

# **HAVAS GROUP INDIA UNVEILS RESULTS OF MEANINGFUL BRANDS® 2020 STUDY: COVID-19 EDITION**

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# OVERWHELMING OPTIMISM IN TRYING TIMES



# OUR UNIQUE BRAND FRAMEWORK



1

**Proprietary Metric**  
of brand strength

2

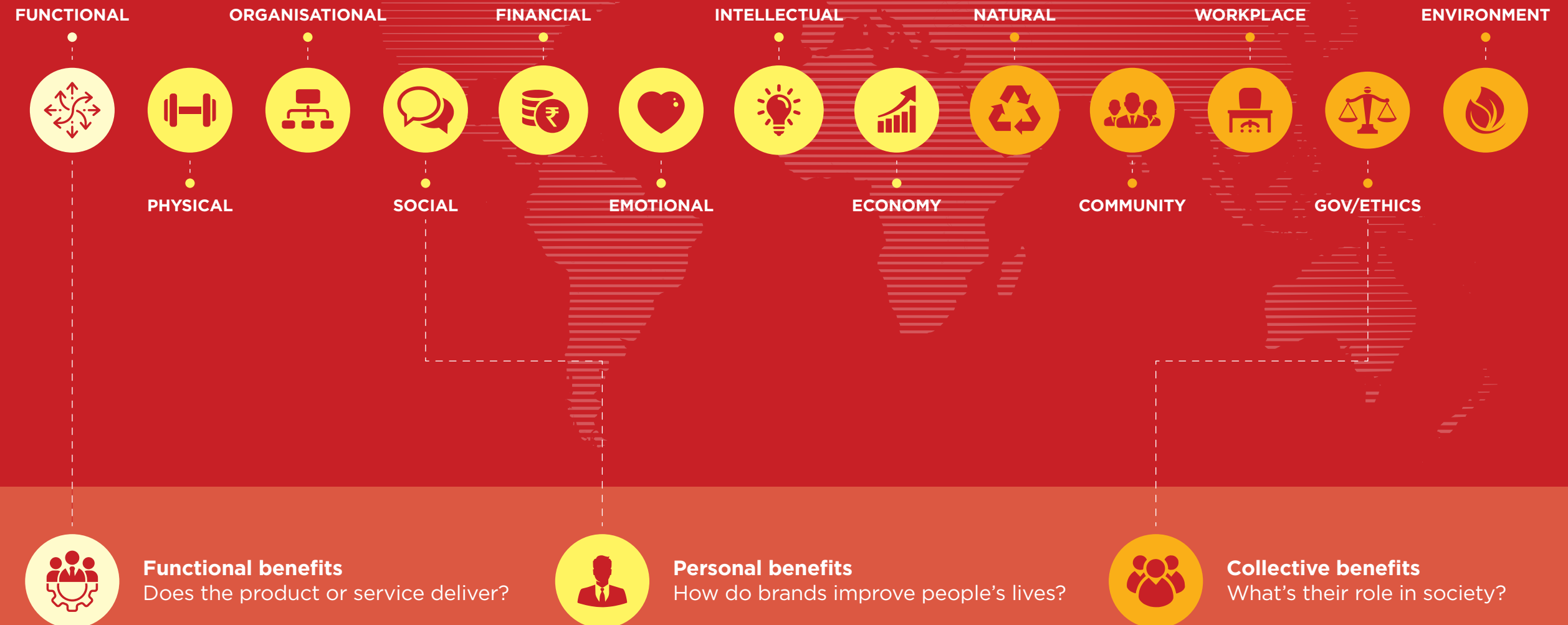
**First Global Framework**  
to connect brands with human well-being

3

Measures the quality of benefits  
brands bring to people's lives and the  
**Returns in Business Terms**

# DEFINING MEANINGFUL

## UNDERSTANDING WHAT MATTERS





# THE CONVERSATION

We spoke to people from countries that were impacted in different ways by **COVID-19**.



**2,900**  
**RESPONDENTS**

# UNPACKING THE CONVERSATION: OUR FINDINGS





## ONE OF THE MOST OPTIMISTIC COUNTRIES IN THE APAC

# 53.3%

consumers show overwhelming optimism towards the country's economic growth in the future, one of the highest in the APAC.

- Indonesia **37.5%**
- Philippines **53.5%**
- Singapore **30.8%**
- South Korea **16.33%**



Contrary to the anticipated mass mindset during a phase of extreme crisis, as a country and a culture, we are experiencing a state of extreme optimism. Many consumers

believe that the future is optimistic, and the slowdown that started due to Covid-19 is temporary. They have faith in the future of the economy and the country.

# — HOW DOES THIS OPTIMISM TRANSLATE TO BRANDS?



## GREAT EXPECTATIONS: DEMANDING MORE FROM BRANDS

Consumers are giving the highest weightage to the collective benefits that brands have to offer **(34.5%)** vs Functional **(32.8%)** and Personal **(32.6%)**.

In comparison to 2019:

- Collective **32%**
- Personal **30%**
- Functional **38%**



Optimistic consumers are harder to please. Consumer behaviours and expectations have evolved but brands have **not** kept pace. They

have not been fast enough in meeting expectations or becoming meaningful enough to delight consumers and build loyalty.

## STAND BY ME: MORE RESPONSIBILITY IN THE TIME OF CRISIS

# 59%

of the consumers have started  
to use brands relationship with  
their employees as an evaluation  
parameter.



Consumers want brands to show them that they have skin in the game. They want to see brands taking tangible action to ensure the overall good and

well-being of the country and the economy. They want brands to use their strengths to solve issues (created by Covid-19) even post crisis.



## SAFETY FIRST: EXPECTING BRANDS TO INNOVATE FOR HEALTH AND SAFETY

# 61%

of the consumers expect  
brands to innovate to look after their  
health and safety.

Consumers are expecting new innovations from brands that enable them to stay healthy or ensure their safety. They expect these

innovations to be tactile and practical. Essentially, things that they can see, touch and feel in all aspects of brand experiences.



## THE TRUTH AND NOTHING BUT THE TRUTH: RISING DEMAND FOR TRANSPARENCY AND COMPLETE HONESTY

# 58%

of the consumers want brands to become more transparent and honest about their processes and products.

Consumers expect nothing less than the highest standards of the safety and hygiene from the brands in the time of Covid-19. They want

brands to reassure and ignite confidence in them regarding the safety standards they follow by being transparent and honest.





## SHOW AND TELL: EXPECTING BRANDS TO ACT LIKE EXPERTS

**57%**

of consumers expect brands to effectively and speedily resolve their queries.



Consumers are expecting brands to not just display, but act like experts in times of crisis. They particularly expect brands to step up their

post-purchase customer support, when in normal times consumers faced long waiting times and ineffective responses.

# NOT JUST ABOUT THE MONEY: EXPECTING MORE THAN A TRANSACTIONAL RELATIONSHIP

## 55%

consumers expects more empathy from brands and want them to contribute to their mental and emotional well-being.



Consumers are expecting brands to be more empathetic and understanding of the mental and emotional stresses that the pandemic is

putting them under. They want brands that they have been loyal to, to look after their emotional and mental well-being.

## GOING VOCAL FOR LOCAL: SUPPORTING NATIVE BRANDS AS A DUTY

# 52%

of the consumers are  
ready to go vocal for local.



In the face of economic implications of the pandemic, consumers are coming out in support of local businesses. They have started

understanding the importance of boosting the country's manufacturing muscle in the scheme of overall economic growth.



— **WE FURTHER DISTILLED  
THESE LEARNINGS  
TO EACH SPECIFIC CATEGORY**





# CATEGORY DEEP-DIVE AUTOMOBILES



As one of the strongest contributors to the economy, today this category is anticipated to play a strong role in helping to maintain public health and safety. It is also fast becoming a life essential. The consumer's wish list from the category also includes expecting industry leaders to partner at the policy-making level for the nation's stability, challenging the economic slowdown and enabling the masses to grapple with financial stresses.



**BECOMING A LIFE ESSENTIAL**

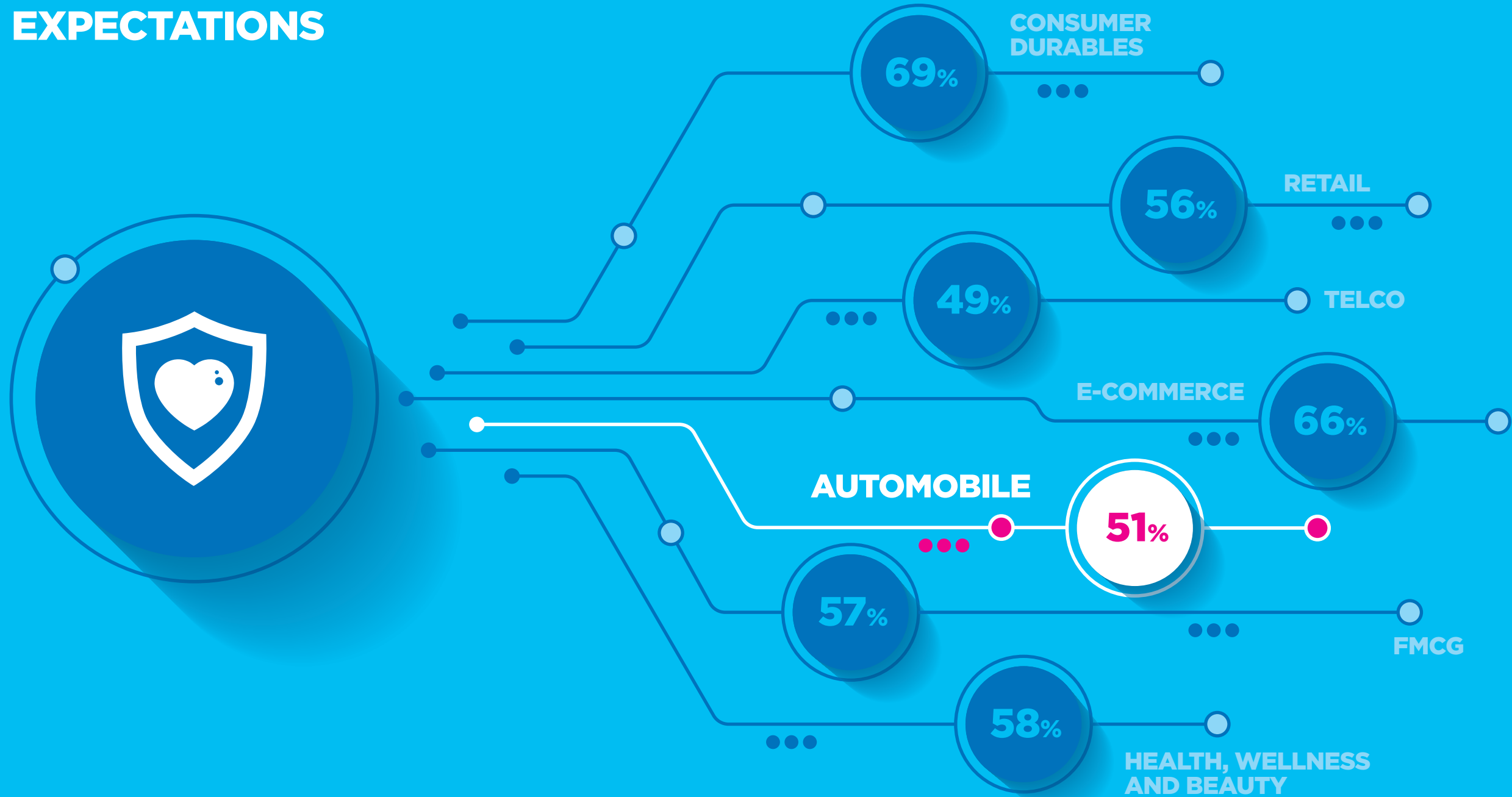


**CHALLENGING  
ECONOMIC SLOWDOWN**



**DISPLAYING COMPASSION  
TO FINANCIAL DURESS**

# HEALTH AND SAFETY EXPECTATIONS



## PRIORITISING HEALTH AND SAFETY

# 62%

of the consumers expect  
automobile brands to introduce  
innovations that will strengthen  
their health and safety.



The pandemic has only increased the importance of owning a vehicle. In this context, consumers are gravitating towards

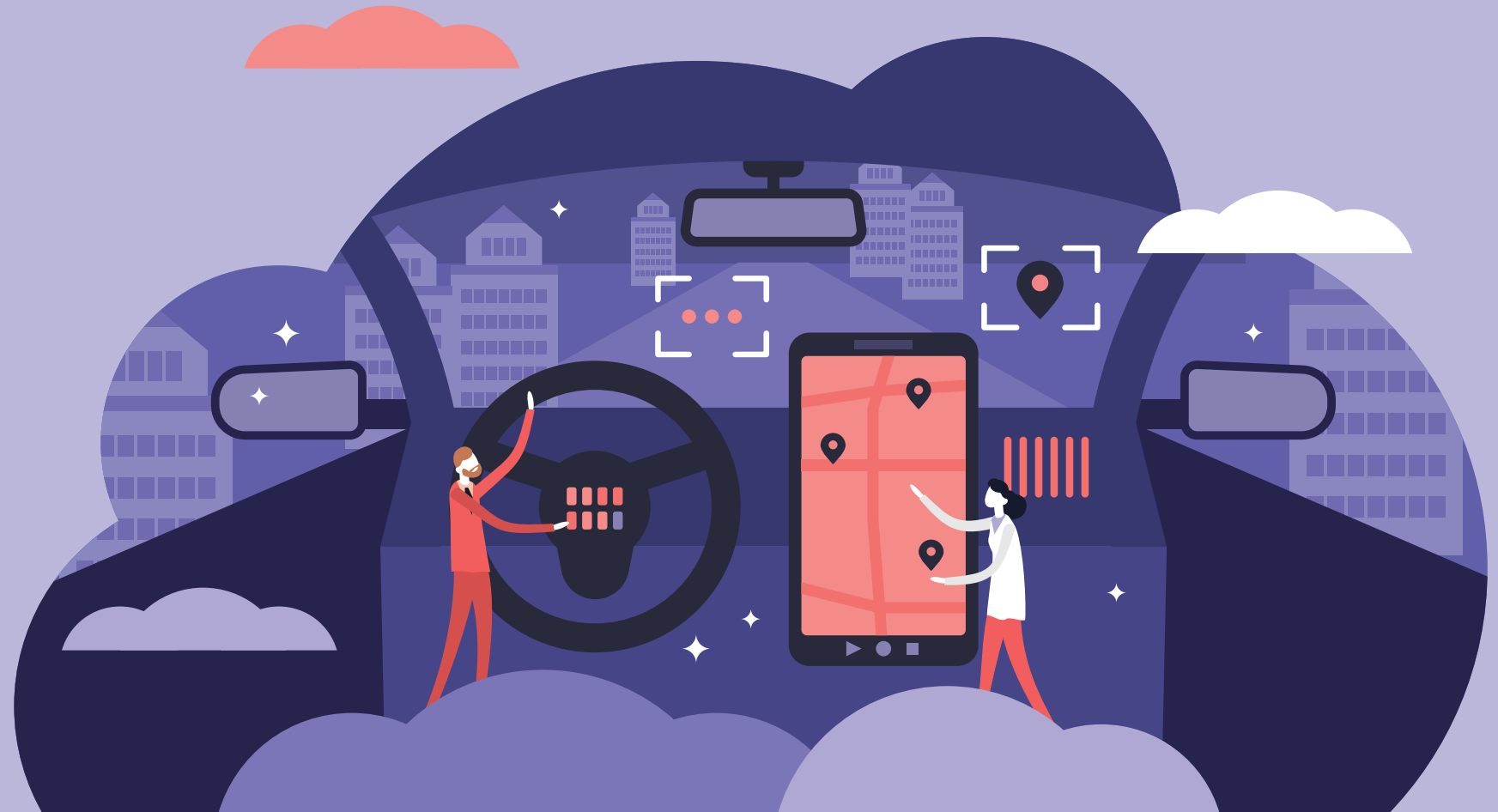
brands that are introducing innovations that reassure them of the brand's commitment to their health and safety.



# AUTOMOBILES BECOMING A LIFE ESSENTIAL

# 42%

of the consumers believe that the role of automobile in handling daily chores has increased post-pandemic.



The role definition of automobiles in the consumer's life has transitioned overnight. From an attribute of commute, automobiles

today are a shield of safety. Their use cases have expanded from the commute to the office to being used for daily chores.

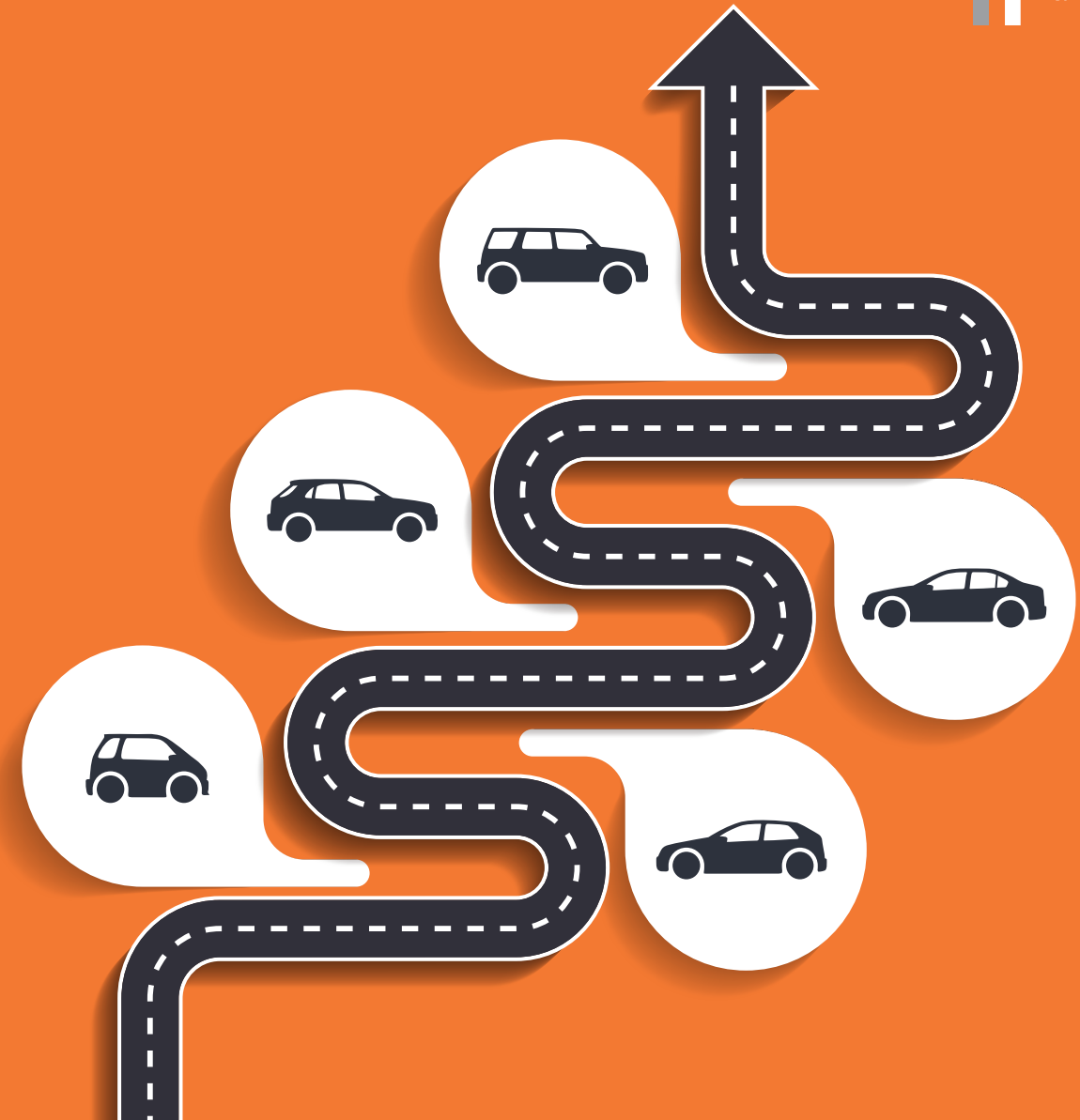
# HELP THE ECONOMY BATTLE THE SLOWDOWN

**49%**

of the consumers expects automobile brands to play an active role in supporting SMEs to sail through the crisis.

**45%**

of the consumers feel that the automobile industry is not doing enough to help the country sail through the crisis.



Consumers understand how crucial the automobile industry is for the economy and expect them to contribute in countering the crisis. They want the

industry to play an active role by helping consumers manage their financial commitments and enabling SMEs to sail through the slowdown.

## — DISPLAY EMPATHY TOWARDS FINANCIAL DURESS

**55%**

of the consumers expect companies to help them bear the financial burden laid down on them due to Covid-19.

**56%**

wants the brands to refund the money for the services that they couldn't avail due to the pandemic.



The pandemic has been economically a hard time for the country. In this context, from automobile brands,

a high-ticket purchase, consumers are expecting the empathy to translate in brands easing their financial burden.

# — OPPORTUNITIES



## PHYSICAL AND MENTAL WELL-BEING



**Go the extra mile** to release the stress created by the pandemic to enhance the physical and mental well-being of customers.

**Small comforting gestures** in communication or retail experience that make customers feel taken care of, will go a long way in strengthening the brand connect.

## EMPATHY IN ACTION



**Focus on action** - While empathy is what many brands talk about, it is ACTION basis the empathy that would differentiate brands.

**Consumers expect some relief and relaxation** from the brand in these stressful times where the financial condition of several families has deteriorated.

## SKIN IN THE GAME



**Reinforce status of backbone of the nation** -

Automotive sector is considered as the wheels of a nation. Thus, the industry has a stronger responsibility to keep it running. It is an opportunity for brands to showcase their efforts to help the country through the crisis and help the people through extraordinary services.

# CATEGORY DEEP-DIVE CONSUMER DURABLES



Yesterday was not good enough, but will your today be good enough for tomorrow? This is the first-hand normative question for this category today. Constant improvisation and breaking away from the existing model is what the consumers want. In addition, there is also a need to demonstrate credibility in managing everyday business in the most effective manner and re-instill fading consumer confidence and conviction in the market.



**NEW NORMAL IS UPSKILLING**



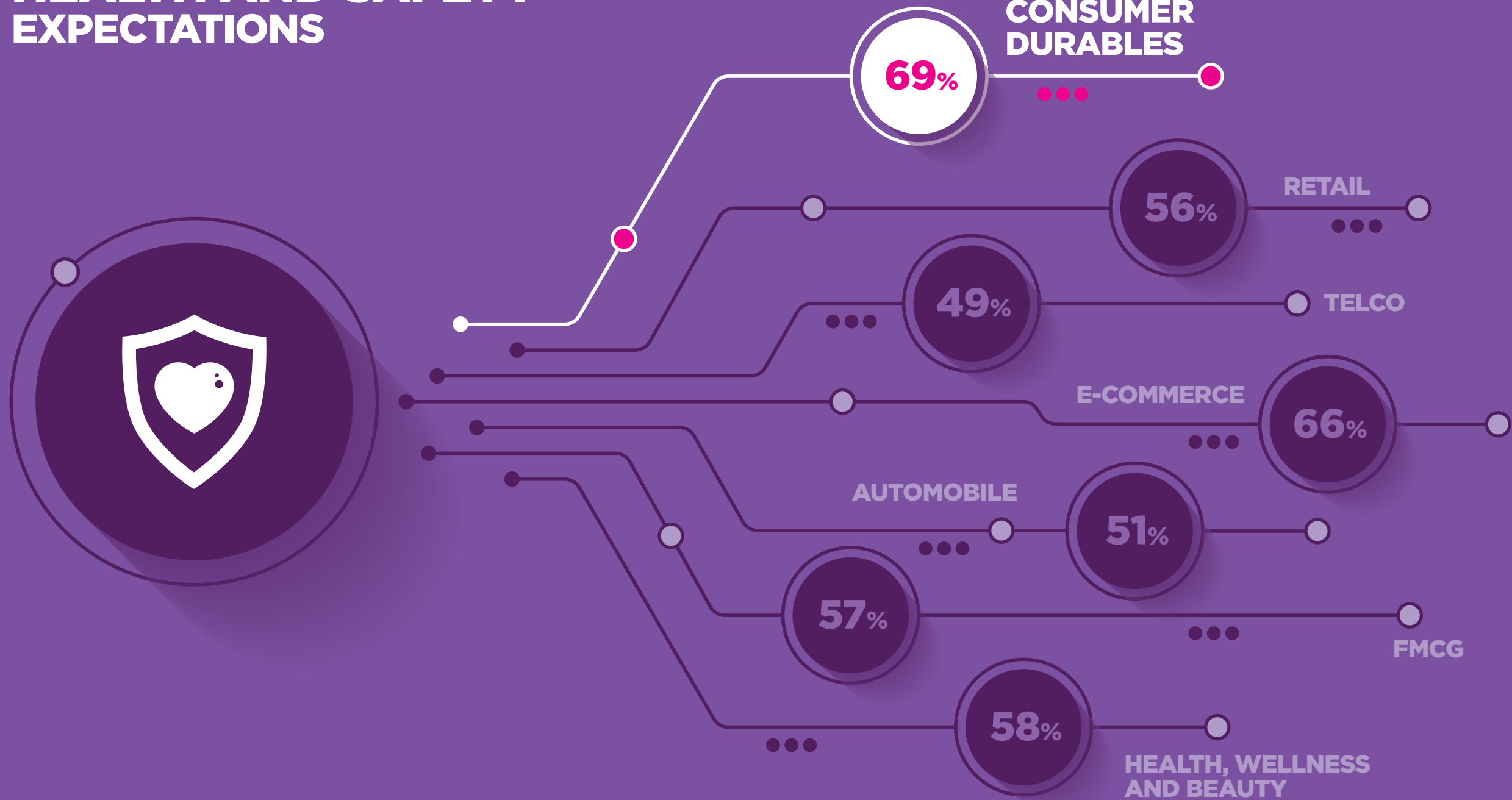
**ENABLING AFTER-SALES TO  
DEAL WITH THE NEW NORMAL**



**EXHIBITING CERTAINTY  
DURING UNCERTAIN TIMES**



# HEALTH AND SAFETY EXPECTATIONS





## — INNOVATE TO LOOK AFTER THEIR HEALTH AND SAFETY

**64%**

shows intention to purchase a new product that offers to help them enhance their health and safety.

**67%**

of consumers believe that their old durables are not enough in this new reality.



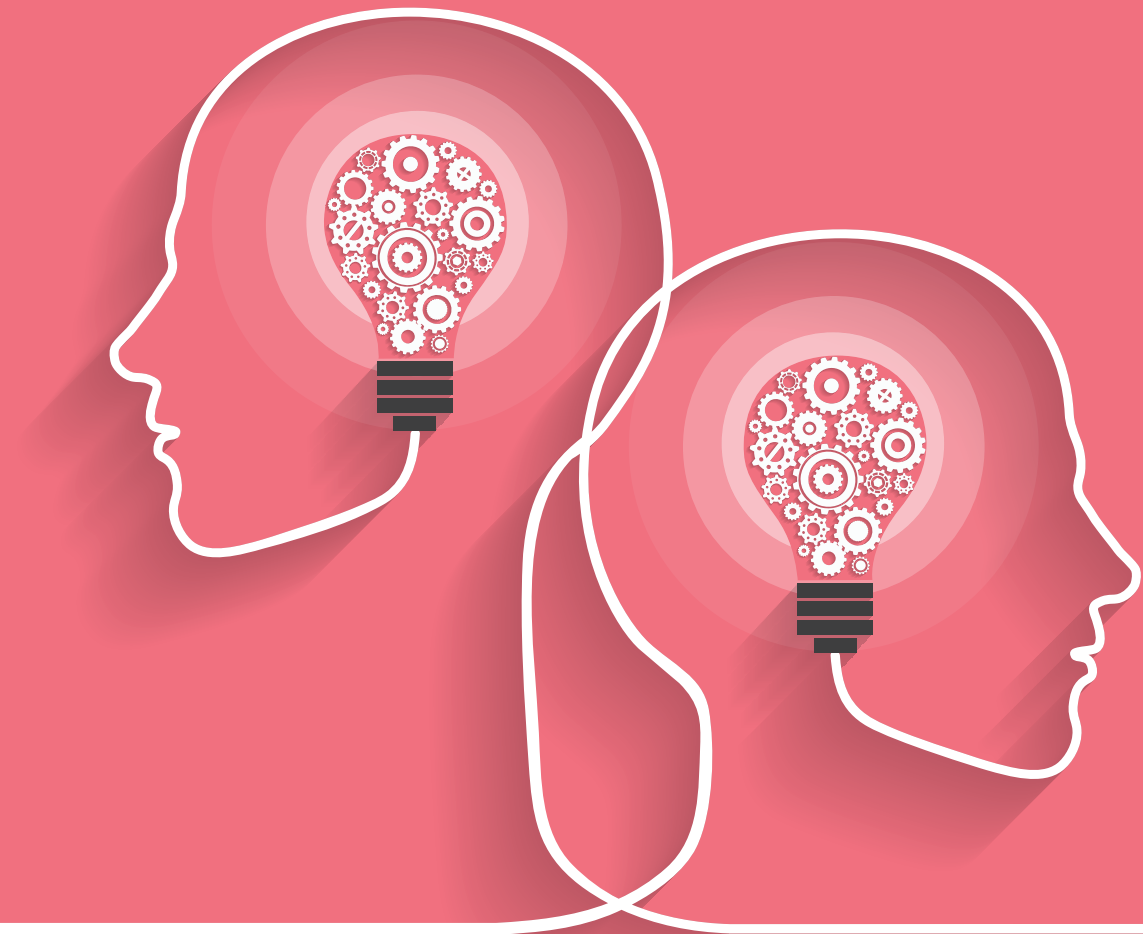
The relevance of consumer durables has changed in the light of the pandemic. The first thing consumers are expecting from durables is to help them stay safe and healthy. They're

confident that old durables may not be enough and are expecting brands to innovate and introduce new products that enable them to address these concerns.

## ENABLE UPSKILLING FOR THE NEW NORMAL

# 61%

of the consumers expect brands to play a more active role in helping them learn new skills that would help them deal with the new normal.



The deep realisation that the world will never be the same again has started making consumers realise that they need to adapt to stay relevant. Hence,

they're turning to brands to enable them to learn new skills that will equip them to deal with the new normal. It's time for a level up.

## ENABLE AFTER-SALES SUPPORT TO HELP THEM DEAL WITH THE NEW NORMAL

# 67%

of the consumers expect  
brands to adapt their  
after-sales service to the new  
reality which they are living.



The sentiment that the relationship with brands doesn't just end at purchase has never been stronger than today. This new reality has created many concerns

regarding after-sales support such as safety, guarantee etc. Hence, consumers want brands to upgrade their after-sales support to better deal with this new reality.

## — HELP THEM MANAGE THE FINANCIAL UNCERTAINTY

# 64%

of the consumers expect more empathy from brands and help in managing their uncertain financial situation better.



The pandemic has created an atmosphere of financial uncertainty. In this context, consumers are expecting the empathy

that translates to consumer durable brands providing them with ways to manage financial uncertainty.



# — OPPORTUNITIES





## VOCAL FOR LOCAL



**Shift Sentiment** - shift to local sourcing helps boost brand image by delineating it from 'cheap' imports - the deluge of which has impacted market leaders in durables, electronics, smartphones categories.

**Gain Trust Vote** - chance to restore importance of choice parameters like Quality, Premium, Service, which cheap options had reframed in the recent past.

## SKIN IN THE GAME



**Repurpose for Humanity** - pitching in with protective equipment, kits and supplies, as feasible to the company's manufacturing abilities, will earn brand long-term goodwill.

**Champion New Need States** - planning NPD around emerging need states vis a vis air circulation, food safety sanitisation, etc. could reinstate the edge in Technology/ Smart brand differentiators.

# CATEGORY DEEP-DIVE E-COMMERCE



Experiencing a roller coaster ride now, also comes with responsibilities going into the future. Fulfilling the needs and wants of consumer without compromising on the expected healthy and safety norms is just one part of the story. It's facilitating connections with the consumer and resurrecting themselves to take on the mantle of leadership that completes the list of expectations. Exhibiting empathy for consumers who have been at the receiving end of the crisis and pushing for a commitment towards the ecosystem are also mandates that the category cannot shy away from.



**EASE THE  
CONFINEMENT AT HOME**



**ENABLE HUMAN CONNECTION**



**EMBRACE A LEADERSHIP  
STANCE**



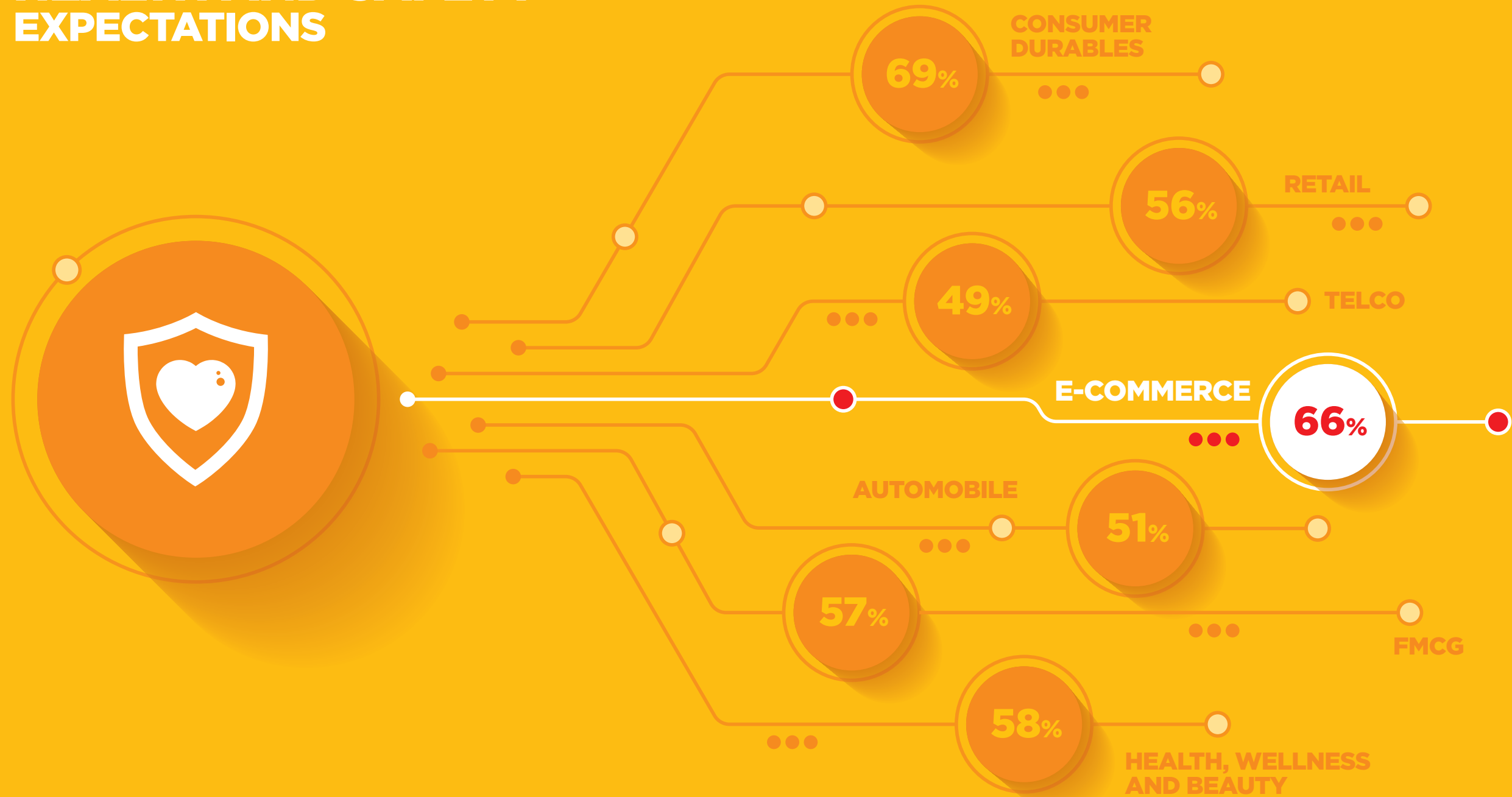
**ECOSYSTEM FOCUSED  
INNOVATIONS**



**EMBRACE EMPATHY**



# HEALTH AND SAFETY EXPECTATIONS



## ENABLE THEM TO EXERCISE CAUTION AGAINST THE VIRUS

**62%**

expect solutions from brands that helps them look after their health.

**59%**

expect brands to enhance the safety and hygiene standards of their services.



Today, consumers want brands to give the utmost priority to their health, safety and welfare, without any compromises whatsoever. Their expectations exceed

the existing level of offerings and they expect brands to batten down and deliver much more than ever on the health, hygiene and safety front.

# MAKE STAYING AT HOME EASIER

**44%**

expect brands to aid consumers in managing their chores easily.

**39%**

expect brands to enable them to easily access moments of indulgence.

**36%**

expect brands to engage them with ideas to keep themselves entertained.



Today home is the new office, the new playground and the new recreational centre. Home is the be-all and end-all for most consumers. Therefore consumers not only want brands to deliver on

their daily transactional relationship, but also pre-empt acts that ease their level of involvement and magnify their comfort and emotional well-being.

# BE THE ENABLER OF HUMAN CONNECTION

**44%**

expect brands to enable them in ways that helps them share joys across distances.

**48%**

expect brands to help them stay connected with their friends and family.



Today, brand-consumer relationships have exceeded ordinary bounds of expectation. It is not about an exchange, but it is about celebrating the human bond irrespective of what the world is

transforming into because of unforeseen circumstances. Consumers expect brands to play an enabler's role in maintaining their relationships across different spheres of daily life.



## TAKE UP THE MANTLE OF LEADERSHIP

**49%**

of the consumers expect brands to act as leaders for other businesses during the crisis.

**38%**

consumers expect brands to spread the hope and ignite optimism.



With the expanding role of e-commerce in the lives of the consumer, expectations from the industry have also risen. Consumers are viewing this category

as the leader who will innovate and enable other businesses to wade through the crisis, while also igniting hope and optimism.

## — DISPLAY COMMITMENT TOWARDS THE ECO-SYSTEM

**54%**

expect brands to show commitment towards helping the country wade through the crisis.

**49%**

expect brands to provide solutions to issues emerging due to Covid-19.



The expectation is that of a long-term change bearer. Today more and more consumers anticipate brands taking on higher order responsibilities in the rehabilitation and

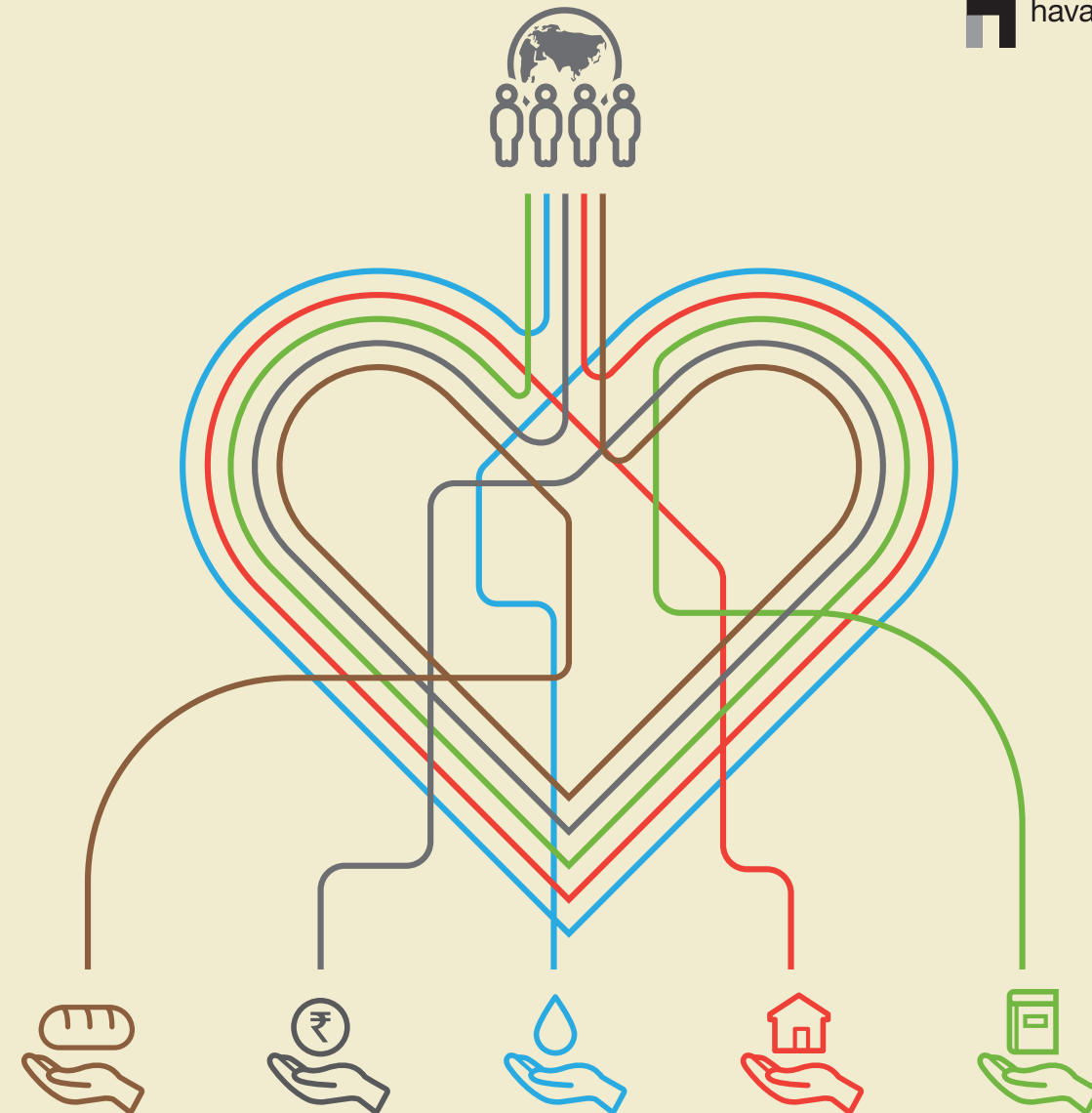
restructuring of the world that we all live in. They expect brands to contribute in empowering the country to regain its stature on the global stage.

## BE EMPATHETIC TOWARDS THOSE SUFFERING

**48%**  
consumers expect brands to support  
charities/communities in need.

**52%**  
expect brands to support those who  
were made redundant during crisis.

**59%**  
expect brands to look after and  
protect their employees.



Today the expectation from e-commerce brands are not only functional and limited to a transaction. Collective responsibility has become one of the most important evaluation parameters for the consumer. The present-day

scenario has boosted e-commerce brands exponentially and the consumer expects these brands to fill the socio-economic void that this crisis has created, keeping empathy at the core of their operations.



# OPPORTUNITIES



## TRANSPARENCY



**True product availability** - The pandemic has restricted consumers' access to retail points and e-commerce is a great way to bridge the gap.

**Clear communication of protocols** - Transparent communication of time for delivery and safety precautions followed at the time of actual delivery will help reduce consumer anxiety and strengthen connect.

## SENSORY INNOVATIONS FOR HEALTH AND SAFETY



**Highlight every measure taken to ensure safety of delivery**, especially those that the consumer can experience for themselves.

**Some of these initiatives can grow into differentiators for the brand.**  
Eg. Tamper proof packaging, real time temperature measuring device on the delivery person, live video journey of the package etc.

# CATEGORY DEEP-DIVE FMCG



Being the largest interaction category comes with the fair share of strong responsibility fulfilment. With daily interventions in the consumer's life, health and safety are the prime focus points for the category. Today as the new world advents, certain normative expectations are getting redefined. A higher dependency on the self is one of them. This category is expected to ease and enable this attribute significantly. Demonstrating honesty, transparency and playing a meaningful role in the country's recovery amidst this pandemic are the other factors that this category is expected to fulfil.



**COMMITMENT  
TO THE CONSUMER**



**ADVENT OF THE NEW  
EVERYDAY**



**FIRM ON PHYSICAL AND  
MENTAL WELL-BEING**



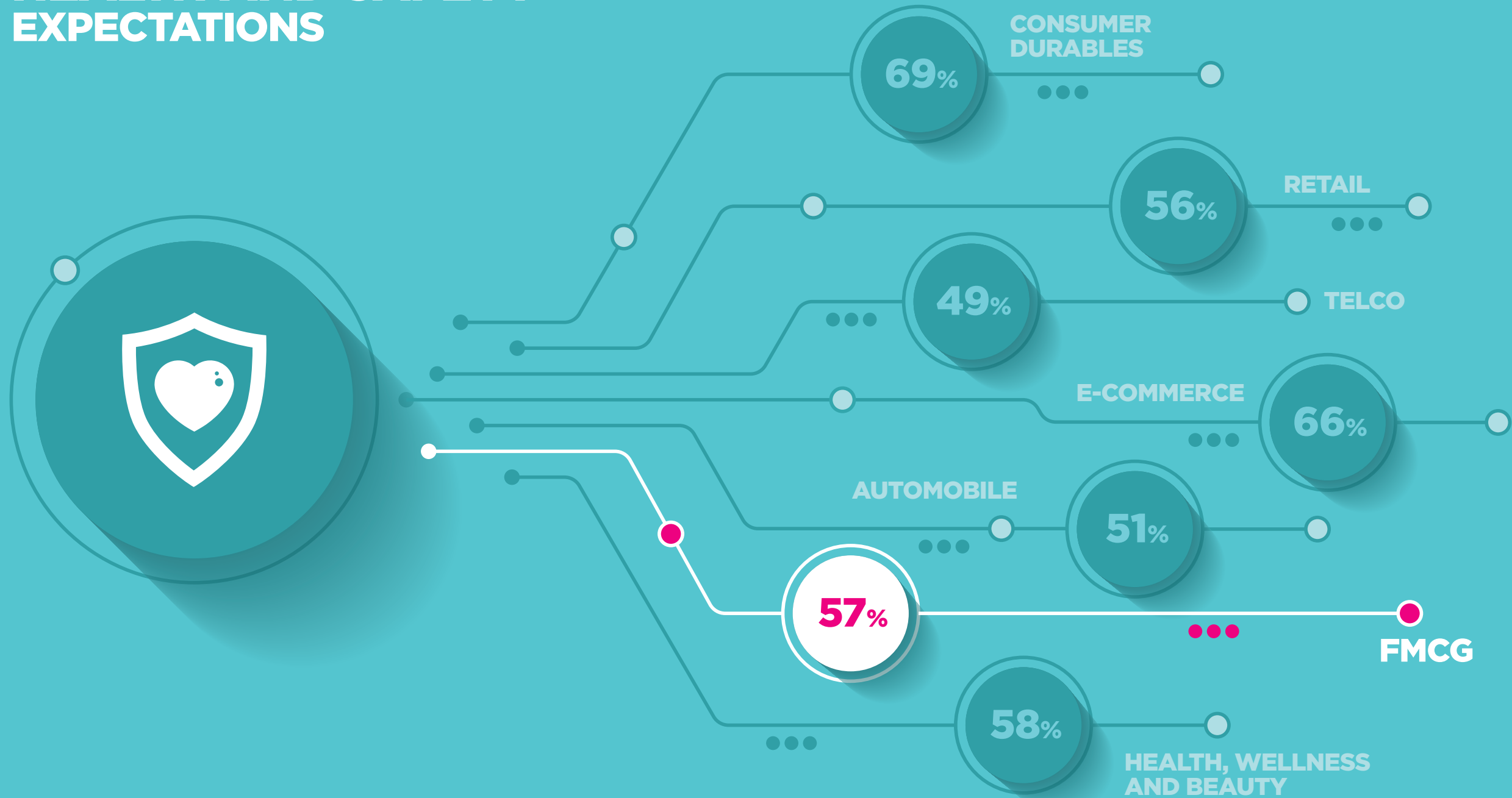
**HONESTY AND  
TRANSPARENCY**



**ROLE IN COUNTRY'S  
RECOVERY**



# HEALTH AND SAFETY EXPECTATIONS



# COMMITMENT TOWARDS HEALTH, HYGIENE AND SAFETY

**56%**

expect brands to introduce innovations that help them stay healthy.

**54%**

expect enhanced safety and hygiene measures from brands.



Daily brands have a special space in the life of the consumer. They have a bond and a relationship where there is a constant dialogue of collaboration.

Today the tone of that collaboration is that of empowerment, aiding and enhancing innovations for health, hygiene and safety.

## ENABLE AND ACCENTUATE 'MY NEW EVERYDAY'

**44%**

expect brands to provide ways to manage household chores better.

**42%**

wants ideas from brands that help them entertain themselves.



Today consumers seek attention more than ever, they expect brands to help them weather this period with composure. The role of brand has

transformed to that of a buddy, a partner that helps simplify responsibilities and amplify personal and individual moments.

## STANDS FIRM FOR MY PHYSICAL AND MENTAL WELL-BEING

**57%**

expect brands to educate them on the ways they can look after their health.

**56%**

expect support from brands for their mental and emotional well-being.



Shared responsibility on an everyday basis is the new mood of the world. More and more consumers expect brands to handhold them through this time of crisis.

Brands are expected to adopt compassion and demonstrate stronger value-driven actions towards the physical and mental well-being of the community.



# HONESTY AND TRANSPARENCY IS THE NEED OF THE HOUR

## 55%

expect brands to be transparent  
about their processes and  
be honest in their communication.



Today, trust is the most yearned for  
emotion. Consumers don't just expect  
high standards of service delivery across

all levels of transaction, but also expect  
the transaction to be conducted with the  
highest level of openness and honesty.

# PLAY AN ACTIVE ROLE IN THE COUNTRY'S RECOVERY

**56%**  
expect brands to support those  
who were made redundant  
during crisis.

**56%**  
expect brands to actively solve  
problems that have arisen due to  
the pandemic.



From irreplaceable everyday roles in the lives of the consumer, today brands are expected to collectively aid in restoring the stature of the country on the

global stage. Consumers want brands to innovate and partner with them in making the country stand tall again with the same growth potential.

# — OPPORTUNITIES



## PHYSICAL AND MENTAL WELL-BEING

### CREATE EVERYDAY HEALTHY HABITS THROUGH EVERYDAY PRODUCTS

From the brands that frequent consumer households everyday, the expectation during a pandemic has increased manifold. The consumers expect brands that have shaped their habits for generations to play an active role in shaping their new normal.

Here, brands have an opportunity to introduce and reinforce healthy habits such as washing hands, wearing masks etc. to enable them to handle the crisis better.

## TRANSPARENCY

### REASSURE CONSUMERS OF THE SAFETY STANDARDS OF THEIR EVERYDAY PRODUCTS

From the products that are unpacked and consumed everyday, consumers expect nothing less than the highest standards of the safety and hygiene.

This is why it is imperative for brands to reassure and ignite confidence in consumer regarding the safety standards they follow by showcasing their end-to-end supply chain. For instance, create communication that showcases every step of the product journey.

## SENSORY INNOVATION

### GIVE CONSUMERS DEVICES THAT ALLOW THEM TO CONTROL THE HAZARDS OF THE PANDEMIC BETTER

Rising awareness of germs and microbes have made consumers open to experimenting and trying new products/formats that promise germ-killing or help them control the hazards that have arisen due to the pandemic. For instance, adding a skin to the packaging that indicates a touchpoint, creating a sticker to measure efficacy of cleansers etc.

This provides them with a certain degree of mental peace in an increasingly uncertain world.

## SKIN IN THE GAME

### DEMONSTRATE THE BRAND'S COMMITMENT TOWARDS TACKLING THE CRISIS

Consumers are expecting the brands that frequent their households, to become stakeholders and partners in solving the Covid-19 crisis.

They're expecting brands to innovate/launch new products or service that helps them manage or solve a problem caused by the pandemic such as creating disinfectant spray/wash for fruits/vegetables, creating edibles that help manage their nutritional intake etc.



# CATEGORY DEEP-DIVE HEALTH, WELLNESS AND BEAUTY



This category is expected to ignite optimism among consumers, which is in sync with it's inherent role of making everyone feel better. Today the expectation is also to exhibit empathy, understand the consumer's state of mind, financial condition and act in the most positive manner. The category is anticipated to adopt a holistic approach towards the crisis and fight it in comprehensive manner.



**TRANSFORM FASTER  
THAN EVER**



**BEACON OF HOPE**

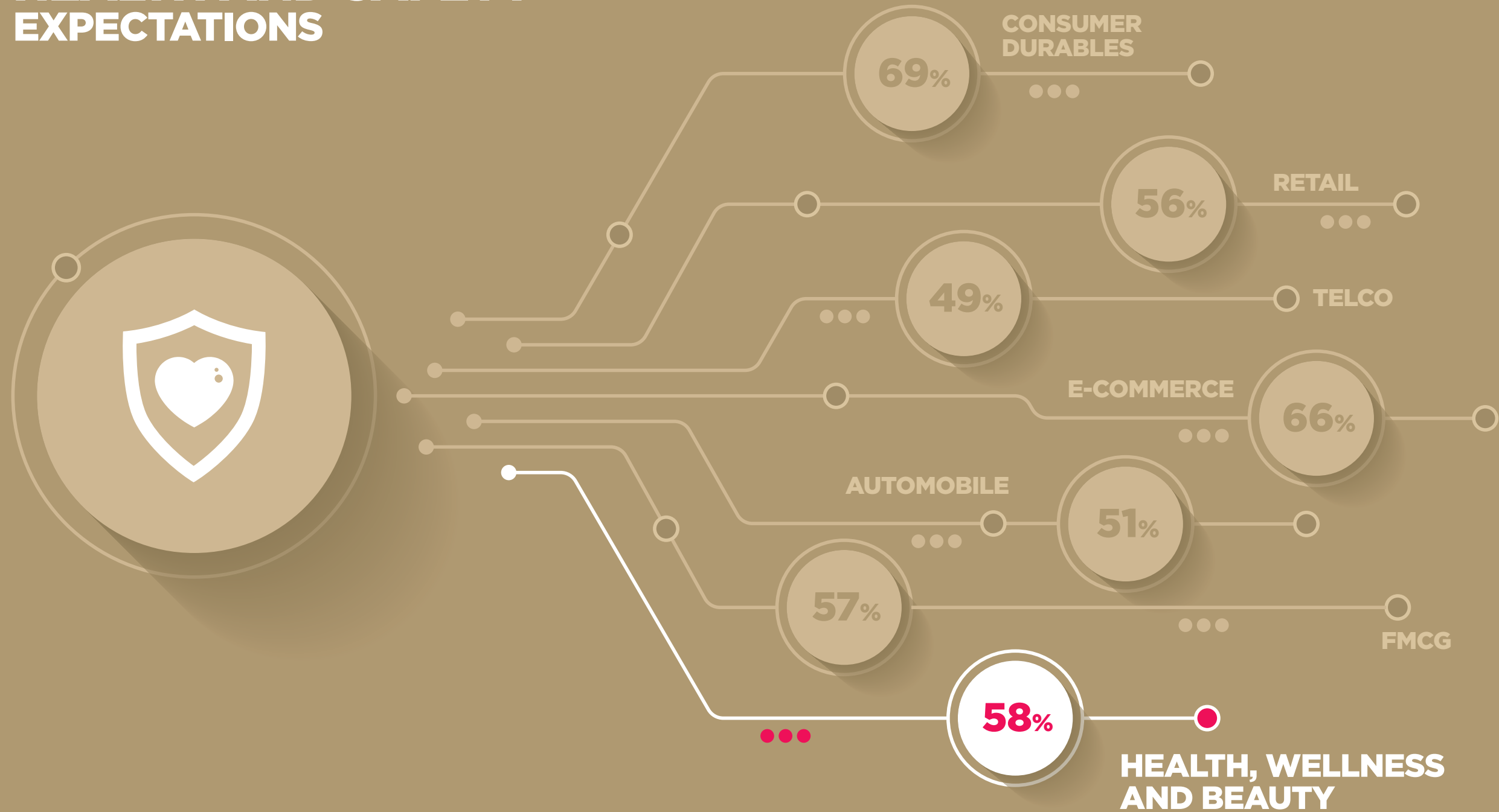


**ACCESSIBILITY vs FINANCIAL  
UNCERTAINTY**



**INTEGRATED ROLE  
IN FIGHTING THE CRISIS**

# HEALTH AND SAFETY EXPECTATIONS



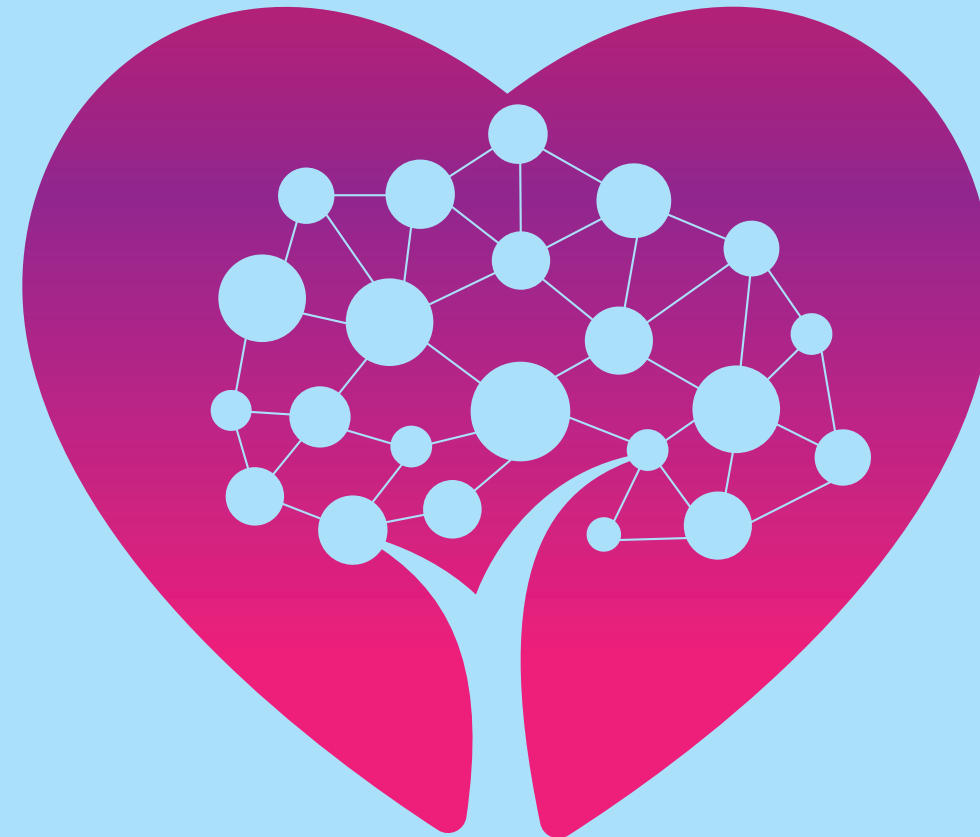
## — INNOVATE FASTER THAN EVER TO HELP CONSUMERS STAY HEALTHY

**60%**

expect to see brands introducing new products that help them stay safe and healthy.

**50%**

want enhanced safety and hygiene standards from the brands.



The consumer expects consistent and instantaneous delivery today. Brands are expected to introduce reform measures

that offer cautionary, preventative and protective features against present-day circumstances.



## BE THE BEACON OF HOPE

# 49%

expect brands to be the beacon of hope and ignite optimism in these tough times.

Brands are being identified as a source of positivity today, bringing optimism and encouragement to the man on the street. In this context, consumers are anticipating

a high level of delivery in their relationship with this category, one that triggers goodness and positivity in a world that is overshadowed with challenges.

# MAKE PRODUCTS ACCESSIBLE IN TIMES OF FINANCIAL UNCERTAINTY

**55%**  
expect stirring displays of  
empathy in terms of helping them  
manage financial worries.

**59%**  
want refunds for services that  
can't be delivered.

**51%**  
want offers and free upgrades.



The ripple effect of the economic slow down has percolated into the socio-cultural ethos. This has resulted in a rising consumer sentiment, expecting

brands to play the role of a partner, one that provides strength and demonstrates a compassionate outlook across multiple levels of interactions.

## PLAY A MORE INTEGRATED ROLE IN FIGHTING THE CRISIS

**55%**

expect brands to display expertise that help keep the crisis at bay.

**59%**

expect brands to value their employees more and take better care of them.

**49%**

expect more support for local businesses.



Overnight a unidimensional story has transformed into a multidimensional one. Consumers demand a greater two-way commitment. A cohesive performance across all apertures of exchange and

more is what the consumers expect brands to deliver on a consistent basis. Whether it is building relief measures into their profit model or focusing on native manufacturing.

# — OPPORTUNITIES





**PHYSICAL AND MENTAL  
WELL-BEING****Leverage the increased  
emphasis on self-care -**

Consumers are seeking for ways to ensure health and well-being.

**Fitness enthusiasts are seeking 'workout from home'** to reach their fitness goals in the absence of a gym workout and any outdoor activity. Brands can capitalise on that.

**TRANSPARENCY**

**Transparency now, builds trust later** - Promoting accountability and transparency in their processes builds trust and confidence to use the offered products/services.

**SENSORY INNOVATION**

**Need for contactless experiences to feel like real experiences** due to the gap created by lack of contact as a response to the rising awareness of viruses and germs across surfaces.

**TRUSTED BEACON**

**Leading by example** to give consumers assurance and support is highly appreciated by consumers.

# CATEGORY DEEP-DIVE RETAIL



As a category worst hit by this pandemic, the genomic trial itself is getting improvised today. Active, tangible and most importantly visible steps are what the consumers expect out of this category when it comes to health, hygiene and safety measures. What is truly challenging for the category is to demonstrate empathy towards the ones who are subject to the existing financial duress, inspite of the fact that they are the worst hit in the entire economy.



**ENSURE HIGHEST MEASURE  
OF HEALTH AND SAFETY**



**SEEING IS BELIEVING**

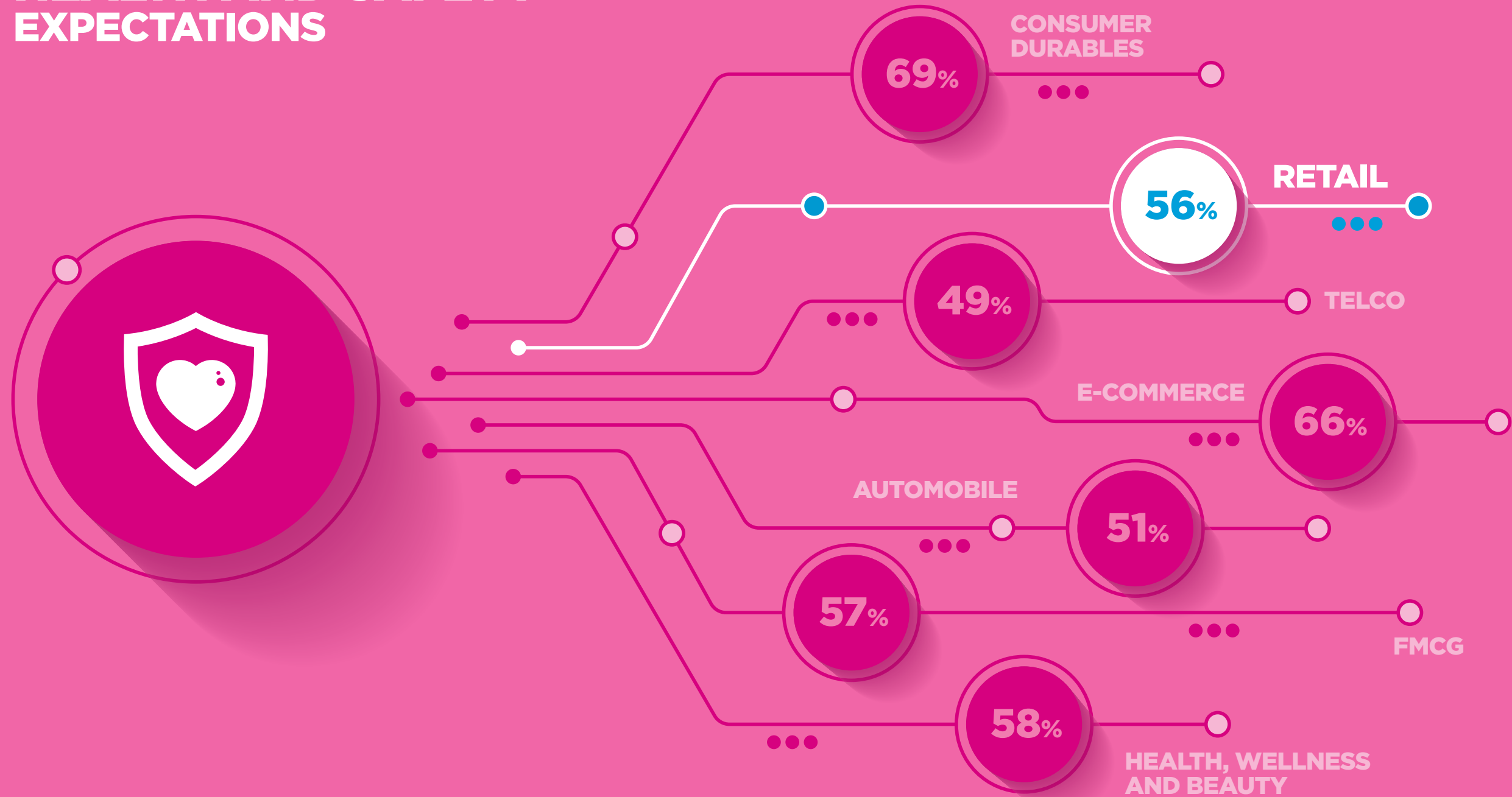


**EMPATHY IN ACTIONS**



**CONSCIOUS ROLE  
TOWARDS THE ECOSYSTEM**

# HEALTH AND SAFETY EXPECTATIONS





# TAKE HIGHEST MEASURES TO ENSURE HEALTH AND SAFETY

**64%**

expect enhanced safety and hygiene measures.

**63%**

expect innovations for health and safety.

**56%**

expect brands to look after their health and safety.



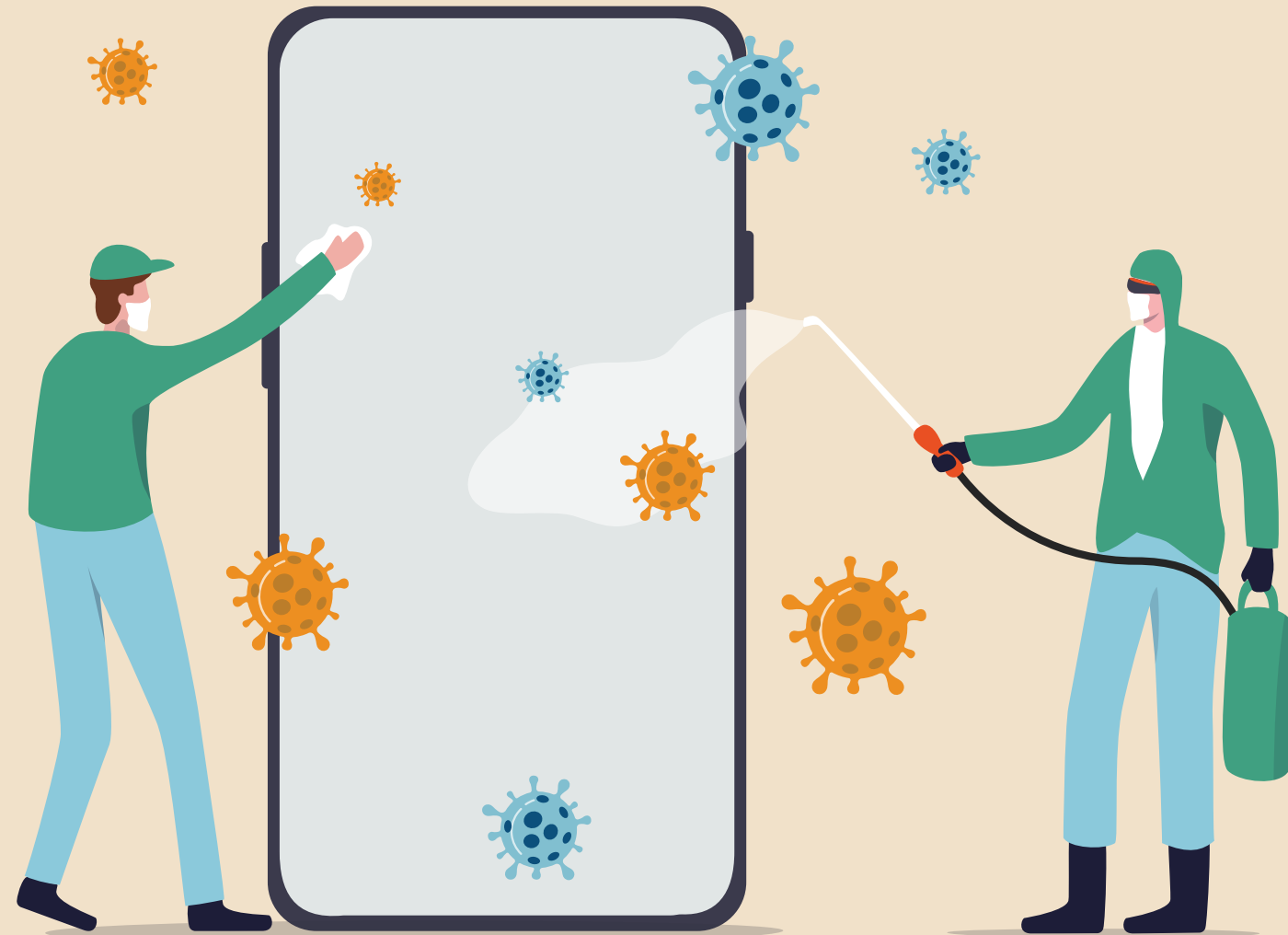
The normative demand today is demonstration of thoughtfulness. Consumers want brands to be more cautious than ever when it comes to transactions. Safeguarding well-being, come

what may is what brands are expected to deliver. This is a collective emotion that is being exhibited by communities across different pockets of the society.

**DON'T JUST SAY,  
SHOW!**

**59%**

expect brands to show the  
protective measures they have  
taken considering the pandemic.



Believing is seeing and seeing is believing, this is the new normative standard that consumers expect out of brands. With protection at the core of their expectation

set, consumers want brands to adopt measures that are not only immediate but also offer a significant contribution to sustainability.

## DISPLAY EMPATHY IN ACTIONS

# 66%

want brands to understand their financial stresses and provide offers and refunds for services consumers can't access.



The definition of fulfilment has changed today, from being that of an additional benefit, today they have occupied the stature of something that is at the core. Consumers want brands to

fill that void that has been created by this adversity across different levels. They expect brands to demonstrate a deeper level of understanding during their interactions.

# PLAY A CONSCIOUS ROLE OF HELPING THE ECOSYSTEM

**56%**

want support for those who  
have lost their jobs.

**49%**

expect support for charities  
and communities in need.



Consumers expect a strong sense of empathy and mindfulness from brands today. Communities have been significantly impacted across

the board. However, consumers want brands to take on social responsibility and fulfil it in the best possible manner.



# — OPPORTUNITIES



## TRANSPARENCY



**Transparency in safety protocols is a must** – Given the difficulty of removing human contact completely from Retail, it is essential that safety protocols are adhered to strictly and communicated clearly.

**Safety is mutual benefit** – clear processes that keep the outlet sanitized and customer safe need to be emphasized for mutual reassurance.

## SKIN IN THE GAME



**Redefine the eco-system basis the new normal** -

Retail plays a role beyond transaction of sale and purchase. It is a pillar of the society. Supplies need to be maintained to ensure that panic does not set in. Deliveries need to be ensured for those who can't access an outlet.

**Care for each other** – Retail is also the hardest hit sector, so it is time to collaborate and have each other's back.

## SENSORY INNOVATION

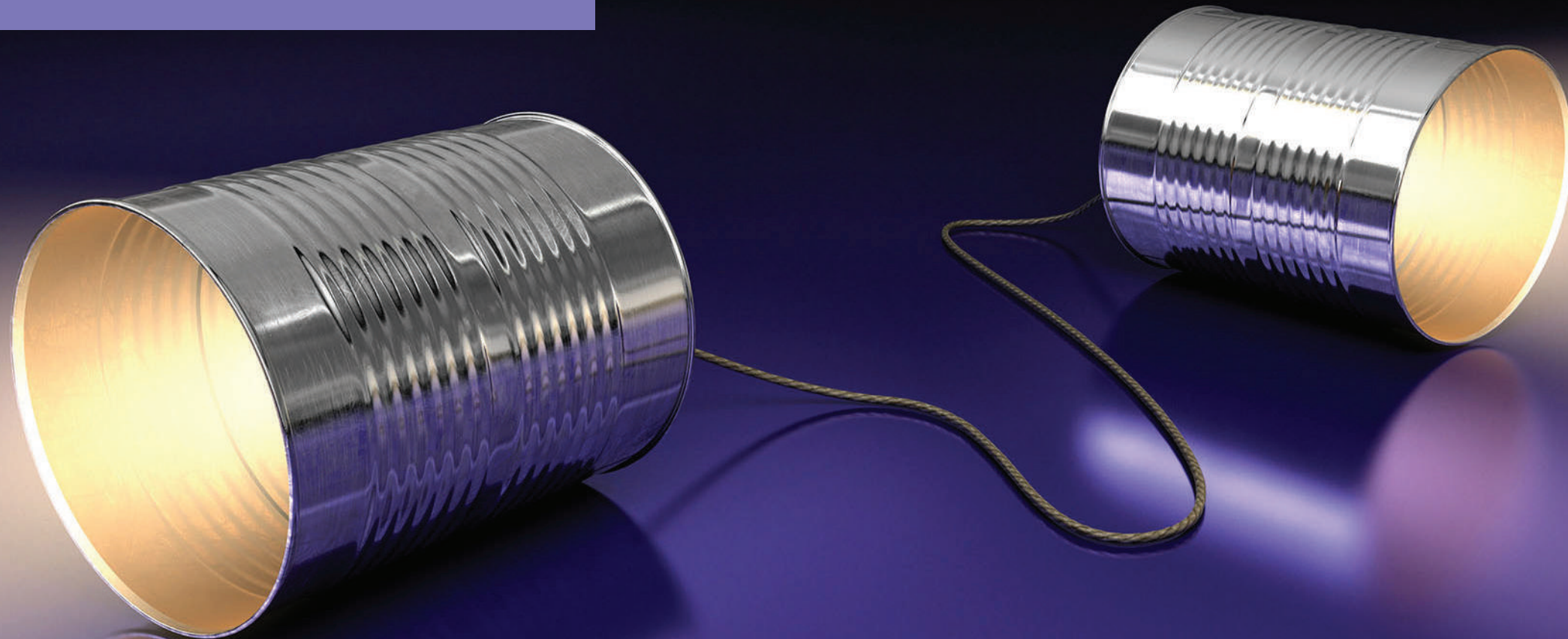


**New ways to enhance safety perceptions** – Go beyond the recommended protocol to help customers feel extra safe, this will drive more footfalls and reassured customers are likely to spend more.

**Automation is a good peg** – avoiding human contact while adhering to safety protocol adds to reassurance.



# CATEGORY DEEP-DIVE TELCO



The new world imposes frugality in contradiction to this category that is all about experiencing indulgence. Responsibility and reliability are the expected second nature for every category which is part of this all-encompassing sector. The consumer also expects the category to play an active role in reconstructing the country's economy and rehabilitating the ones who are at the receiving end of the financial crisis.



**ENABLER OF JOY**



**TRUST IN THE TIME OF CRISIS**



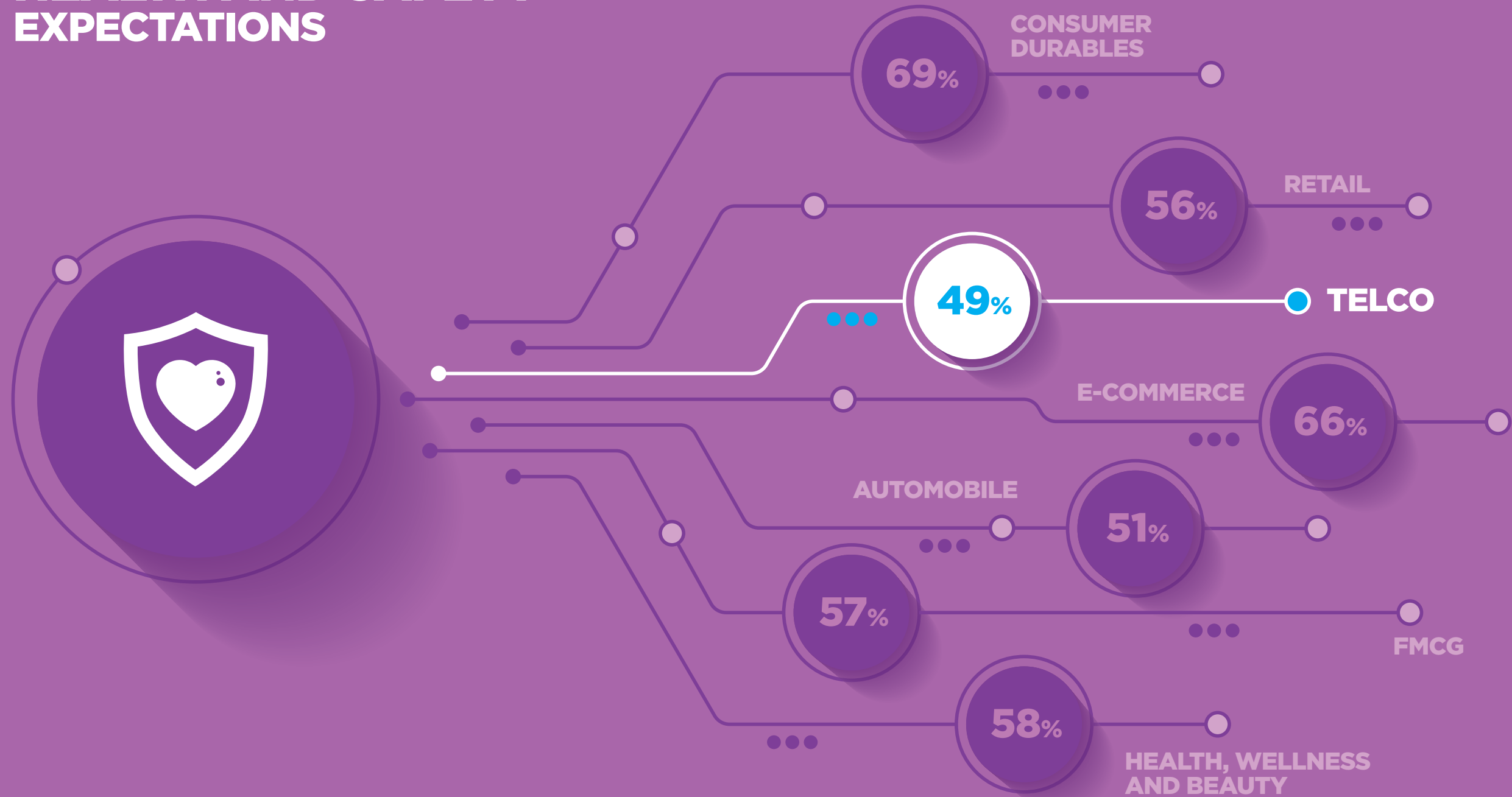
**HONING A RESPONSIBLE  
AVATAR**



**EMPATHETIC TOWARDS  
THE FINANCIALLY STRESSED**



# HEALTH AND SAFETY EXPECTATIONS



## BE THE ENABLER OF JOY

# 44%

expect brands to offer them a slice of normal life and enable them to experience moments of indulgence.



Today, consumers want brands to enact the role of a collaborator, one that consistently is by your side, connecting you with the world. Connectivity today

is not a mere rational statement, connecting your emotional requirements and acting upon them is also considered a brand offering.

# BE RELIABLE IN THE TIME OF THE CRISIS

**58%**

expect brands to ensure that they stay connected with their friends and family.

**60%**

want enhanced customer service capable on handling queries in the new normal.

**56%**

want the brands to improve their quality of life during pandemic.



As a precondition to trust, brands today are expected to perform not only at the business level but also serve as a community glue that surpasses

the barriers created by the adversity. Demanding performance at the highest level of dependability, consumers seek instant yet simplified ways out.

## ACT MORE RESPONSIBLY

**61%**

expect commitment to aid in the country's recovery.

**60%**

want brands to value and protects its employees during these times.

**57%**

want to see use of brands expertise to develop solution for the pandemic.



Staying true to the essence of connectivity, expectation is that of cumulative responsibility towards the country.

Consumers today, want brands to play an active role in bringing back the confidence that this crisis has eroded.



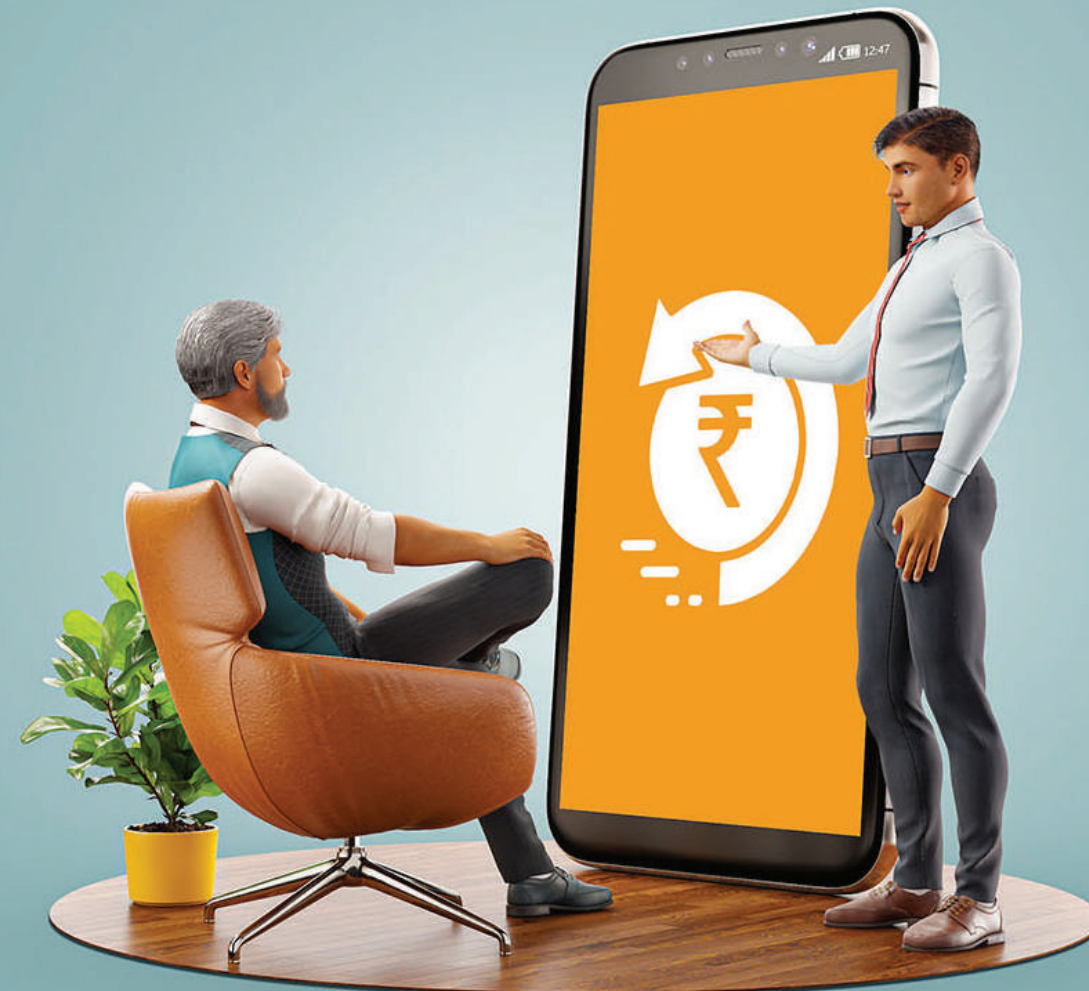
# BE MORE EMPATHETIC TOWARDS THE NEW FINANCIAL REALITY

**69%**

expect brands to offer refund for the services they didn't use due to pandemic.

**52%**

want brands to offer some financial respite in terms of bills in case they lose their jobs.



Consumers want brand to favourably talk them through this entire pandemic. The expectation is that of transparency and empathy.

They want brands to play the role of a coach and guide who will not only understand where they stand but also strengthen that position.

# OPPORTUNITIES



## TRUSTED BEACON



### **Go beyond business-as-usual.**

Reinstate your expert status with innovations that redefine the future of category or society at large. In the post Covid-19 wilderness, brands have an opportunity to show the way with responsible messaging and actions. Those that make a real difference to the customer will be remembered.

## PHYSICAL AND MENTAL WELL BEING



### **Physical and Mental Health scenario in India is changing. Lead the change!**

Brands need to be big enough to embrace their global responsibilities as conscientious corporate citizens.

1. Empower Telemedicine Industry by partnering with healthcare companies.
2. Introduce revolutionary health apps.
3. Create non-judgemental, healthy spaces to discuss physical and mental ailments.
4. Set a precedent with renewed work culture policies.

## SENSORY INNOVATIONS FOR HEALTH AND SAFETY



**Reimagine consumer experiences to be 'contactless' and 'socially distant'.**

In post-pandemic world, consumers will prefer those brands that can offer them tangible assurance of health and safety across the entire continuum of brand experience.

**Drive the new virtual ecosystems of digital-first world.**

As digital-first services become the new normal, seize the opportunity presented by new ecosystems spiralling up, like Telemedicine, Virtual Showrooms, Digital Classrooms etc., and become the enabling partner for brands foraying into this new world.

## SKIN IN THE GAME



**Help define the new normal in your category** by playing on the leading edge of a crowdsourced Covid-19 solution – a multipronged outreach where the entire customer base can contribute in one way or another – by reporting cases, by logging individual actions, by permitting location tracking. And you can assemble this disparate information into a cohesive whole.

**Make the new socially distant life comfortable by bridging the gap.**

Consumer Lifestyle in the post pandemic world will still be driven by caution, forcing people to miss on social experiences. Evolve your offerings to become the bridge between the outside world and the safe haven of consumers to become more relevant.