



JOLTZ

zimmerman

**JUST
AHEAD:**

**IMMINENT CHANGES
AND EMERGING
OPPORTUNITIES
FROM THE SHADOWS**

**THE NEXT BIG
CONSUMER JOLTZ**

04.10.2020



JOLTZ

Zimmerman's timely perspective and insights into economic, business, and consumer cultural shifts.

Born out of the need for our clients to pivot based on the ever-changing nature of how COVID-19 is impacting our world.

WE'RE GOING THROUGH A LOT



HEALTH CRISIS

+470,000

US leads the world with coronavirus cases.



BUSINESS CRISIS

+16M

Unemployment claims in the past 3 weeks.



ECONOMIC CRISIS

\$2T+

Projected economic cost of fighting the pandemic and rising.

Source: NY Times
https://en.wikipedia.org/wiki/2019-20_coronavirus_pandemic_by_country_and_territory
<https://news.un.org/en/story/2020/03/1059011>

BUT WE'VE MADE SIGNIFICANT STRIDES



HEALTH CRISIS

60,000

Estimated US deaths from coronavirus, down from +200,000, due to the adoption of social distancing.



BUSINESS CRISIS

\$349B

Value of forgivable small business loans through the new Paycheck Protection Program.



ECONOMIC CRISIS

\$2T

Value of economic stimulus package expected to be the first of many.

WE'RE GAINING GROUND, BUT CAN'T RISK LOSING OUR GROUND



The risk we'll face with these initial signs of progress is that people will stop adhering to social distancing as it will appear to have already worked.

This is much like when people who are sick stop taking the antibiotics once they start to feel better instead of taking the full prescribed dose.

**- MORGAN MILLOVAN
STRATEGIST, ZIMMERMAN**

“ ”

**OUR RESERVOIR
OF COPING
RESOURCES IS
LIMITED, AND
SOON THEY WILL
BE FATIGUED.**

**- TOM MEYVIS
PSYCHOLOGIST,
PROFESSOR OF MARKETING
NEW YORK UNIVERSITY**

**THINGS ARE
CONSTANTLY
SHIFTING. WE'RE
HEADED FOR
ANOTHER JOLT:**

“ ”

**THE
CONSUMER
CRISIS**

WE'VE WITNESSED 8 PROMINENT COPING MECHANISMS

- 01** FOLLOW RULES/
STRUCTURE
- 02** GOOD CITIZEN/
HELPING OTHERS
- 03** BONDING/
TOGETHERNESS
- 04** HEALTH &
WELLNESS
- 05** SENSE OF
ONE-NESS
- 06** ESCAPE
- 07** RELEASE VIA
PHYSICAL EXERCISE
- 08** HUMOR/
ENTERTAINMENT

HOWEVER

**PEOPLE CAN
ONLY BE SO
GOOD FOR
SO LONG**

AND

**PEOPLE CAN
ONLY TAKE
SO MUCH**

**AS SUCH, WE
BELIEVE THAT
THE “SHADOW
SIDES” OF
OUR COPING
MECHANISMS**

**WILL MANIFEST
THEMSELVES
AS THE NEXT
CRITICAL
JOLTZ**

CURRENT COPING STRATEGIES WILL NEED TO BE LEVERAGED WITH THESE EMERGING SHADOWS

CURRENT COPING MECHANISM

SHADOW COPING RESPONSE

01	FOLLOW RULES/ STRUCTURE	+	REBELLION/ IMPATIENCE
02	GOOD CITIZEN/ HELPING OTHERS	+	SELF PRESERVATION
03	BONDING/ TOGETHERNESS	+	TOO CLOSE/ TENSIONS
04	HEALTH & WELLNESS	+	EXCESS/ NUMBING
05	SENSE OF ONE-NESS	+	FEAR OF OTHERS/ DIVISIVENESS/BLAME
06	ESCAPE	+	LONELINESS/ LOST
07	RELEASE VIA PHYSICAL EXERCISE	+	MISDIRECTED ENERGY
08	HUMOR/ ENTERTAINMENT	+	CRITICAL/MEAN SPIRITED/ BOREDOM

**NEW
OPPORTUNITIES**

**TO CONNECT
WITH
CONSUMERS**

01

DEFLECT DEFIANT BEHAVIORS AND REPLACE WITH POSITIVE ONES

CURRENT COPING MECHANISM

Follow Rules/
Structure



SHADOW COPING RESPONSE

Rebellion/Impatience

NEW POSITIVE CONNECTIONS FOR MARKETERS

Create 'break the rules' opportunities to satisfy the new hunger that is increasing as time goes on.

Gamify and reinforce ways to adhere to the rules that will get us through this.

Acknowledge and provide ways to encourage the ability to 'let go' and embrace acceptance.

Explore potential competitions for your brand.

EXAMPLE TACTICS

Brands that celebrate "play" can sell kits such as "ball in the house" that introduce typically outside toys and games into the house in a scaled down or domesticated version.

02

REASSURE PEOPLE THAT THEY'RE GOING TO BE OK

CURRENT COPING MECHANISM

Good Citizen/Helping Others



SHADOW COPING RESPONSE

Self Preservation

NEW POSITIVE CONNECTIONS FOR MARKETERS

Find ways to show people they are on solid footing and encourage continued moral and ethical behavior.

Create open source solutions for the greater good of the communities in which we live.

Surprise and delight tactics to reward random people that have shared good deeds on social media.

EXAMPLE TACTICS

A restaurant could develop a buy-one and donate-one to be used at a later date at a discount, so that consumers can continue to support one another as our willingness or ability to give changes as economic impacts unfold. **For universities**, provide free classes, career counseling, and resume writing for anyone who lost their jobs due to Covid-19 -- graduate students or faculty. Offer programs for students to provide online tutoring to underprivileged kids who are now being homeschooled (in exchange for class credit). Extend these platforms to alumni and anyone from the community who wants to be a part of the cause. **For beauty salons**, offer haircuts for anyone going on a job interview.

03

CREATE OPPORTUNITIES FOR PERSONAL SPACE & PERSPECTIVE

CURRENT COPING MECHANISM

Bonding/Togetherness



SHADOW COPING RESPONSE

Too Close/Tensions

NEW POSITIVE CONNECTIONS FOR MARKETERS

Provide stress relief and identify individual ways for people, especially those with families, to clear their minds and focus on self improvement.

Create new personal spaces where consumers need them most (Man Cave and SheShed may no longer be luxuries).

Bring to consciousness that this time is a gift and provide ways to celebrate it.

EXAMPLE TACTICS

Brands that celebrate love can recognize the small things we get to appreciate about one another now that many couples are living together in ways they never have. **For auto dealers**, with tensions getting high, we'll offer our cars for stressed Dads or Moms to get away in for an hour or two. They can turn on the AC, listen to music, take course, play a game on their phones, or even take a test nap.

04

FUEL POSITIVE MOMENTUM TO KEEP PEOPLE ON TRACK

CURRENT COPING MECHANISM

Health & Wellness



SHADOW COPING RESPONSE

Excess/Numbing

NEW POSITIVE CONNECTIONS FOR MARKETERS

Encourage people to treat themselves during this hard time.

Make tangible positive steps to encourage commitment. Provide a welcome distraction to outweigh negative feelings and provide emotional support.

Consider opportunities for UGC (User Generated Caring).

Add an element of competition, fun, technology, and data through gamification.

EXAMPLE TACTICS

A **health brand** could promote better for you “being bad” nights by partnering with a streaming service for a training montage movie night with a healthy “cheat” food treat. **For brands with strong emotional equity**, create a reel of all the love and caring that has happened and continues to happen during this time. Highlight UGC stories of love, giving, compassion, family, reconnecting, etc., that have come to life during the last few months.

05

FOCUS ON COMMONALITY AND UNIVERSAL TRUTHS

CURRENT COPING MECHANISM

Sense of One-ness



SHADOW COPING RESPONSE

Fear of Others/
Divisiveness/Blame

NEW POSITIVE CONNECTIONS FOR MARKETERS

Convey how all walks of life have a common goal; show how the whole is greater than the sum of its parts.

Create a campaign where fans can submit their heartfelt pictures of how they spent their time during quarantine and compile to share stories that bound us together.



EXAMPLE TACTICS

Brands that promote fun, like Five Below, can host a remote neighborhood game night that helps introduce one another to our commonalities and makes one less stranger in our world. **It's time for all of us to unite for the common good, including brands.** To show support, we'll have your brand patronize your competitor's brand. Document it and make a bold statement that this is the time to come together.

06

BRING PEOPLE TOGETHER

CURRENT COPING MECHANISM

Escape



SHADOW COPING RESPONSE

Loneliness/Lost

NEW POSITIVE CONNECTIONS FOR MARKETERS

Create virtual opportunities to bring personalized connection to consumers.

Explore opportunities through AI, VR and the creation of virtual avatars.

Inspire people to create something, such as through arts and crafts, to bring their mind to a different, more positive place.

Host weekly Facebook Live group gatherings where brands can invite their fans to tune in for one-on-one conversations to review things like their products and services.

EXAMPLE TACTICS

A brand can create virtual vacations we can take together, such as reliving a honeymoon, so consumers can “get away” from their everyday while feeling connected to one another. **For party supply stores,** create a holiday when quarantine is over. Maybe it’s a combination of all the holidays we missed. Sets world record for largest (virtual) party ever created.

07

CREATE OUTLETS TO EXPEND PHYSICAL ENERGY

CURRENT COPING MECHANISM

Release via Physical
Exercise



SHADOW COPING RESPONSE

Pent Up Energy

NEW POSITIVE CONNECTIONS FOR MARKETERS

Continue to encourage and find new outlets for physical energy and mental health. Perhaps create new games that require intense physical activities.

Localized TikTok workouts. Short, episodic daily routines to enhance community among family, neighbors, and friends.



EXAMPLE TACTICS

A brand that helps us expend energy, such as a gym or play place for kids, can help us ease pent up energy in other ways like partnering with a meditation or arts program to express ourselves creatively. **For customer service departments or community managers**, “Take It Out on Us”. We get it—you need an outlet. But don’t argue with those closest to you. Instead, call us and yell at us! Our customer service reps are used to it. We kinda miss being yelled at, to be honest. So, feel free to call us and let off some steam. If you prefer to socially vent, feel free to let it out on any of our social channels.

08

BE A WELCOMED DISTRACTION

CURRENT COPING MECHANISM

Humor/
Entertainment



SHADOW COPING RESPONSE

Critical/
Mean Spirited /Boredom

NEW POSITIVE CONNECTIONS FOR MARKETERS

Find humor in the counterintuitive such as people and situations that are not normally associated with humor.

Surprise and delight — in unconventional ways.

Create fun and unique ways to continue leveraging influencers to provide content that is outside-the-box for them as a brand.

EXAMPLE TACTICS

A traditionally 'serious' company, such as legal help, can shake things up by putting a humorous spin on social media. **For delivery services**, create interesting protective masks for its drivers. Keeps people safe, kids entertained. Brand gets some positive exposure. **For pizza places**, offer a Covid-19 pizza with 19 toppings. **For most any brand**, create an "I survived Coronavirus" T-shirts.

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**THANK
YOU**