JUST AHEAD:

IMMINENT CHANGES AND EMERGING OPPORTUNITIES FROM THE SHADOWS

THE NEXT BIG CONSUMER JOLTZ

04.10.2020
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
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.

Source: NY Times | CNBC
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 JOLT
CURRENT COPING STRATEGIES WILL NEED TO BE LEVERAGED WITH THESE EMERGING SHADOWS

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NEW OPPORTUNITIES TO CONNECT WITH CONSUMERS
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.
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.
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).

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

Surprise and delight — in unconventional ways.

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.
THANK YOU