

JOLTZ

zimmerman

*SORRY
BACK
IN 5^{MINS}*

**REOPENING.
IT'S NOT JUST WHEN
BUT **HOW****

LEVERAGING THE JOLTZ

04.28.2020



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

**READY
OR NOT...
WE WILL BE**

**RE-
OPENING**

WE KNOW REOPENING IS SOMEWHAT CONTENTIOUS. THERE ARE PROS & CONS

LIVES VS LIVELIHOOD

44%

of people believe their anxiety is at an all-time high, as of April 20th, 2020 (Source: Zimmerman's The RedLight Project)



Angela Stanton-King @theangiestanton · Apr 21

I'm a **small business** owner, before I'm a political candidate. They're killing me slowly. **Open Georgia.** #Politics

Talking parrot is getting restless staying at home during quarantine



MissEmm @MissEmm9 · Apr 24

Replying to @jsolomonReports

I'm a **small business** owner, with 3 employees, and I haven't received a penny. I'd very much like to open shpp! 🤔

990K+

total Coronavirus cases in the US as of April 28th, 2020 (Source: Johns Hopkins University)



Frank II @topboyy1 · Apr 21

as **soon** as this **quarantine** is **over** I'm going nuts

7.5M

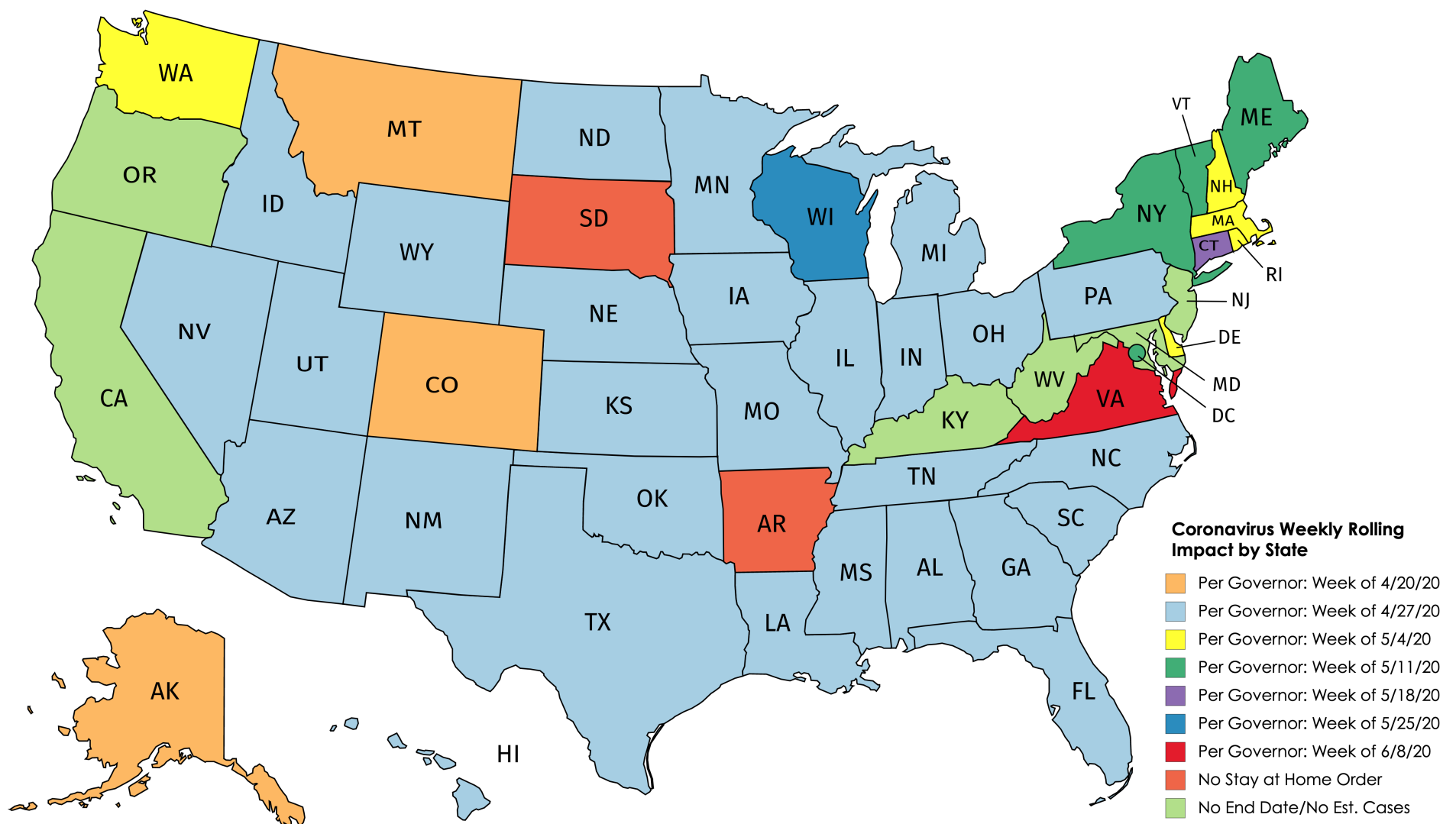
Small businesses at risk of closing (Source: CNBC, Mid-April, 2020)

26.5M

Americans lost their jobs due to Coronavirus as of April 23rd, 2020 (Source: Fortune)

WE KNOW THERE IS A PLAN FOR WHEN IT'S HAPPENING

RESTRICTIONS ARE BEING LIFTED — CASE-BY-CASE



WE KNOW THERE WILL BE STRICT GUIDELINES

THESE GUIDELINES WILL EVOLVE OVER TIME

INITIALLY

- All vulnerable individuals continue to shelter in place
- Encourage telework where possible
- Maximize physical distance from others
- Close common areas where people are likely to interact
- Avoid socializing in groups of 10+ people
- Minimize non-essential travel

EVENTUALLY

- Non-essential travel can resume

ULTIMATELY

- Vulnerable individuals can resume public interactions but should practice physical distancing
- Resume unrestricted staffing of worksites

**COMPANIES AND BRANDS
WILL NEED TO FIND WAYS
TO REASSURE PEOPLE THAT
THEY'RE FOLLOWING THEM.**

AND WE KNOW IT WILL BE BUSINESS UNUSUAL

**SOCIAL DISTANCING SHOPPING PARADIGMS
WILL BE PREVALENT**



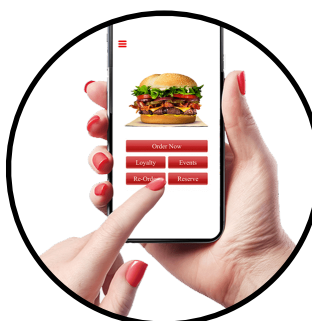
**CURBSIDE PICKUP
BEYOND JUST
CONVENIENCE**



**AT HOME
DELIVERY
ACROSS
CATEGORIES**



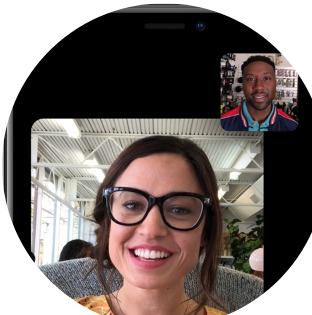
**APPOINTMENT
SHOPPING
BECOMING MORE
UBIQUITOUS**



**MOBILE
ORDERS MORE
HABITUAL**



**REDEFINED
STORE HOURS**



**VIRTUALLY
ASSISTED
SHOPPING**

A black and white photograph of a woman with long dark hair, seen in profile from the side, sitting at a desk and typing on a keyboard. The background is slightly blurred, showing office shelves and papers. A thin red horizontal line is positioned above the text.

**BUT WHEN IT
COMES TO RE-
OPENING, MANY
SIMPLY DON'T
KNOW**

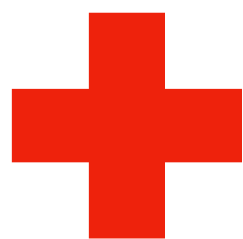
HOW

A black and white photograph of a woman with long dark hair, seen in profile from the side, sitting at a desk and typing on a keyboard. The background is slightly blurred, showing office shelves and papers. A thin red horizontal line is positioned below the text.

HOW

THE DUAL NATURE OF THIS SITUATION HAS DERAILED TYPICAL CUSTOMER JOURNEY PATTERNS

**REGULAR
PURCHASES
RESTRICTED DUE
TO QUARANTINE**

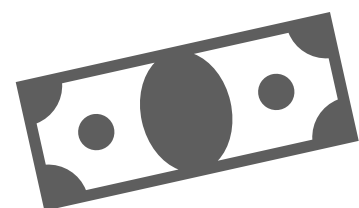


**SUPERFLUOUS
PURCHASES
WITHHELD DUE
TO FINANCIAL
IMPACT**

HEALTH PANDEMIC

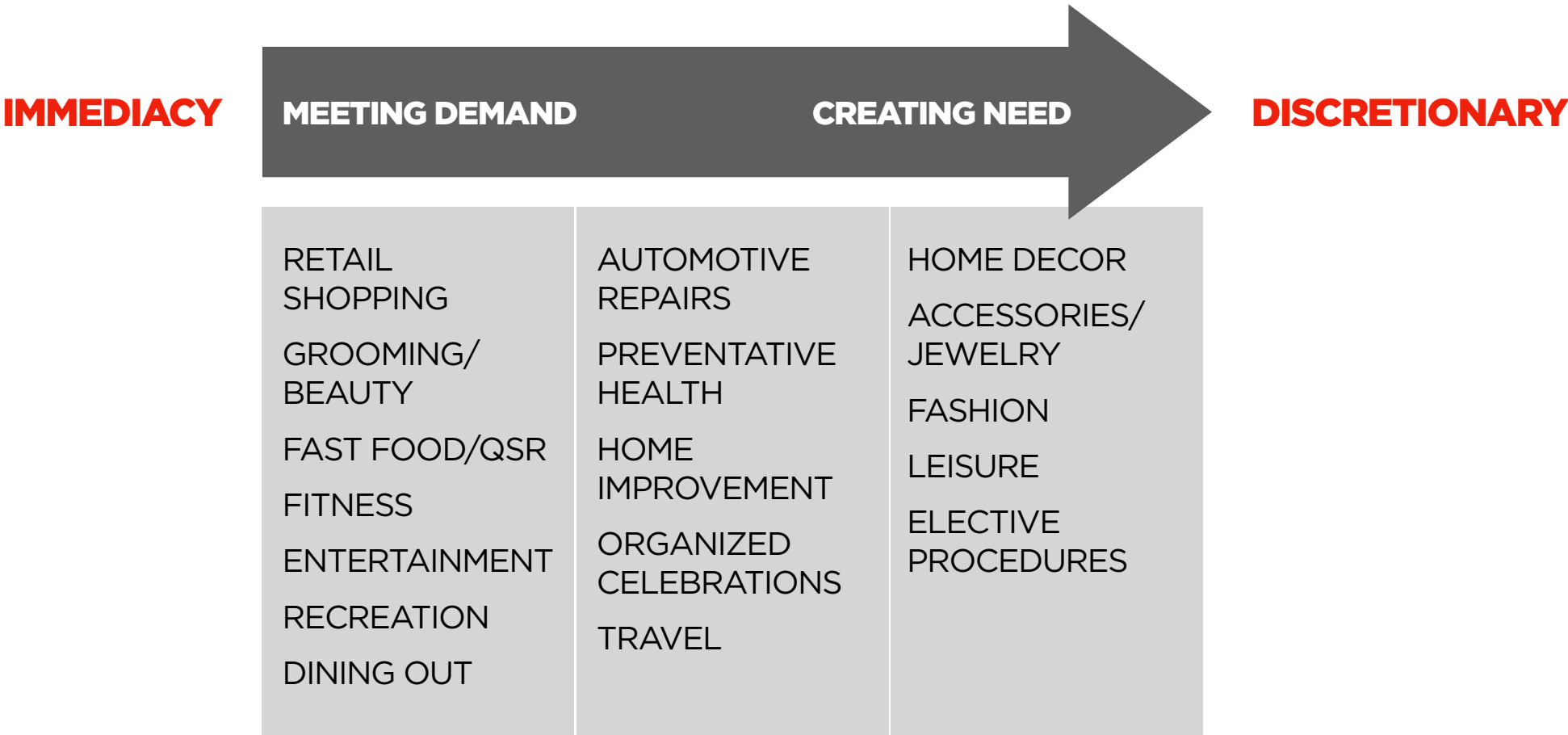


ECONOMIC CRISIS



THIS IS CREATING UNUSUAL DEMAND DYNAMICS ACROSS CATEGORIES

Wants are becoming needs, and niceties are becoming scrutinized.



WE'VE IDENTIFIED FOUR RELEVANT MARKETING STRATEGIES SPECIFIC TO THIS REOPENING ENVIRONMENT

ATTRACTING NEW CONSUMERS



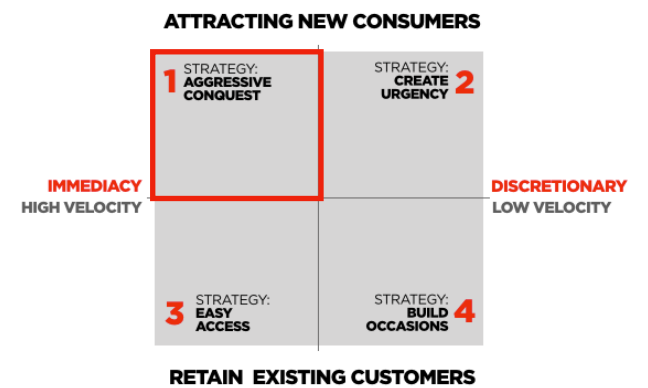
RETAIN EXISTING CUSTOMERS

IMPLICATIONS & IDEAS

1

AGGRESSIVE CONQUEST

to immediately attract new customers



TRIGGER INSIGHT

Because people are now worried that they have less, they are looking to get more for what they pay.

APPROACH

Provide more compelling value to convert people.

IDEAS



Offers.

“Switch Now”, BOGOs, free trials and other promotional activities can be a compelling way to attract new customers into your offering.



Miles for Memberships.

Since health clubs are closed, everyone’s either running or walking, anxiously waiting to use gym equipment again. To conquest, perhaps offer new members free benefits for every X amount miles they ran during lockdown (tracked by apps like Nike run club.)



Back-To-Work Cut.

Anyone going back to work — or on a job interview — can get a special discount, 3 for the price of 2, or special perk.



Forgotten Jeans.

A healthy restaurant can announce they are reopening by asking you to create and post a funny video of you putting on jeans for the first time in 3 months (or at least trying to), receiving an incentive for doing it.

CHANNELS



Paid Social



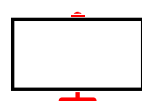
HyperLocal Display



Direct Mail



Streaming Audio



Connected TV



Online Video



Influencers

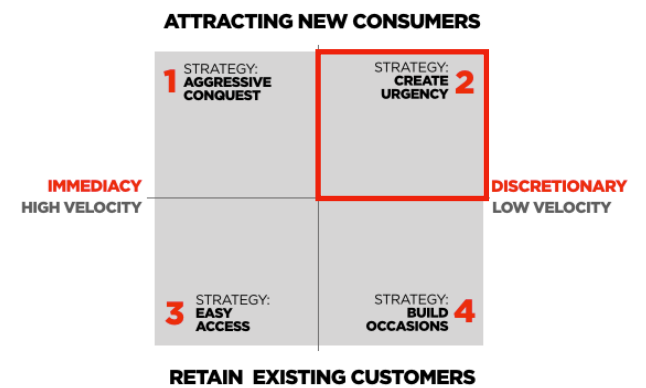


Paid Search

2

CREATE URGENCY

to attract new customers for discretionary purchases



TRIGGER INSIGHT

The more fragile we feel, the more urgent life becomes.

APPROACH

Leverage insights/cultural tailwinds to provide a meaningful role in people's lives.

IDEAS



Trip of a Lifetime.

Compel people to live their dream, check off their bucket list, take the risk and stop waiting. RV Dealers could offer "RV of a Lifetime" discounts to make their dreams come true.



Experience the Experience.

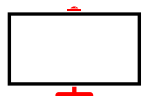
Travel companies can offer access to unique experiences that can't easily be obtained anywhere else.



A Thank You Gift for Your Home.

After spending so much time there, people will have a newfound appreciation for their homes. A home décor or home improvement brand may reopen with a campaign that recognizes this opportunity to give your home a Thank You Gift.

CHANNELS



Connected TV



Streaming Audio



Online Video



Paid Social



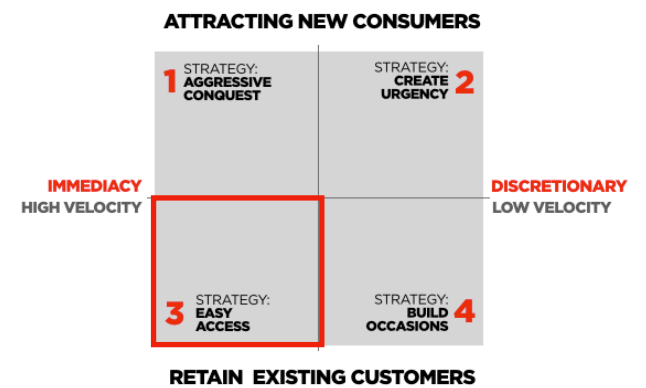
Influencers



HyperLocal Display

3 EASY ACCESS

to immediately retain existing customers



TRIGGER INSIGHT

The more uncertain things are, the more we crave the familiar.

APPROACH

Invite customers and deliver the positive experience they expect to reinforce normalcy.

IDEAS



#McMiss McDonalds.

Tweet us what you #McMiss most, and we'll respond with a coupon for that cherished item.



Keep the Date.

A restaurant can reopen by offering priority to couples who had to cancel dinner date reservations, especially those who were celebrating special occasions. As part of the experience, they can offer a bottle of wine with the original date of the occasion inscribed on the label.



Birthday Do-Over.

Rewarding brand advocates who have been forced to miss out with special perks and offers to re-do the makeshift celebrations that were required during COVID-19.



Auto ReStart Package.

Knowing that many cars have been stopped for a long time, auto repair shops can create a package for their regular customers that gets your car ready for the road again. This can include oil change, wash, inspection, battery check, etc.

CHANNELS



E-mail



Paid Social



Direct Mail



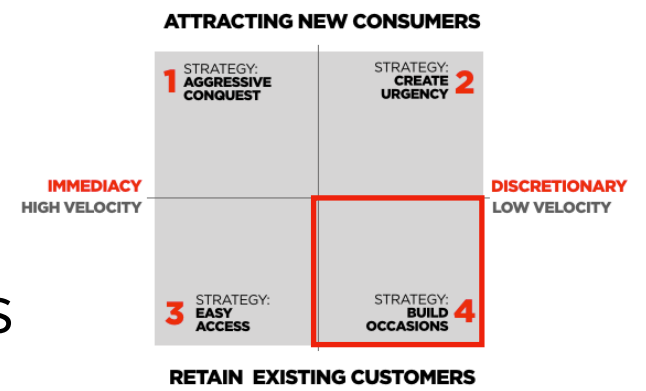
Push Notifications



Store Signage

4 MORE OCCASIONS

to attract existing customers for discretionary purchases



TRIGGER INSIGHT

Crisis has a way of providing clarity to what's really important in life, causing us to deepen our engagement with brands that reflect these values.

APPROACH

Expand your role in your customers' lives by offering more occasions that connect to their values and lifestyle.

IDEAS



Pet Re-Socialization.

Transform designated pet training areas in pet stores to pet re-socialization service to help ease the transition of people returning to work.



Quarantine Crafters Craft Fair.

Offer select aisles in a crafting store to showcase and sell crafts and items created while sheltering in place.



Community Garage Sale.

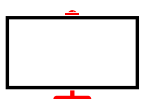
Have a large retailer rent out its parking lot to their local customers to 'hawk the wears' they no longer want from the clean up done during COVID-19 quarantine.



Think Beyond The Benefit.

Re-imagine an entertainment & recreation center to address new needs — team building, stress relief, or even an exercise program.

CHANNELS



Connected TV



Streaming Audio



Online Video



Paid Social



Retargeting Display



Direct Mail



Store Signage



THANK YOU