 3, 6 and 9-month scenario that may come handy when thinking of our actions today and moving forward into the rest of 2020.

This is a new situation for everyone, and we can face it with strategy and courage.

We hope this can help everyone prepare to bounce back into relevance in the post-coronavirus reality.

**A landscape mired
with confusion or
misinformation.**

A NEW LANDSCAPE FOR ALL OF US

Data has shown us the good, the bad and the ugly.

There's more than enough evidence to inform us and lots of noise to distract us. Information and official data help us calm down and see things clearer – even the bad things, so we can manage it.

Let's start with the good, and there's lots of good:

- Over 80 percent of those who catch it only have mild symptoms;
- Thousands of people (over 80,000 now) have fully recovered from it and are discharged and safe;
- China, the first country to report cases and the originator of the pandemic, started to close makeshift hospital as local authorities' efforts to curb the virus are working;
- In South Korea, the number of new cases is declining fast;
- In India, doctors have been successful in treating Coronavirus with the use of a combination of drugs widely used globally;
- New testing kits can give results in hours, not days;
- Researchers seem to be close to finding an antibody against coronavirus and a vaccine may be at the verge of passing human trials;
- And finally, children seem to have little to no symptoms at all, which is great.

A NEW LANDSCAPE FOR ALL OF US

Data has shown us the good, the bad and the ugly.

But of course, there's a concerning amount of bad too:

- There have been nearly 200,000 cases worldwide already;
- And nearly 8,000 deaths;
- Infected rate is still just beginning to be reported in many parts of the world;
- There's delays in testing and inability to test patients worldwide;
- For many of the infected, the illness is severe enough to require hospitalization;
- The mortality rate is significantly higher than that of the flu, which typically only kills a tenth of 1% of the people it infects each year.
- And there's the negative economic impact that is slowly unfolding.

A NEW LANDSCAPE FOR ALL OF US

Data has shown us the good, the bad and the ugly.

Finally, the ugly: misinformation, confusion, politics over science and denial has caused inefficiencies and panic, which has shaken the very structure of our psyche. In the U.S and in other countries, the level of uncertainty is high and mood swings can throw our daily lives out of balance.

The impact has been huge - in markets, in the economy, in employment, in social norms, in relationships and much more. There is even data to show that divorce rate spikes across China after couples spend too much time together during coronavirus home quarantine.

This is “ugly” because it shows that the way we react to this event has had worse implications than the event itself, so far.

And as people who lead businesses and can have an impact in other people’s lives, it’s important to think of how the next 3, 6 and 9 months may unfold and how we can help ease our society’s anxiety and fears as we blaze our way back to normalcy.

So what?

Now what?

INSIGHTS FOR SCENARIO PLANNING

Most won't be infected, but all will be impacted.

Fact: when social distancing die down, say, in 3-4 months, the eminent threat will still be present, and people won't be back to simply living life as it was. Our hygiene, eating habits, transportation arrangements, working dynamics, traveling patterns and social norms may be forever changed.

Just think about how long until you stop washing your hands frenetically. Or how long until we feel comfortable about getting closer to people you don't know and commute, freely again. How long until we stop feeling the need to backflip away from someone sniffing and sneezing.

With that in mind, we used many sources, research, chats with experts and relied on our cultural antenna, to draft the following scenarios. These scenarios follow basic and immutable principles crafted by Abraham Maslow in his hierarchy of needs and human motivational theory (ranging from physiological needs all the way up to self-realization).

INSIGHTS FOR SCENARIO PLANNING

The next 3 months.

For weeks now and the next 90 days ahead, we can infer that most people will struggle to WFH, keep kids' education going, providing entertainment and keep a healthy routine and schedule. This is the impact of the initial shock to our lives, where we all feel the entrapment and the anxieties of our world getting significantly smaller.

Main pain-point: Excruciating loss of control.

Naturally, our daily life has been thrown out of balance and this leads to a sense of loss of control. Many will feel heaviness in their chest, and it's disorienting and painful to try to make it all work when you don't even know what needs to work and to what end. And since we live in a world where we track everything, where we anticipate everything, where information is widely available, we're addicted to planning and controlling as many aspects of our lives as possible.

Most needed antidote: Pockets of Stability.

With all being upended, the sense of control can be restored as a few elements start falling into place. Stability will bring back ease, calm and focus. It's imperative that with all the fluidity around us, some things must become fixed and firm.

The next 3 months.

In this context, here are some questions you can ask yourself:

- How might your brand help people adjust rituals to the situation?
- How might your brand help people work from home?
- How might your brand aid parents trying to keep up with kids' education?
- How might your brand help bring calm to the household?
- How might your brand help people stay active and entertained?
- How might your brand encourage the adoption of a new schedule?
- How might your brand help mediate family conversations, tough and light ones?
- How might your brand help keep people connected with friends and family?
- How might your brand offer a sense of normality in an abnormal daily life?
- How might your brand awake a sense of nostalgia and connection to their most cherished times?

The next 6 months.

Six months in, we can infer that people will be calmer and more in control of their situation. We would by then have learned the ropes of working from home and keeping everyone calm, informed and entertained. And if history taught us anything, we will start to conform to the situation while nostalgically thinking of how things were before.

Main pain-point: Sense of Stagnation.

After some 90 days past the initial shock, stability should be in place and we all start to see things more clearly again. And with that clarity, we will then realize we haven't been moving forward, improving ourselves and progressing as much as we were used to. We've all been in a self-improvement groove for years now, and the loss of momentum will make us feel stagnant or even, moving backwards.

Most needed antidote: Signals of Progress.

To infuse a sense of optimism and *forwardness* in this more stable context, signals of progress and improvement need to become more evident. It elevates the sense of hope and reconnects us with the aspirations and plans we had before change drastically took place.

The next 6 months.

In this context, here are some questions you can ask yourself:

- How might your brand help people create new rituals that bring them sense of improvement?
- How might your brand help people take on new hobbies and passions?
- How might your brand connect people with skills they can learn in this context?
- How might your brand inspire people to reengage with their passions in new ways?
- How might your brand help people imagine a more positive future?
- How might your brand help inspire a more positive outlook?
- How might your brand reconnect people with their plans and where they left off?
- How might your brand start to prepare people to the world post-COVID19 pandemic?

The next 9 months.

Nine months in, we can infer that our world (but not yet the whole world) will be ready to go back to normal. But normal may have taken a different shape and it's hard to reenter this atmosphere after months of intense limitation and isolation. The world outside will feel vast and complex at first, possibly, overwhelming.

Main pain-point: Initial Disorientation.

Now we're ready to go back to regular errands, work from an office, go shopping, socializing, exercising regularly, paying our taxes, finding jobs, hiring people, gossiping and whatnot. But it will be a new normal, and even though we all dreamed about our world pre-COVID19, the reality will be similar, but different. And this will potentially be a tough reentry.

Most needed antidote: Accessible Guidance.

Make no mistake - everyone will experience this in an individual level. We will all feel the new environment differently, after all, we do experience life through our own minds. To help people reorient themselves in the new but familiar territory, accessible guidance will be needed.

The next 9 months.

In this context, here are some questions you can ask yourself:

- How might your brand help people reengage with rituals they deemed important?
- How might your brand help people navigate the new reality?
- How might your brand help people access personalized information about the novel landscape?
- How might your brand help people regain trust in others?
- How might your brand help people ease back into social closeness?
- How might your brand help people ease back into work from the office?
- How might your brand help people avoid old mistakes?
- How might your brand help people pick up their life from where they left off?

**Relevant actions
and references.**

RELEVANT ACTIONS AND EXAMPLES

Time to focus on progress, not perfection.

Across the different scenarios, it's a moment to try and pilot things. It's not a moment to wait for perfection, because perfection gets in the way of progress. We need progress to inject positive outlook. Here are some actions that may inspire you.

There are many brands taking relevant actions worth noting in the face of coronavirus.

More will take place daily, be one of them.

- **Disney+** launched Frozen 2, two weeks early, to help keep kids and families entertained.
- **NBC Universal** is putting “Trolls 2”, “The Hunt” and other major movie titles that were headed to the box office straight to streaming services.
- **Zoom** offers free video conf subscriptions for K-12 schools to keep education going.
- **PBS** is airing the Ken Burns baseball doc because MLB season postponed, other leagues will follow.
- **Uber, Lyft, DoorDash, Postmates** and **Instacart** are in talks to create a joint fund for gig workers impacted by the pandemic.
- **Chipotle** is using new tamper-evident packaging seals to reassure diners that food is untouched during delivery.
- **CVS** quickly launched delivery service to service communities in need.
- **Postmates, KFC, Pizza Hut, Sweetgreen, Caviar** and others are offering contactless delivery system.
- **Seamless/GrubHub** is deferring commission fees for independent restaurants.
- **The Met** is offering free live streams of famous operas.
- Many **Airlines** and **Hotels** are waiving change fees and offering full credits available for one year.
- Many **Supermarkets** and **Grocery Stores** have created special elder hours, prioritizing the most vulnerable population to come in when stores are cleaner and safer.

Sources.

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