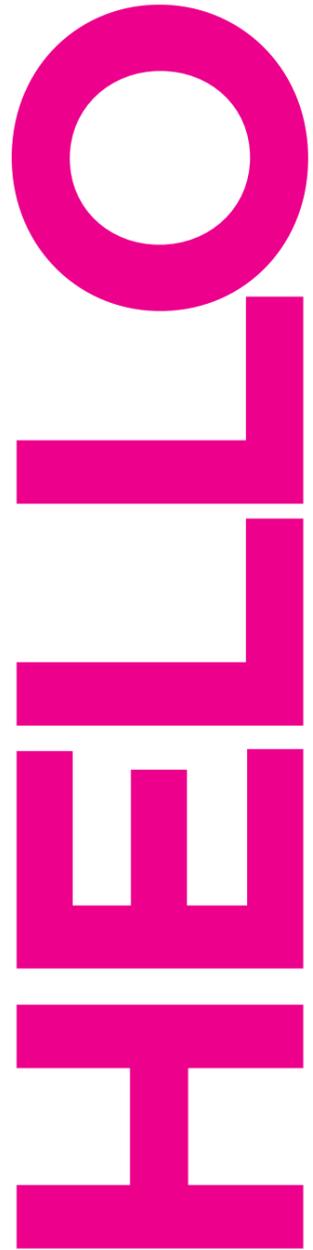


IS YOUR BRAND  
READY TO  
REOPEN?

**What every CEO needs to know.**

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**MEET MOORE.** We are a marketing agency—we support multiple disciplines under one roof, and we understand how to maximize those disciplines working together. For us, it’s about reaching your audience with work that is backed by emotional insight that drives action.

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WHY  
WE'RE HERE

# WHY WE'RE HERE



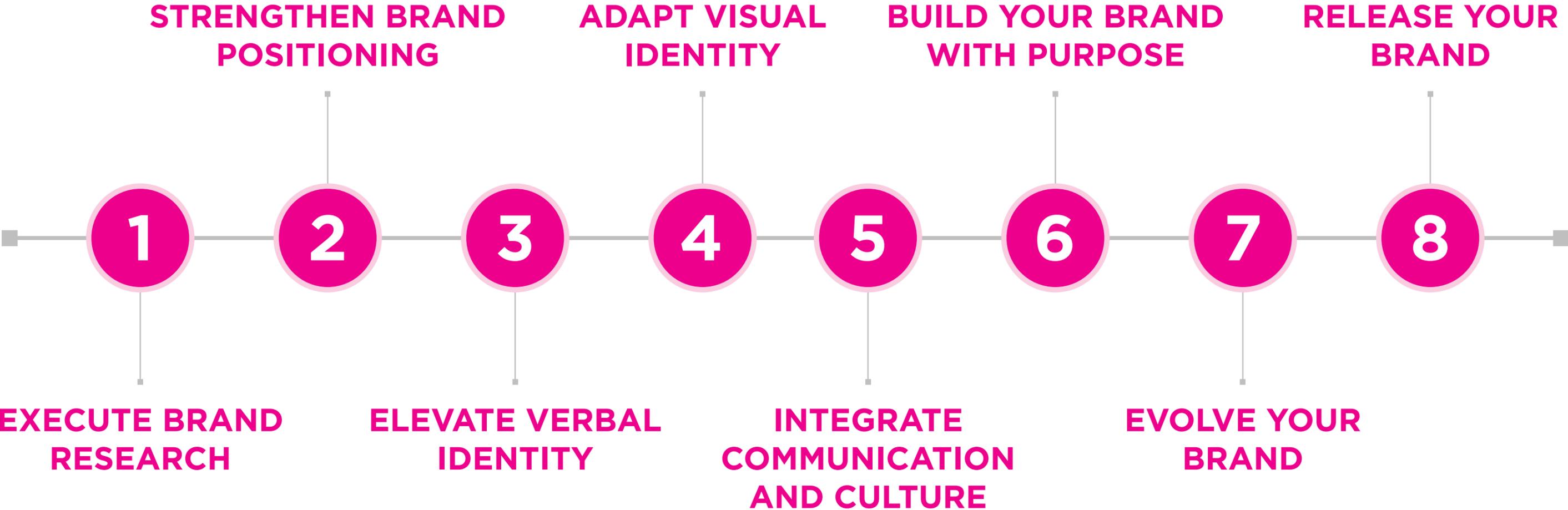
**Pandemics are not new. They have existed for more than 10,000 years. But COVID-19 continues to redefine pandemics in a modern world.**

## **COVID-19 is a...**

- Healthcare crisis.
- Economic crisis.
- Social crisis.
- And pandemic with an infodemic problem.

Keeping up-to-speed across a plethora of channels is exhaustive, and many brands are left wondering how to stay relevant in conversations.

All leaders need to take this time to evaluate and optimize the positioning of their brand strategy. Our guide includes the following considerations for ensuring your brand is optimized today to maximize tomorrow's opportunities:



# WHY WE'RE HERE

**We'll give enough to analyze what's working and what's not with your brand - and ways to take action.**



BRAND  
RESEARCH

# BRAND RESEARCH

When COVID-19 erupted, companies had to adapt. The business-as-usual approaches to serving customers, working with suppliers, collaborating with colleagues and marketing would have failed if companies did not shift how they conducted business.

To survive, companies had to be creative. Restaurants, dependent on the in-house customer experience, were suddenly serving curbside cocktails and meals to-go. Events and conferences went virtual through augmented reality. Healthcare and diagnosis became a click away through telehealth. The bottom line is business models changed. Customer expectations changed.



**So, the question is – does your brand need to change?**

# BRAND RESEARCH

## To figure out where you want to go is to determine where you are.

A brand isn't what you say it is. It's what OTHERS say about your brand. Take a hard look at the current sentiment of your brand through:

- Business reviews
- Social listening
- Web traffic/customer service line
- Audience surveys and competitive analysis
- Employees

These findings are critical to understanding what your audience is seeking from you in the current landscape. You will learn more from the bad than from the good.

STRENGTHEN  
BRAND  
POSITIONING

# STRENGTHEN BRAND POSITIONING

## Take those findings and do something with them.

These insights will help you lead to establish a new baseline for where your brand is today. You also need to do some internal soul searching, examining the new opportunities that may now exist to better position your brand.

### Ask the hard questions:

<b>Do your current service offerings make sense in today's climate?</b>	<b>What is needed to stimulate demand of your services and products?</b>	<b>How can you reimagine and engage in new opportunities?</b>	<b>Do your talent requirements need to change?</b>
<b>How do the above findings impact your brand's name, architecture or tagline?</b>			

ELEVATE  
VERBAL  
IDENTITY

# ELEVATE VERBAL IDENTITY

## There are two words that can spell disaster when it comes to a brand's verbal identity: Tone deaf

In the social media era, brands are more challenged than ever to maintain a strong verbal identity. Not only does the verbal identity serve as the personification of the brand, it is the most interactive opportunity to directly engage with target audiences. This is good and bad.

Like a person, a brand has core beliefs, goals and understandings. Maintaining neutrality in a “cancel culture” society can be as dangerous as taking a stand. Irrational optimism or over-promising in a post-COVID world will come off as thoughtless. Brash realism will be inconsiderate. And overly sympathetic messaging is played out.

# ELEVATE VERBAL IDENTITY

**So, how does an organization stay ahead of the curve? How do you ensure your message is staying relevant in today's conversation while also staying true to the organization's verbal identity?**

- Plan creative accordingly but know that its shelf life is short.
- Micro campaigns are powerful to be relatable in the moment.
- Messaging should be simple and singular - it's easier to pivot if it becomes obsolete overnight.
- Unless you have crystal ball, avoid forecasting in messaging. Like everyone else, your brand is living in the present.

Know your audience. Know their moods. And know they change every day. The heart of your brand should remain steady, but what you communicate must be fluid. Be honest, authentic and timely.

ADAPT VISUAL  
IDENTITY

# ADAPT VISUAL IDENTITY



## Just like verbal identity is the voice of a brand, visual identity is the look and feel.

Let's be clear that when we talk about the visual identity of a brand, we aren't just referencing the logo. By definition, the visual identity is everything from the brand that is non-verbal. This includes the logo as well as photography, iconography, color palette, typography, etc.

Perhaps you're a retailer that shifted from in-store shopping to an online option and curbside pick-up - this is a service line you may opt to continue to keep as economies open up storefronts again. Does this give you an opportunity to re-enter the marketplace in a way that is different than your competitors?

If COVID-19 drastically altered the way you do business both in the short and long term, it may be time for a logo change or rebrand. There may never be a better opportunity to evaluate than right now.

# ADAPT VISUAL IDENTITY

Like verbal identity, an off-cue visual from a brand can send audiences into a tailspin. Brands must be fluid. They also need to be strategic because creative can be expensive. Rash decision-making in terms of visual choices can lead to pitfalls that cost brands both market positioning and marketing budgets.

**Consider this:** You're a retailer and about to film a new commercial to run in market within the next three months. It's going to feature your stores serving customers. So, do you...

- Feature customers wearing masks? If you do, you might inadvertently limit how long you can run this spot because what if in 6 months, masks aren't needed? If you don't, you might come off tone deaf to the current environment.
- Shoot scenes where you have implemented social distancing procedures? If you do, your store might look empty. And if you opt for a busy shopping day look, it might suggest you don't care about public health and don't support social distancing procedures.
- Speaking of a video shoot, is your brand legally protected from someone on set contracting COVID-19? Production processes for video and photos have drastically changed through COVID-19, and if your production procedures haven't adapted, do so immediately. This includes your model release forms, number of people on set, masks, catering and set-ups.

That is just the tip of the iceberg, but these are a sampling of the hard questions that should be up for discussion in every production meeting for the foreseeable vs. unforeseeable future.



INTEGRATE  
COMMUNICATION  
& CULTURE

# INTEGRATE COMMUNICATION & CULTURE

The ethos of your brand is deeply rooted to internal culture and how you actively engage and listen to employees to evaluate your brand. They are your brand ambassadors, especially during a crisis like COVID-19. Be transparent. Be empathetic. And above all, care.

## START A CONVERSATION

Check with internal audiences first and capture feedback related to your brand and company. Focus on hopeful and frequent communication, while staying transparent and honest.

Ensure employees have the tools and technology to build connections with each other and with leadership to ensure you're receiving critical front-line information.

## WALK THE WALK

From listening from your internal culture, be ready to implement solutions that answer common issues or ideas that come up.

## TURN INTERNALLY

Treat your internal employees like they are your best customers. Here are some ways to start: deploy surveys, issue an open-door policy, schedule 1:1 regroupings, surprise and delights, encourage sharing best practices among the team. Consider rolling out mental health-specific policies and paid time off.



BUILD YOUR  
BRAND  
WITH PURPOSE

# BUILD YOUR BRAND WITH PURPOSE



**Brands with purpose grow 2X faster than others, and audiences care more than ever about the heart and soul of a brand. Thinly veiled and vague social posts are not enough. Action in a time of crisis, like COVID-19, can build your brand, engage employees and develop brand loyalists.**

- Start a conversation
- Set clear, measurable and attainable goals for your team and objectives to build a brand with purpose
- Determine causes that align with your brand purpose and collaborate with internal audiences for thoughts
- Determine best ways to give – financial donations, products and services, time and energy or expertise
- Establish partnerships with like-minded non-profits and initiatives
- Build out a strategy and plan with your team – continuously tweak based on learnings and market dynamics
- Collectively evaluate impact

EVOLVE  
YOUR BRAND

# EVOLVE YOUR BRAND

Through all the twists and turns this year, it's clear we really don't know what the rest of 2020 will hold for us.

As you work on forecasting and planning for other shifts that may come your way, ask yourself and your team:

- What have you learned about your brand and employees during COVID-19?
- How has COVID-19 changed your brand and business strategies?
- Is your brand, product or service still relevant?
- What's your threshold for staying the course with your brand strategy? Does your brand need to pivot?

The most valuable brands continuously evolve, and we've [helped](#) many during COVID-19. They adapt for a lot of different reasons: changing culture, changing market, changing audiences, changing technology. But their “why” remains the same.

**Because it's not only the pulse of the revenue stream. It's about people.**



RELEASE  
YOUR BRAND

# RELEASE YOUR BRAND

Once you've asked the hard questions and optimized your brand positioning, you will need to release it to your markets strategically and mindfully.

## MEDIA RESEARCH

Understanding your target audience - where they spend time online and offline, insights on what motivates them - outline a brand strategy with goals and objectives.

## CREATIVE CONCEPT AND DIRECTION

Develop big or even small ideas with supporting creative direction to help break through the noisy media landscape and newsfeeds.

## CHANNEL PLAN

Outline where this content will be syndicated across owned, earned and paid media. To help cut through the social algorithms, consider paid media to reach audiences.

## CONTENT DEVELOPMENT

This is where the fun comes together. Think concise copy, short-form videos, gifs or thumb-stopping photos that engage audiences.

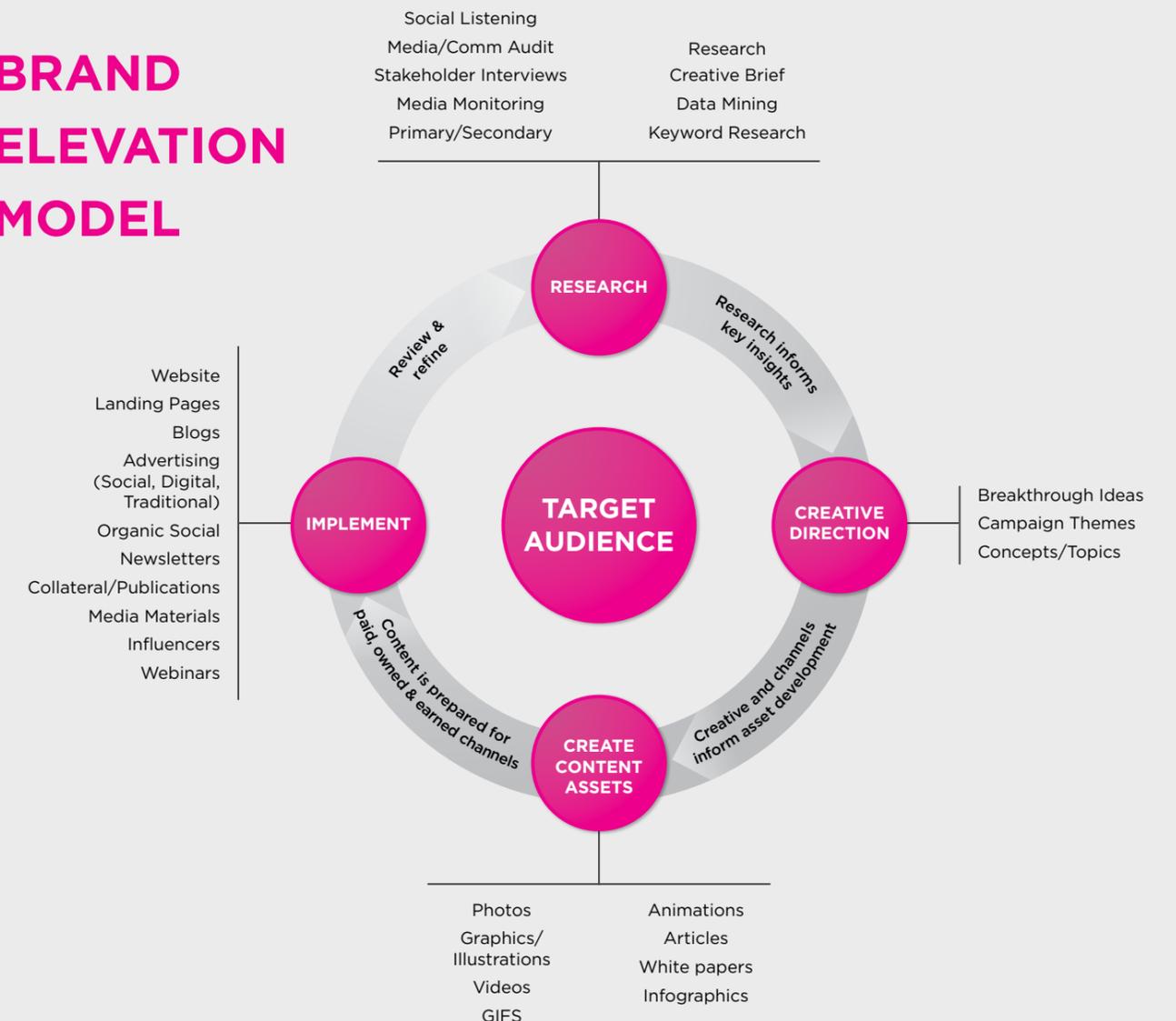
## IMPLEMENTATION

Lean on your team to launch with perfect execution across channels. Bring in expertise as needed and an extra set of eyes to double check everything.

## MONITOR AND OPTIMIZE

Review what's working and what needs to be tweaked based on performance. Monitor audience sentiment and engagement. Remember social platforms prioritize content that drives conversation.

## BRAND ELEVATION MODEL



# OUR FINAL THOUGHTS...

COVID-19 continues to teach us lessons, especially how brands will always win when they are authentic, adaptable and creative.

If you need fresh thinking with scalable strategy from a nimble team who has helped brands both big and small, let us help you navigate the many dynamics of reaching and engaging your audience.

Visit [here](#) to read our library of COVID-19 blog posts for inspiration.



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M.  
MOORE

THANK YOU