

THE COVID-19 REPORT

Rewriting the Marketing Playbook:
six cultural tribes to watch.



HOW TO STAY RELEVANT - NOW.



Brands are having to rip up their marketing playbook and start again.

Plans for 2020 and beyond either bear no relevance to the current lives of their consumers, or at worst are a liability, making them appear tone deaf to the issues. Content production plans are on hold, and brands are having to navigate going direct to influencers and consumers to create content. Advertising during COVID-19 has become generic.

We believe that only culturally relevant brands will survive. Never has it been more important for marketers to connect to consumer passions and find an authentic role to market with audiences, not to them.

Codec are a cultural intelligence platform. We apply science to culture using AI-driven analysis of thousands of millions of digital content engagements, grouping mass audiences into meaningful cultural networks, which we call tribes, linked by shared leaders, interests and identity. We work with leading brands within Unilever, L'Oreal, P&G and more to unlock, track, and grow their own bespoke tribes - giving them the cultural edge to create and activate emotionally-resonant content that supercharges growth.

Based on real-time analysis of hundreds of thousands of global data points, this briefing deep-dives into six growing tribes with big buying power across the UK and US.

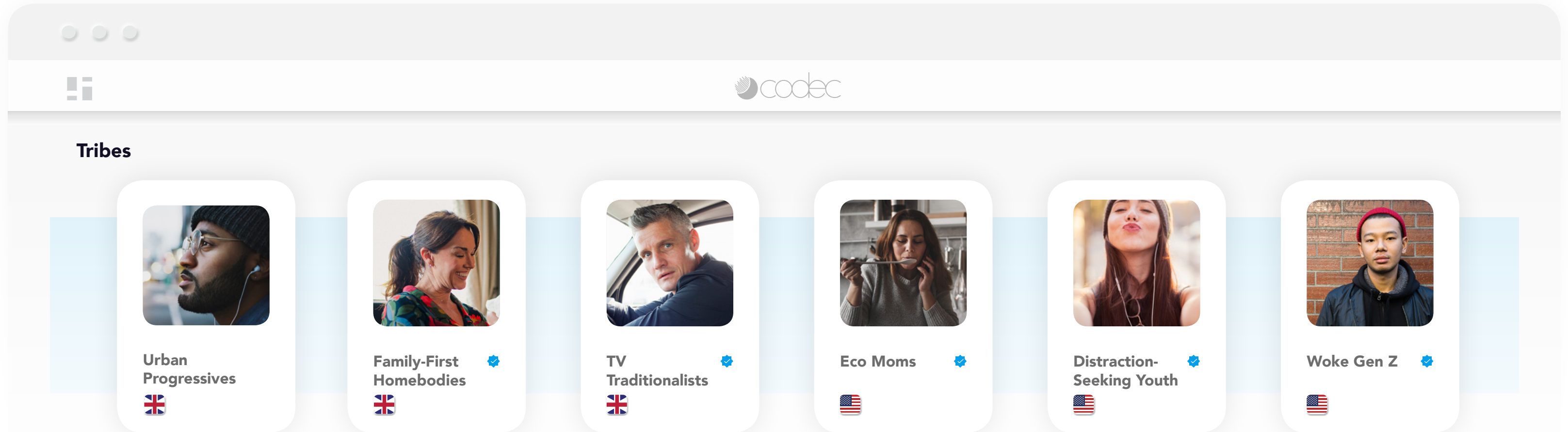
Which tribes are seeking radical honesty? Who will respond best to connection and empowerment? And how do you speak authentically to audiences that are attempting to ignore the pandemic?

Get under the skin of these audiences in culture, and how they are responding to COVID-19, to inform how to connect with them creatively, reach them in media, and ultimately, drive growth.

INSIDE THIS REPORT

How is Covid-19 impacting UK and US tribes?

Six cultural tribes to watch, their mindset around Covid-19, and guidance for brands to support and connect with them.



Click on the image to navigate directly to that tribe

URBAN PROGRESSIVES



UK-based cultural city slickers - this tribe define themselves through ambition, culture and politics.



INTERESTS



What do Urban Progressives care about?

These topics gain greatest engagement from the tribe, benchmarked against the average social media user.

FILM

- Independent cinema
- Comedy
- Film festivals

POLITICS & CURRENT AFFAIRS

- UK politics
- Political satire

ARTS

- Grime culture
- Alternative music
- Audio streaming services

HOME & GARDEN

- Lifestyle and culture magazines
- Design magazines

TV & VIDEO

- UK TV / News
- Documentaries
- Non fiction

PERSONALITY



Who are the Urban Progressives?

We use natural language processing to conduct an IBM Watson personality analysis, revealing the most prominent personality types in this tribe.

AMBITIOUS



DISCIPLINED



GRATEFUL



POLITICALLY ENGAGED



DUTIFUL



LEADERS

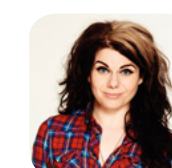


Which influencers do Urban Progressives follow?

Influencers that resonate, ranked by Tribal Impact: how well they vibe with and represent the tribe's core passions.



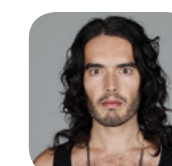
CHARLIE BROOKER



CAITLIN MORAN



BILL BAILEY



RUSSELL BRAND



BRANDS



Which brands resonate with Urban Progressives?

Brands and entities that resonate, ranked by Tribal Impact: how well they represent the tribe's core passions.



HABITATS



Where can you find Urban Progressives online?

The formats that this tribe engages with most on social media, benchmarked against the average social media user.



INSTAGRAM IMAGES



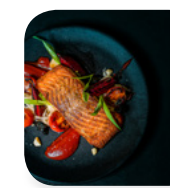
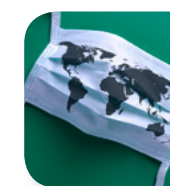
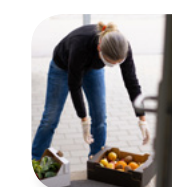
TWITTER ARTICLES

VISUAL LANGUAGE



What type of visuals influence Urban Progressives?

We use AI to analyse and group images that resonate most with this tribe to pinpoint the images and visual styles that cut through.



MEMES OF POLITICAL FIGURES

FOOD FANTASY

PHOTOS DEPICTING THE EFFECT OF THE EPIDEMIC

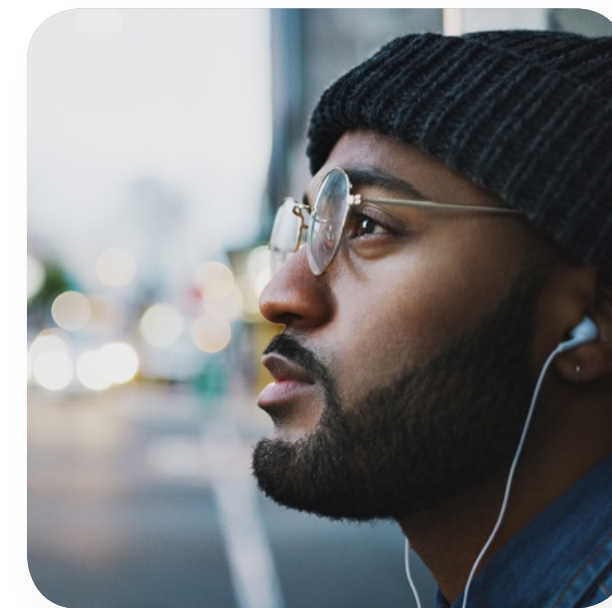
ISOLATION RELATED BANTER

PEOPLE-CENTRIC

HOW ARE **URBAN PROGRESSIVES** RESPONDING TO COVID-19?

By understanding your tribes' engagement and attitudes towards Covid-19, you can remain relevant and tactful in your communications. Analysing the content that resonates with them will help you identify the right creative tactics and tone that will engage your tribe.

These insights are based on AI-driven analysis of the digital content that this tribe is engaging with in real-time.



ATTITUDE TOWARDS COVID-19

Urban Progressives are keeping themselves up to date and informed with the outbreak. Tribe members understand the gravity of the situation and are engaged with it, but not living in fear. This tribe is less concerned about their personal financial implications from the virus fallout, focusing on educating themselves and developing a respectful understanding of the long-term effects of the outbreak.

CONTENT ENGAGEMENT AROUND COVID-19

Bigger picture

Coronavirus: The Hammer and the Dance

What the Next 18 Months Can Look Like, if Leaders Buy Us Time



Mar 19 · 29 min read



Urban Progressives maintain a bigger-picture outlook on the crisis, engaging with content discussing the global effects of Covid-19 in 18 months, the current strain on health workers, and death toll updates.

Zooming in

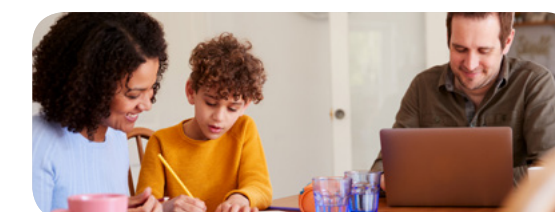
News

Amazon Fired the Warehouse Worker Who Organised a Walkout Over Coronavirus

"It's not gonna stop me," Chris Smalls said. "I'm gonna continue to fight."

Urban Progressives build their knowledge by deep-diving in to specific reports - such as a worker going on strike for Amazon, and the newly designed 'Covid MedBot'.

Education over isolation



Urban Progressives are less likely to engage with isolation or quarantine-centred pieces of content.

HOW TO CONNECT WITH URBAN PROGRESSIVES RIGHT NOW



Radical honesty

Be open and transparent with your communication - lay out the facts, and admit where you've fallen short. This is a well-educated tribe, and responds to reality over lofty statements of intent.



Brand utility

This tribe have an in-depth knowledge of current events, and will respond well to brands using their resources to help alleviate the impact of the virus. Look to Uber Eats' support of local restaurants by dropping sign-up fees, or Minor Figures oat milk donating 5% from every sale to a coffee shop of the purchaser's choice to help them through the economic trials ahead.



Appeal to their curiosity

Interested and open, pique their curiosity with information that adds colour to their world view. For example, sharing interesting data on downloads or buying patterns related to Covid-19 - opening up your brand and sharing what's useful or intriguing.

FAMILY-FIRST HOMEBODIES



Mainstream tribe that is generally (but not exclusively) female-dominated. This tribe define themselves through their passion for parenthood and their home environment and are united by a caring, cooperative nature.



INTERESTS



What do Family-First Homebodies care about?

These topics gain greatest engagement from the tribe, benchmarked against the average social media user.

PARENTING

- Large families
- UK private education
- Nurseries and playroom

FILM & VIDEO

- Home shopping
- UK sitcoms
- UK comedy

GOVERNMENT, LAW & POLICY

- UK politics
- Local councils
- Healthcare

SUSTAINABILITY

- Extinction Rebellion
- Rescue shelters

SOCIAL ISSUES & ADVOCACY

- Female lifestyle bloggers
- Gender equality

PERSONALITY



Who are the Family-First Homebodies?

We use natural language processing to conduct an IBM Watson personality analysis, revealing the most prominent personality types in this tribe.

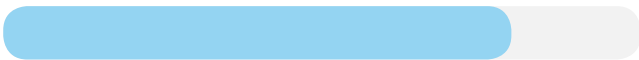
DILIGENT



NURTURING



COOPERATIVE



ALTRUISTIC



EMOTIONAL



LEADERS



Which influencers do Family-First Homebodies follow?

Influencers that resonate, ranked by Tribal Impact: how well they vibe with and represent the tribe's core passions.



GILES PALEY - PHILLIPS



ALICE J-T



RACHEL HAWKINS



SALLY WHITTLE



BRANDS



Which brands resonate with Family-First Homebodies?

Brands and entities that resonate, ranked by Tribal Impact: how well they represent the tribe's core passions.



HABITATS



Where can you find Family-First Homebodies online?

The formats that this tribe engages with most on social media, benchmarked against the average social media user.



INSTAGRAM IMAGES



TWITTER ARTICLES



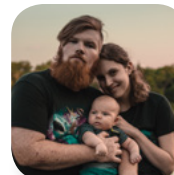
YOUTUBE VIDEOS (> 10 MINS)

VISUAL LANGUAGE



What type of visuals influence Family-First Homebodies?

We use AI to analyse and group images that resonate most with this tribe to pinpoint the images and visual styles that cut through.



FAMILY-FOCUSED PHOTOGRAPHY

HOME-COOKED MEALS

UPLIFTING, FAMILY-CENTRED MEMES

POSTS ABOUT HOME-SCHOOLING

RURAL HOMES AND SCENERY

HOW ARE **FAMILY-FIRST HOMEBODIES** RESPONDING TO COVID-19?

By understanding your tribes’ engagement and attitudes towards Covid-19, you can remain relevant and tactful in your communications. Analysing the content that resonates with them will help you identify the right creative tactics and tone that will engage your tribe.

These insights are based on AI-driven analysis of the digital content that this tribe is engaging with in real-time.



ATTITUDE TOWARDS COVID-19

Family-First Homebodies are primarily fixated with the health issues surrounding the pandemic. Most of the Covid-19 content they are consuming speaks to this, suggesting an undercurrent of fear. Tribe member communications concentrate about the welfare of families and children.

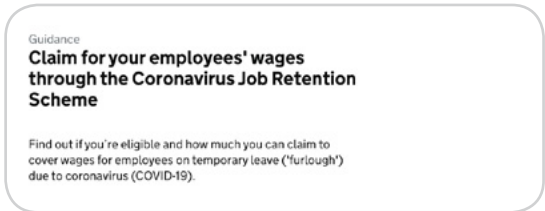
CONTENT ENGAGEMENT AROUND COVID-19

Supporting health heroes



Family-First Homebodies are very sympathetic towards NHS workers and their current struggle, engaging with posts highlighting the difficulties they face, and broadcasting their support.

Political leanings



Family-First Homebodies engage with content aimed at alleviating the impact of the virus in relation to health and financial wellbeing: particularly the Coronavirus Job Retention Scheme.

Action over influencers



Family-First Homebodies are not particularly engaging with content from traditional influencers around their own isolation experiences.

HOW TO CONNECT WITH FAMILY-FIRST HOMEBODIES RIGHT NOW



Connection and empowerment

Family-First Homebodies are rooted in their caring and co-operative nature - although time-poor, they feel somewhat impotent at being unable to influence the pandemic situation. Brands can speak to this sense of powerlessness with practical ways they can help - for example supporting local initiatives particularly around elderly neighbours or helping healthcare workers.



Distract the children!

Family-First Homebodies have been avid followers of Joe Wick's life-saving PE lessons from the outset, and will value any utility your brand can offer to take the kids off their hands and keep them entertained, educated and inspired. Think learning resources where you can either support with their curriculum or entertain in their off-hours - this could be a great opportunity to partner with crafty influencers with child-friendly activities.

TV TRADITIONALISTS



Mainstream tribe of TV enthusiasts. Patriotic and well-educated, with traditional values at their heart, this tribe are largely based outside of urban centres.



INTERESTS



What do TV Traditionalists care about?

These topics gain greatest engagement from the tribe, benchmarked against the average social media user.

TV AND VIDEO

- UK talk shows
- UK lifestyle shows
- UK animal / wildlife shows
- Travel and holiday shows
- UK socialites
- Children's TV

GOVERNMENT, LAW & POLICY

- Foreign policy
- Social welfare policy
- Work / pensions

FOOD & DRINK

- High-end supermarkets
- Italian cuisine
- UK cooking shows

ARTS & HUMANITIES

- Art history
- Wild bird protection
- Documentaries

PERSONALITY



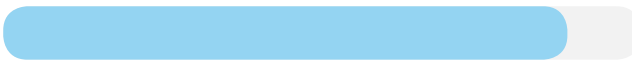
Who are the TV Traditionalists?

We use natural language processing to conduct an IBM Watson personality analysis, revealing the most prominent personality types in this tribe.

TRADITIONAL



ASSERTIVE



DISORGANISED



CONFIDENT



LOVING



LEADERS



Which influencers do TV Traditionalists follow?

Influencers that resonate, ranked by Tribal Impact: how well they vibe with and represent the tribe's core passions.



ZOE BALL



CAROL KIRKWOOD



RICHARD MADELEY



NICK KNOWLES



FERN BRITTON



BRANDS



Which brands resonate with TV Traditionalists?

Brands and entities that resonate, ranked by Tribal Impact: how well they represent the tribe's core passions.



HABITATS



Where can you find TV Traditionalists online?

The formats that this tribe engages with most on social media, benchmarked against the average social media user.



INSTAGRAM IMAGES



TWITTER ARTICLES



TWITTER STATUS UPDATES

VISUAL LANGUAGE



What type of visuals influence TV Traditionalists?

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GARDENING

PARENTING QUOTES AND MEMES

NATURE

INTERIOR DESIGN

HOW ARE TV TRADITIONALISTS RESPONDING TO COVID-19?

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ATTITUDE TOWARDS COVID-19

TV Traditionalists are well-informed and highly-educated. Tribe members may believe they are 'above the hype' and engage minimally with Covid-19 content coming from politicians or news sources. Instead, they are more concerned with how the outbreak impacts their connection to culture and the entertainment they consume, and welcome discussion and debate.

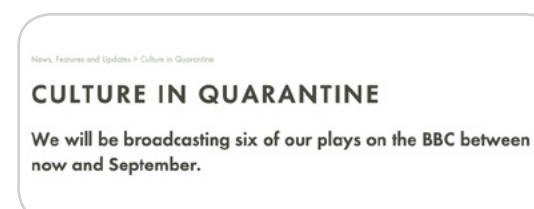
CONTENT ENGAGEMENT AROUND COVID-19

Detachment



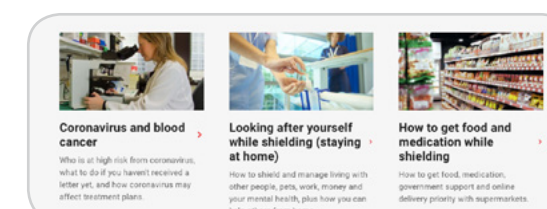
TV Traditionalists have a reasonably detached outlook on the pandemic. Much of the Covid-19-related content that they engage with is focused on daily life in quarantine and the loss of leisurely activities caused by confinement, rather than the health implications of the virus itself. They are disinterested by the science behind the pandemic, the causes or even the preventative measures; they simply want it to pass.

Cultural focus



Heavily focused on the virus impact on culture and entertainment, particularly theatre and opera.

Health effects



Some discussion on the health impact of the virus - possibly due to the general demographic profile of tribe members.

HOW TO CONNECT WITH TV TRADITIONALISTS RIGHT NOW



Engage through arts and culture

TV Traditionalists will connect to brands that can offer consumers a slice of the culture they so sorely miss. Consider partnerships that offer a visual piece of culture, e.g. Evian X Virgil Abloh, or offer some kind of genuine value through innovation, e.g. Spotify X Uber.



Discursive format

TV Traditionalists are intelligent and switched on, although very focused on their key cultural areas of interest. Brands could engage and provide much-welcomed distraction through influencer partnerships that encourage discussion and debate around the cultural impact of the virus.

ECO MOMS



A thoughtful and agreeable tribe, generally higher-net worth, skewing female. This tribe favour the natural and are passionate about reducing their impact on the environment in every aspect of their lives.



INTERESTS



What do Eco Moms care about?

These topics gain greatest engagement from the tribe, benchmarked against the average social media user.

PARENTING

- Organic / natural parenting
- Parenting on a budget
- Stay-at-home parents

BEAUTY & GROOMING

- Organic / natural cosmetics
- Organic / natural toiletries
- Skincare

FOOD & DRINK

- Family-focused healthy eating
- Mexican cuisine
- Culinary training

DIET & NUTRITION

- Nutrition for mind and body
- Organic food diets
- Environmentally-friendly eating

HOME & GARDEN

- Thrifty home aesthetics
- Nursery and playroom
- Furniture

PERSONALITY



Who are the Eco Moms?

We use natural language processing to conduct an IBM Watson personality analysis, revealing the most prominent personality types in this tribe.

THOUGHTFUL



GENUINE



KIND



AGREEABLE



DUTIFUL



LEADERS



Which influencers do Eco Moms follow?

Influencers that resonate, ranked by Tribal Impact: how well they vibe with and represent the tribe's core passions.



VERA SWEENEY



AMY LUPOLD BAIR



AUDREY MCCLELLAND



SAVVYMOM NYC



5MINUTESFORMOM



BRANDS



Which brands resonate with Eco Moms?

Brands and entities that resonate, ranked by Tribal Impact: how well they represent the tribe's core passions.



HABITATS



Where can you find Eco Moms online?

The formats that this tribe engages with most on social media, benchmarked against the average social media user.



INSTAGRAM IMAGES



TWITTER ARTICLES



YOUTUBE VIDEOS (> 10 MINS)



FACEBOOK POSTS

VISUAL LANGUAGE



What type of visuals influence Eco Moms?

We use AI to analyse and group images that resonate most with this tribe to pinpoint the images and visual styles that cut through.



UPLIFTING FAMILY IMAGES WITH YOUNG CHILDREN AS FOCUS

PETS

SELFIES

HOME-COOKED MEALS

ARTISTIC MAKE-UP POSTS

HOW ARE **ECO MOMS** RESPONDING TO COVID-19?

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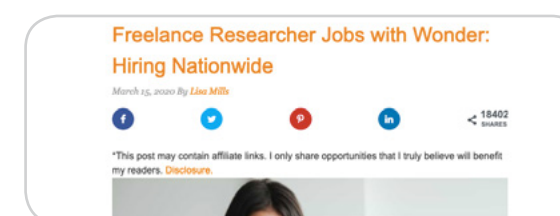


ATTITUDE TOWARDS COVID-19

Eco Moms understand the gravity of the pandemic but are also aware that over-exposure to negativity right now will not help their productivity - they are prone to anxiety and stress if they get too fixated with problems they cannot solve. Instead, tribe members are occupying themselves by doing the utmost to improve family and home life through exercise, good food and family connection.

CONTENT ENGAGEMENT AROUND COVID-19

Living in the now



Eco Moms favour practical content that troubleshoots and advises on the best use of quarantine time. The nature of this content is driven by practicality rather than for a glamorous aesthetic - recipes, freelance research roles for the home, and family exercise routines.

Lighten the mood



Eco Moms connect with influencers that are aware and acknowledge the crisis around them, but instead of feeding negativity, they uplift and encourage one another to remain productive.

Micro over macro



Eco Moms' feeds are focused on mitigating the micro impacts of Covid-19 on their lives and those of their families - politics and bigger picture struggles rarely feature.

HOW TO CONNECT WITH ECO MOMS RIGHT NOW



Make do and mend

Eco Moms are driven by both their strong eco values and need to be practical in a crisis. Why not unite the two with how-to content to show them how to get the most out of their products through re-use and upcycling?



Long-distance love

Thoughtful and family-focused, Eco Moms will go the extra mile to offer support during this challenging time. Brands can support this tribe through gifting packages they can share with the ones they love.

DISTRACTION-SEEKING YOUTH



Passionate about influencers, this entertainment-oriented tribe are imaginative and impulsive, although somewhat prone to anxiety.



INTERESTS



What do Distraction-Seeking Youth care about?

These topics gain greatest engagement from the tribe, benchmarked against the average social media user.

ENTERTAINMENT

- o Viral stars
- o Viral content
- o US socialites

BEAUTY & GROOMING

- o Tutorials
- o Mainstream beauty brands
- o Skin care

FASHION

- o Female lifestyle bloggers
- o Basics and essentials
- o Smart casual dressing

TV & VIDEO

- o Family films
- o US sitcoms and comedy
- o US talk shows

FOOD & DRINK

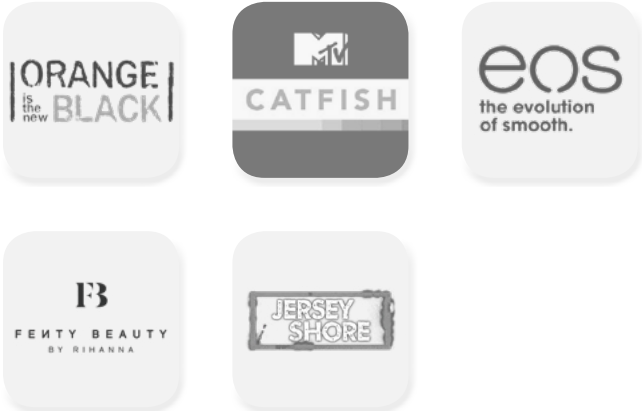
- o Junk and snack food
- o Subscription food services
- o Takeaway services

BRANDS



Which brands resonate with Distraction-Seeking Youth?

Brands and entities that resonate, ranked by Tribal Impact: how well they represent the tribe's core passions.



PERSONALITY



Who are Distraction-Seeking Youth?

We use natural language processing to conduct an IBM Watson personality analysis, revealing the most prominent personality types in this tribe.

IMAGINATIVE



IMPULSIVE



PASSIVE



SCATTERBRAINED



ANXIOUS



HABITATS



Where can you find Distraction-Seeking Youth online?

The formats that this tribe engages with most on social media, benchmarked against the average social media user.

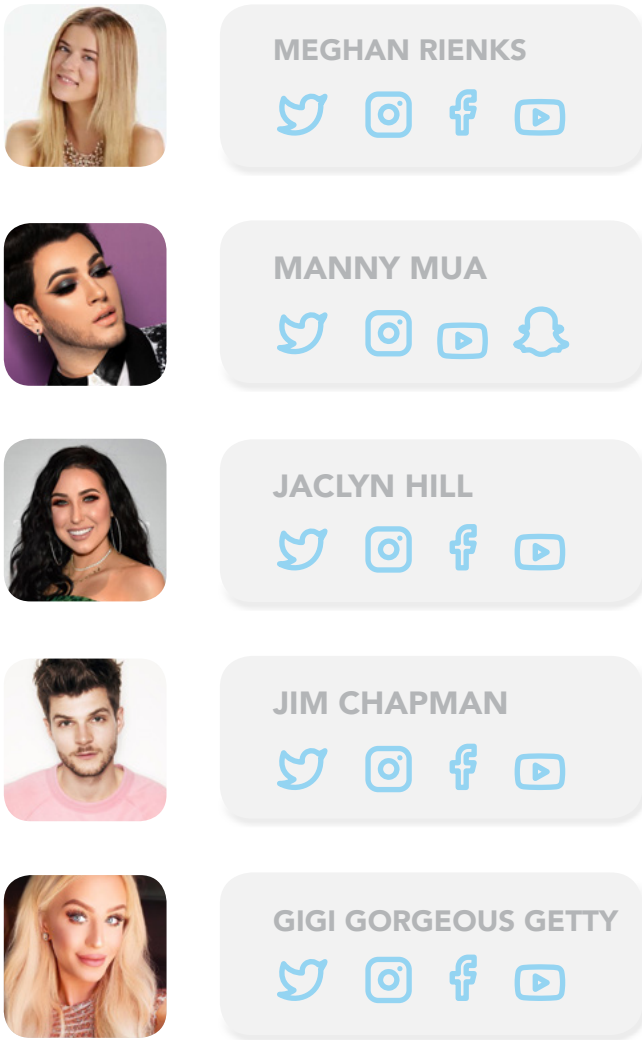


LEADERS



Which influencers do Distraction-Seeking Youth follow?

Influencers that resonate, ranked by Tribal Impact: how well they vibe with and represent the tribe's core passions.

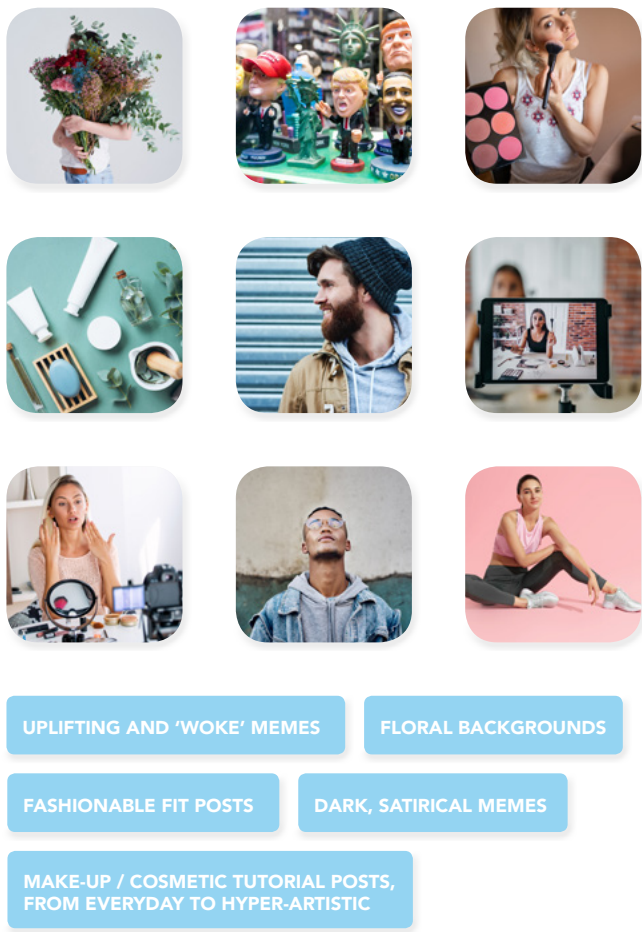


VISUAL LANGUAGE



What type of visuals influence Distraction-Seeking Youth?

We use AI to analyse and group images that resonate most with this tribe to pinpoint the images and visual styles that cut through.



HOW ARE **DISTRACTION-SEEKING YOUTH** RESPONDING TO COVID-19?



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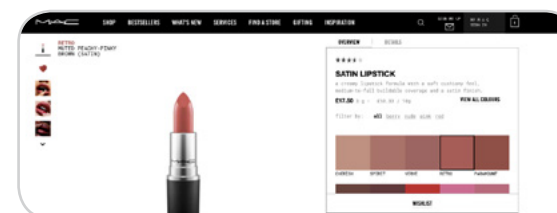
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ATTITUDE TOWARDS COVID-19

Distraction-Seeking Youth are fairly self-involved as a tribe - and as such they are engaging minimally with Covid-19 as a topic. They may be struggling right now as they strive for glamorous 'normality' on their Instagram feed, sharing throwback content and dressing up their feeds with aspirational lockdown life set-ups. Prone to anxiety, it is likely that many in this tribe are experiencing a stark contrast between their emotions and their outward projection.

CONTENT ENGAGEMENT AROUND COVID-19

Avoiding Covid-19 content



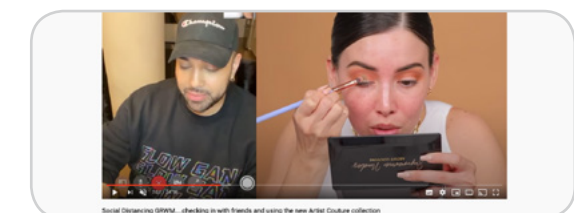
Distraction-Seeking Youth aren't particularly engaging with Covid-19 related posts. Their focus is more on entertaining themselves in what is generally seen as a boring rather than frightening period of isolation.

The influence of influencers



Distraction-Seeking Youths' sole engagements with Covid-19 content come via their favourite influencers. This really highlights influencer social responsibility, and the need for brands to take care when selecting and maintaining these relationships.

Lockdown chic



Distraction-Seeking Youths' content consumption remains pretty much business as usual, centred on fashion, beauty, and glamour.

HOW TO CONNECT WITH DISTRACTION-SEEKING YOUTH RIGHT NOW



Engage with distraction

This tribe seek escapism from the current crisis, and do not respond to Covid-19 - related content. Focus instead on the lockdown and its impact on their lives, and see where you can add value through distraction or entertainment - keep things light.



Regain normalcy

As digital natives who are already used to spending a lot of time consuming online content, this tribe want to maintain their pre-Covid-19 lifestyle wherever possible and will continue to engage with their favourite influencers and brands broadly as before. Now is the time to continue brand partnerships, but be sensitive to the tone and content of these.

WOKE GEN Z



This tribe is formed of passionate, educated Gen Z-ers who are curious about the world around them and keen to contribute to society.



INTERESTS



What do Woke Gen Z care about?

These topics gain greatest engagement from the tribe, benchmarked against the average social media user.

SOCIAL ISSUES & ADVOCACY

- Pro-choice & reproductive rights
- Criminal law reform
- Feminist activism

SUSTAINABILITY

- Social justice
- Healthcare
- Fossil fuels

POLITICS & CURRENT AFFAIRS

- US political satire
- US news sources

GOVERNMENT, LAW & POLICY

- US constitutional law & civil rights
- Budget / fiscal policy
- US supreme court

FILM

- Documentary films
- Comedy films
- Arthouse

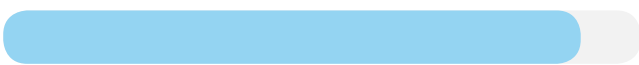
PERSONALITY



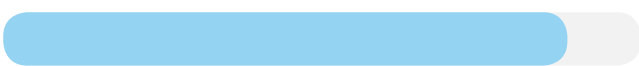
Who are Woke Gen Z?

We use natural language processing to conduct an IBM Watson personality analysis, revealing the most prominent personality types in this tribe.

CURIOUS



SYMPATHETIC



FIREY



ASSERTIVE



INTELLECTUAL



LEADERS



Which influencers do Woke Gen Z follow?

Influencers that resonate, ranked by Tribal Impact: how well they vibe with and represent the tribe's core passions.



HARI KONDABOLU



ASHLEY NICOLE BLACK



WALTER KAMAU BELL



LIZZ WINSTEAD



SAMANTHA BEE

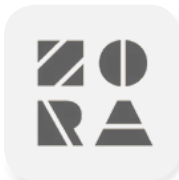


BRANDS



Which brands resonate with Woke Gen Z?

Brands and entities that resonate, ranked by Tribal Impact: how well they represent the tribe's core passions.



HABITATS



Where can you find Woke Gen Z online?

The formats that this tribe engages with most on social media, benchmarked against the average social media user.



INSTAGRAM IMAGES



TWITTER ARTICLES



FACEBOOK PHOTOS

VISUAL LANGUAGE



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MOTIVATIONAL & UPLIFTING POSTS

PHOTOS OF FAMILY & LOVED ONES

SELFIES, SOMETIMES WITH SIGNS AND SUPPORTIVE MESSAGES

HOME ACTIVITIES: WORKOUTS AND READING

"DAY-DREAMING" TRAVEL

HOW ARE **WOKE GEN Z** RESPONDING TO COVID-19?

By understanding your tribes’ engagement and attitudes towards Covid-19, you can remain relevant and tactful in your communications. Analysing the content that resonates with them will help you identify the right creative tactics and tone that will engage your tribe.

These insights are based on AI-driven analysis of the digital content that this tribe is engaging with in real-time.



ATTITUDE TOWARDS COVID-19

Woke Gen Z are actively engaging with content around Covid-19, and while they are showing concern, it is not necessarily themselves they are concerned about. They are informing themselves on the economic fall-out for individuals in this situation and staying up to date on the number of cases across the world, not just in their home country. Whether they are consuming more lighthearted and cheerful content from their favourite influencers in isolation or staying informed on the severity of the situation, this audience’s online feeds are consumed by content relating

CONTENT ENGAGEMENT AROUND COVID-19

Bigger picture



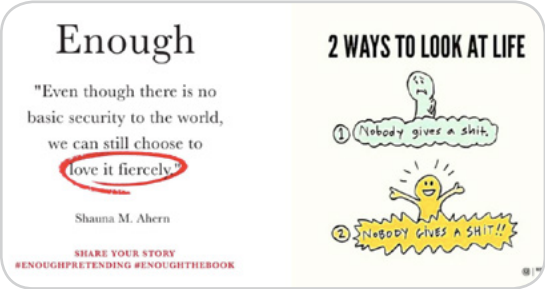
Woke Gen Z are up-to-date with the latest health information but are primarily concerned with the long-term impacts of the crisis, and its effects on the most vulnerable members of society.

Zooming in



Woke Gen Z are playing their part and doing what they can by signing and sharing competitions, continuing digital campaigning for causes such as housing and PPE for essential workers, as well as spreading awareness of how people can help online.

Have some faith



Woke Gen Z are staying busy and not leaving it to faith, but amidst the chaos they are sharing posts to reassure and support, engaging with content about religious leaders sharing advice and discourse. They have faith things will get better.

HOW TO CONNECT WITH WOKE GEN Z RIGHT NOW



Make things happen

This tribe is solution-focused, so be practical. Offer practical advice and share links to online resources to help people. Find a legitimate way in which your brand can make a difference, however small, and communicate transparently.



Get them involved

They want to help and make a change in every way they can, elevate their voices and enthusiasm for user-generated posts, encourage them to share and tag their friends in content. Consider hosting Instagram Lives with speakers and allow your tribe to go live with them to ask questions and inform themselves further.

WHAT CAN BRANDS DO?

How to engage meaningfully around Covid-19

Synthesising our learnings from a host of tribes across the Codec platform, we have identified some key areas where brands can act meaningfully around Covid-19.

Here are three common consumer needs for brands to consider in their action and response.



NEED FOR STABILITY

Seek short-term solutions to new-normal problems



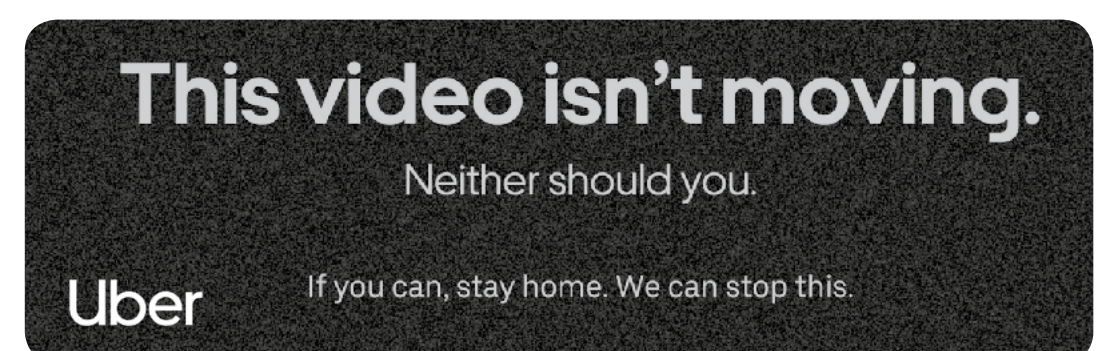
Invest in building relationships



Provide value, not flogging product, and be welcoming to newcomers.



Radical honesty



Now is the time for open and honest communication - including where you may have missed the mark or could do better.



NEED TO CONNECT

Explore new ways to connect around shared passions



Adapt to the new reality



Find new ways to provide services and entertainment virtually.



Live events



These give people much needed structure and routine and provide moments to connect with friends and family throughout the day.



Provide platforms to connect and come together



Tailor experiences to the needs of different audiences.



NEED TO BELONG

Identify ways to support communities (local and cultural)



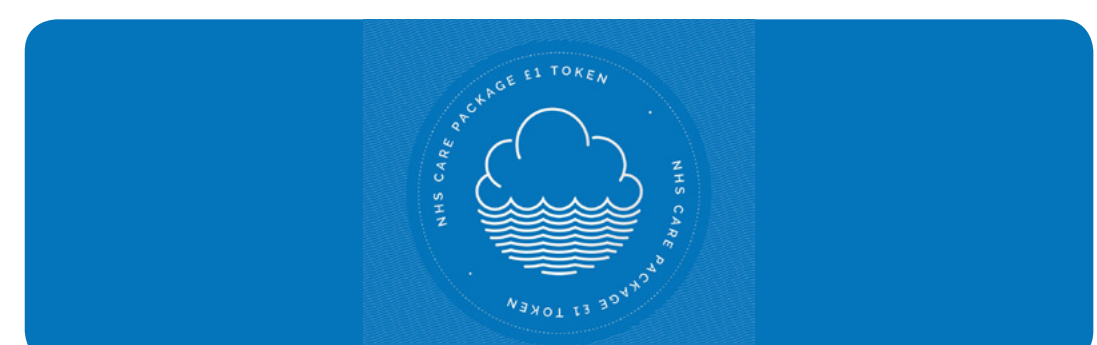
Actions speak louder than words



Demonstrate a shared sense of community through actions that relieve pressure and provide value.



Facilitate and participate



Sometimes simply facilitating and participating is better than trying to lead - brands can lend reach and credibility to small but successful community-led initiatives.

WHAT NEXT?

Emerging from the immediate effects of Covid-19, and the aftermath of an uncertain world, the brands that succeed will be those who can keep pace through driving emotional resonance with their rapidly-evolving audiences.

The future of marketing is culturally relevant. Agile. Passion-led. Collaborative.

We are working in partnership with brands to re-write their marketing playbook and ensure their success through Covid-19 and beyond. Our process is a consultative one, specific to your brand.

Working with Codec, you can:

- ➔ *Identify your growth tribes*
- ➔ *Gain a real-time, dynamic view of your tribes, connecting remote teams around the data*
- ➔ *Gain expert support in creating culture-first campaigns that connect creatively to your audience, and target them directly in media*
- ➔ *Benchmark tribes against your competitors, gaining market share*



"We've seen a **2X** increase in sales through media strategies underpinned by Codec insight."
UK RB Health, Reckitt Benckiser



+68% higher views and **+60%** higher engagement rates



GET IN TOUCH

Speak to a strategist, or register to hear the latest in Codec Covid-19 insight at info@codec.ai

CONTACT US



OVERVIEW



TRIBES



WHAT BRANDS
CAN DO



WHAT
NEXT?



ABOUT
CODEC

THE
COVID-19
REPORT

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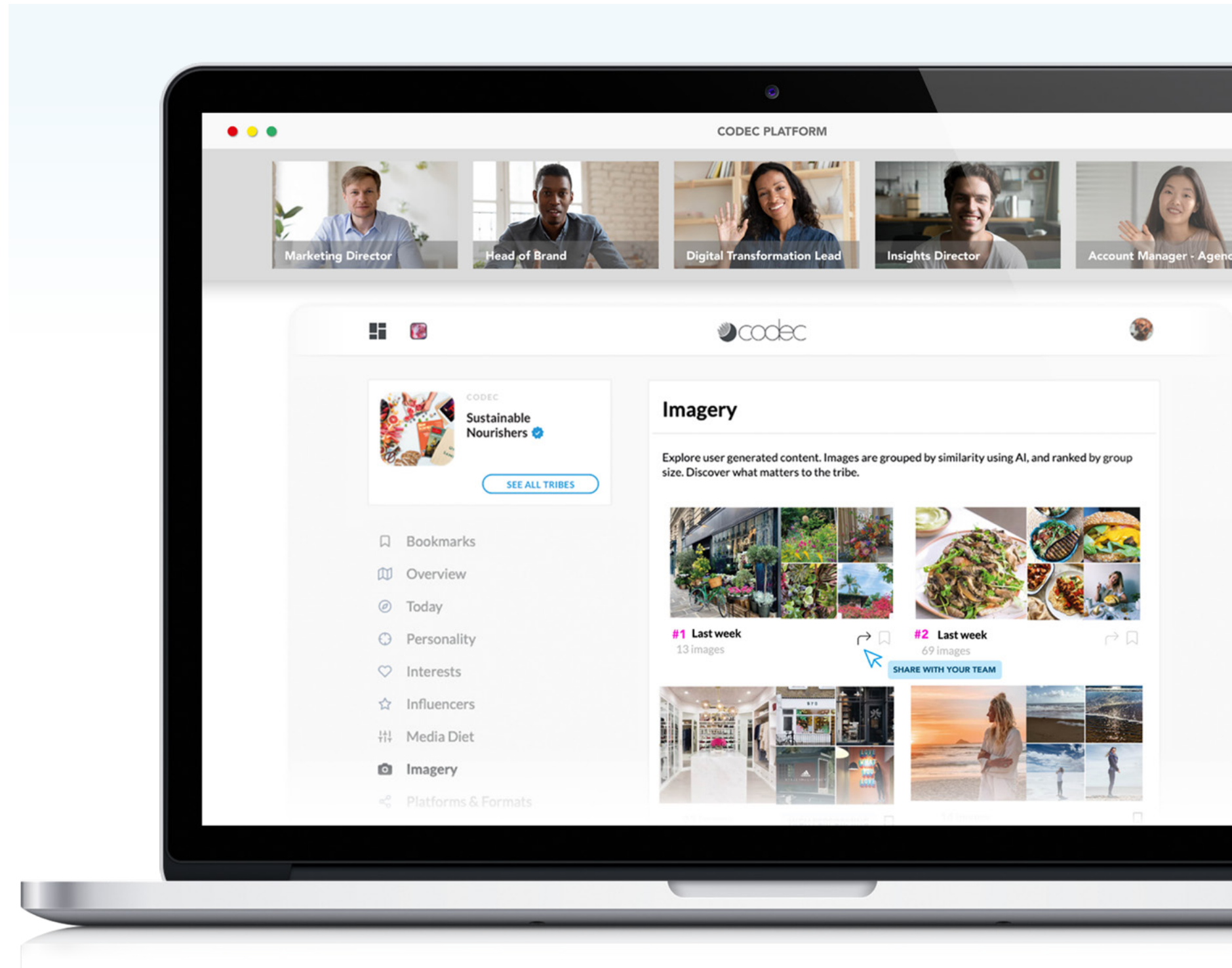
ABOUT CODEC


Codec are a cultural intelligence platform.

We apply science to culture using AI-driven analysis of thousands of millions of digital content engagements, grouping mass audiences into meaningful cultural networks, which we call tribes, linked by shared leaders, interests, and identity.

We work with leading brands within Unilever, L’Oreal, P&G and more to unlock, track and grow their own bespoke tribes - giving them the cultural edge to create and activate emotionally-resonant content that supercharges growth.

These insights can be plugged across the marketing workflow, to inform brand strategy, content creation, and media activation; connecting global teams and agencies to put cultural intelligence at the heart of brand-building.





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Collaborative.

Speak to a Codec strategist info@codec.ai

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