

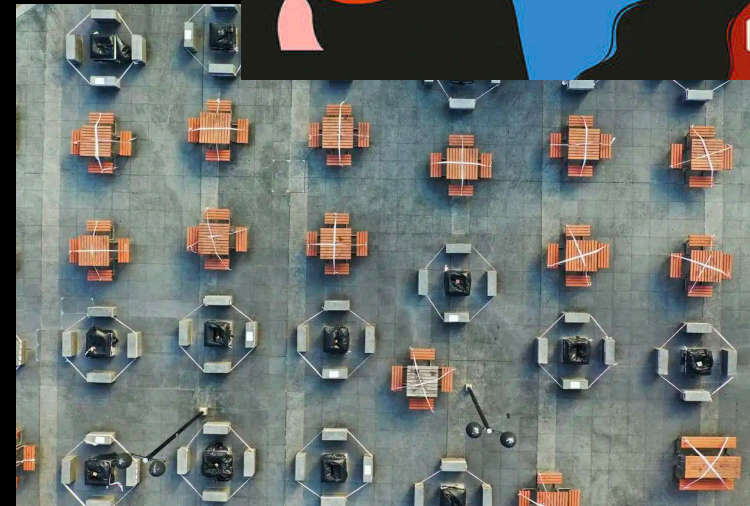
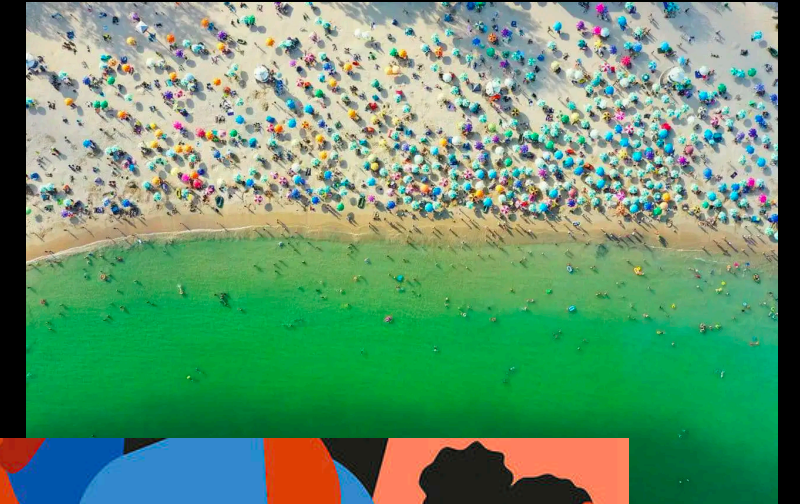


# Navigating **Uncertainty**



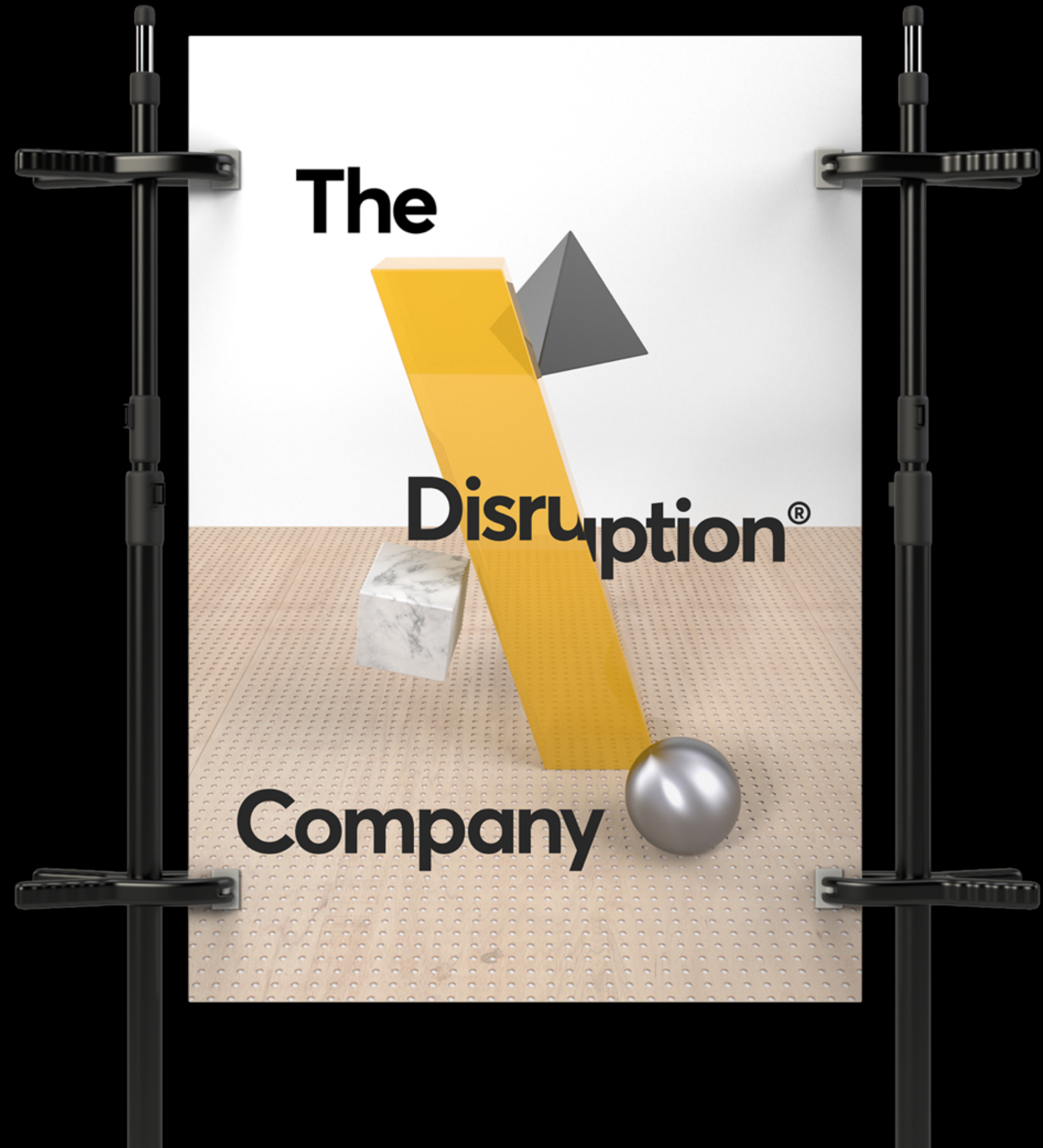
By now we've all probably read one too many articles and seen the flood of responses from brands.

This document simply aims to look further down the line, to what might happen next and how brands can both **LEAD** and **SUPPORT**.



It's in our nature to help navigate businesses through **DISRUPTION**, and see it as a platform for change.

We believe there's a case for positivity and opportunity in times of crisis. This is embodied in the Chinese word for danger, 危險, which is a combination of the characters 'danger' and 'opportunity'.





# Communities connect in crisis

In the wake of tragedy, displacement or destruction, people and places come alive in collective spirit - creating new ties and stronger communities grow.

A crisis naturally increases our reliance on, and support of each other. It heightens our duty of care, compassion and empathy.

Current relationships grow stronger but equally, bridges are built and opponents are unified - all for the common good.

But we already know this, because this isn't our first time facing a crisis together. SARS in 2003 taught us that the only thing we can rely on are each other.

This collective mindset has allowed us to respond to the virus faster and more effectively than other countries, while still being able to empathize with the world.



# Industries innovate in crisis

Ingenuity thrives on limitations.

In every major global crisis or period of tension, we've seen a sharp rise in innovation and creative problem solving.

While emerging technologies are often at the forefront, social and cultural advancements often have a more enduring, long-term impact.



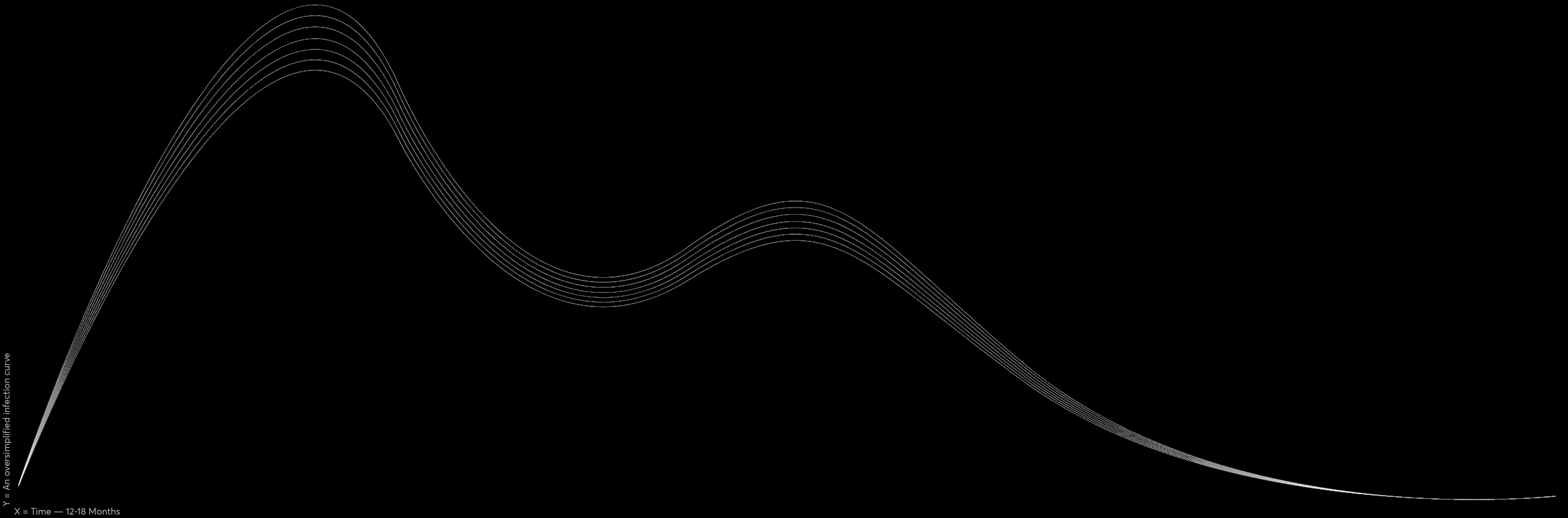
# Brands are built in crisis

Resilience in the face of adversity grows affinity and loyalty for brands. From citywide protests to financial crises, we've seen hardship and pain as the birthplace of brand love and reputation.

Recessions naturally increase the need for genuine utility, and we look towards brands who can help fulfil these needs.

Those brands that can be there for people when times are tough, are more top of mind and mean more, when times are better.

# We see three phases to this crisis



## 1. RESPONSE

A reactive moment of heightened emotions - characterised by fear, denial and panic as people grieve normalcy.

"I want clear information and utility"

## 2. RECOVERY

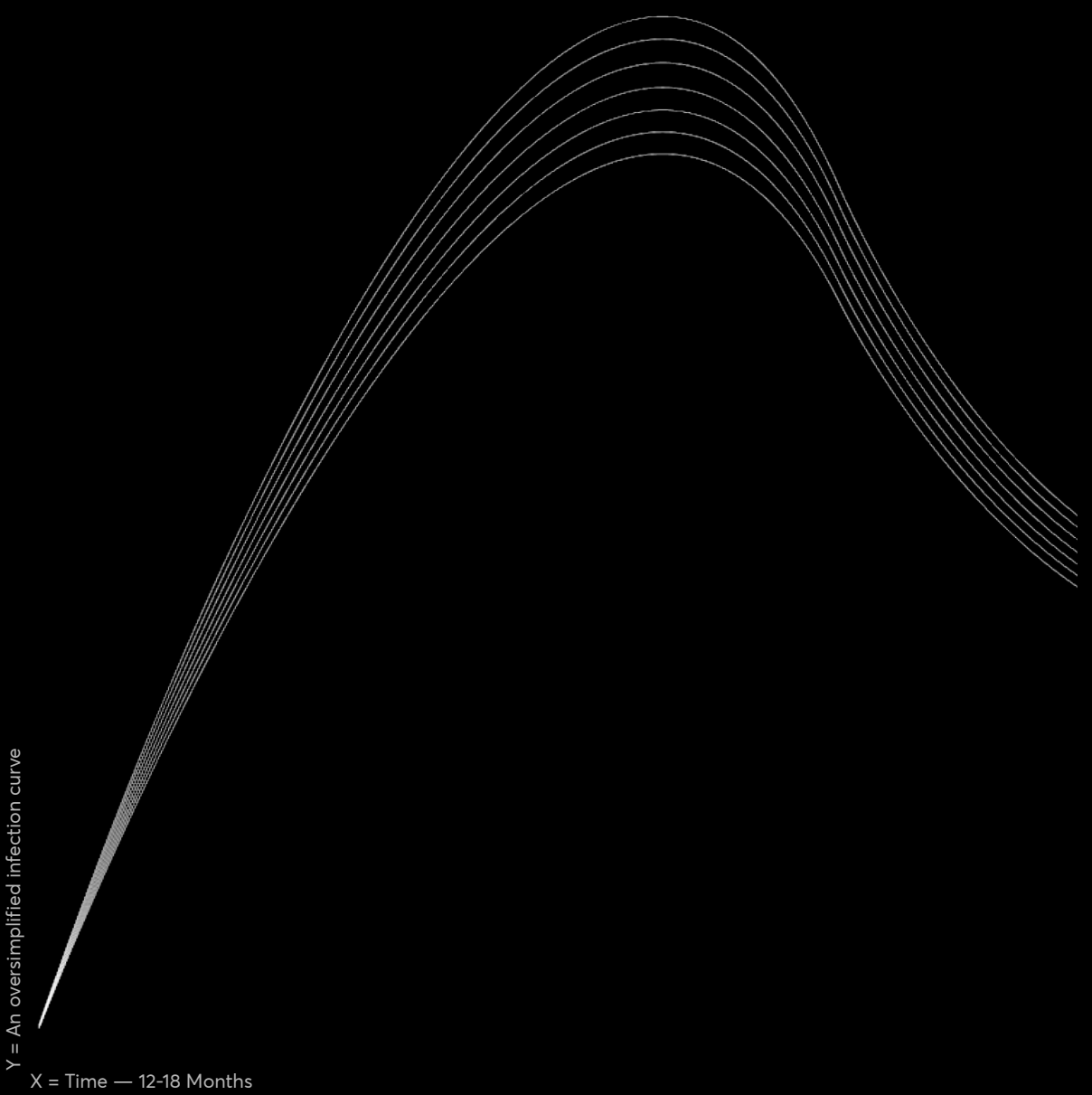
Evaluate and recalibrate: as we come to terms with the new reality we begin to find our feet again as a collective.

"I want utility and support"

## 3. REVIVAL

A proactive moment of considered action - we leave limitations behind and rebuild, deciding on what to keep or discard.

"I want hope and optimism"



We've been in rapid **RESPONSE** mode for the last three months, but have started seeing signs of an exit from this phase.

**1. RESPONSE**

**2. RECOVERY**

**3. REVIVAL**

A reactive moment of heightened emotions - characterised by fear, denial and panic as people grieve normalcy.

Evaluate and recalibrate: as we come to terms with the new reality we begin to find our feet again as a collective.

Rebuild and renew: as we leave lockdown and rebuild our lives we'll decide what to keep and what to discard. Experiencing a range of 'firsts' all over again.

"I want clear information and utility"

"I want utility and support"

"I want hope and optimism"





This report will focus on the **RECOVERY & REVIVAL** phases and seek to navigate us through the new norms.

People will act with cautious optimism as they reflect and build.

1. RESPONSE

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2. RECOVERY

Evaluate and recalibrate: as we come to terms with the new reality we begin to find our feet again as a collective.

"I want utility and support"

3. REVIVAL

A proactive moment of considered action - we leave limitations behind and rebuild, deciding on what to keep or discard.

"I want hope and optimism"

We have identified...

**Eight emerging cultural values  
we must embrace to help our  
communities bounce back stronger**



The first four emerging values focus on helping people **RECOVER**

1.

RESPONSE

11

2. RECOVERY

Evaluate and recalibrate: as we come to terms with the new reality we begin to find our feet again as a collective.

"I want utility and support"

3. REVIVAL

Rebuild and renew: as we leave lockdown and rebuild our lives we'll decide what to keep and what to discard. Experiencing a range of 'firsts' all over again.

"I want hope and optimism"

01

# CREATIVE RESILIENCE

02

# ELEVATED HOMEBODIES

03

# SOLO SOCIAL

04

# SATIRE SURVIVAL



The final four emerging values focus on the **REVIVAL** of communities and consumer mindsets

1.

RESPONSE

Panic and heightened emotions: a moment of acute crisis. Characterised by fear, denial, and panic, as people grieve normalcy.

"I want clear information and utility"

2. RECOVERY

Evaluate and recalibrate: as we come to terms with the new reality we begin to find our feet again as a collective.

"I want utility and support"

3. REVIVAL

A proactive moment of considered action - we leave limitations behind and rebuild, deciding on what to keep or discard.

"I want hope and optimism"

05

14

06

# COLLECTIVE COMPASSION

07

# CAUTIOUS LIBERATION

08

# FRUGAL FUTURES

# How Can Brands Act?



\ We're going to examine how brands can act across these two phases...

RECOVERY

REVIVAL

## Want to know more?

This is just the first quarter of the report.

For a more detailed copy that takes an **in-depth look at each value and action point**, please contact [silvia.hellbach@tbwa.com](mailto:silvia.hellbach@tbwa.com)





This report references a lot of thoughtful work done by TBWA\ Sydney, WARC, Backslash, and our global TBWA team. We'd like to thank them all for their inspiration and input.

For a more detailed copy of this report that takes an in-depth look at each value and action point, please contact [silvia.hellbach@tbwa.com](mailto:silvia.hellbach@tbwa.com)



Stay Safe. Stay **Disruptive.**