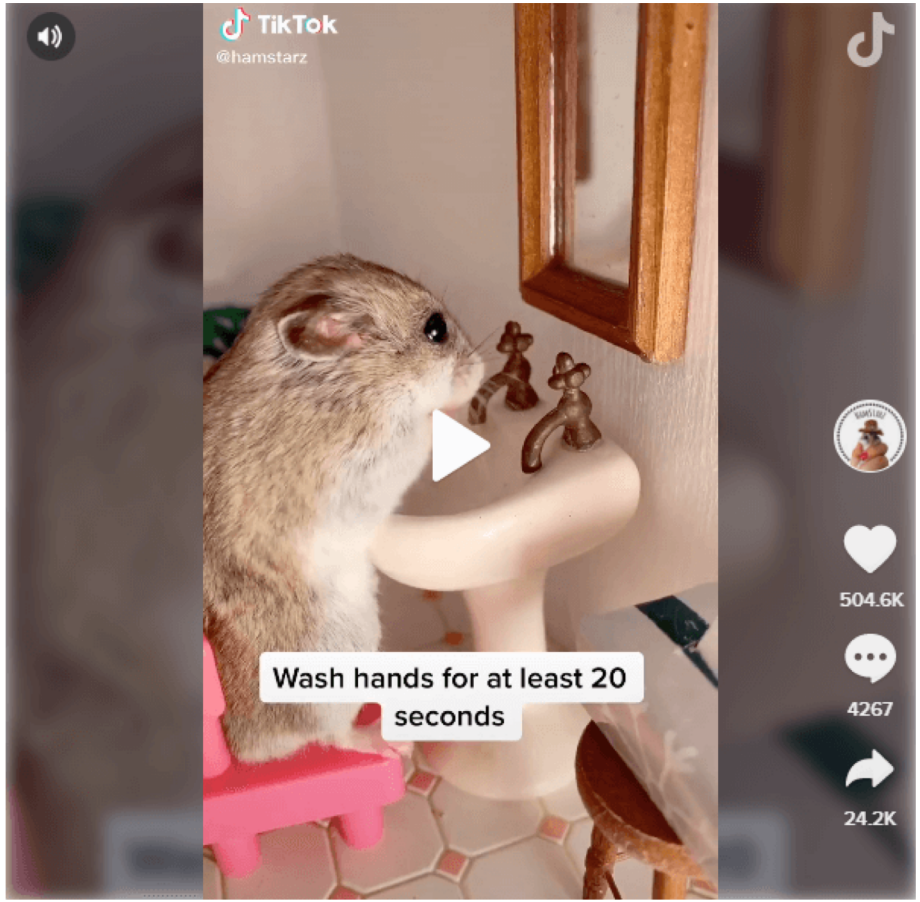
April 2, 2020



Adapting Your Influencer Marketing Strategy for Today's Climate



Bryn Caruso
SVP, Sales & Marketing
Currently Living as a Mole Woman

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Lots of ways to react to the world we're living in…

Panic Buying

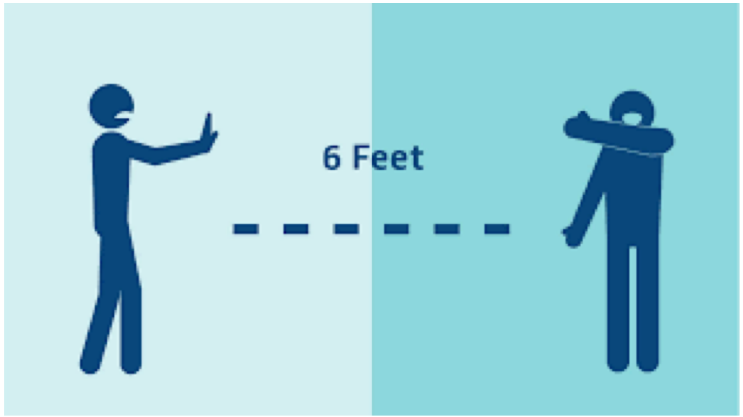


Deer in Headlights – Freeze Everything!



We're Spatial Distancing...but not Socially Distant!

Spatial Distanced



&

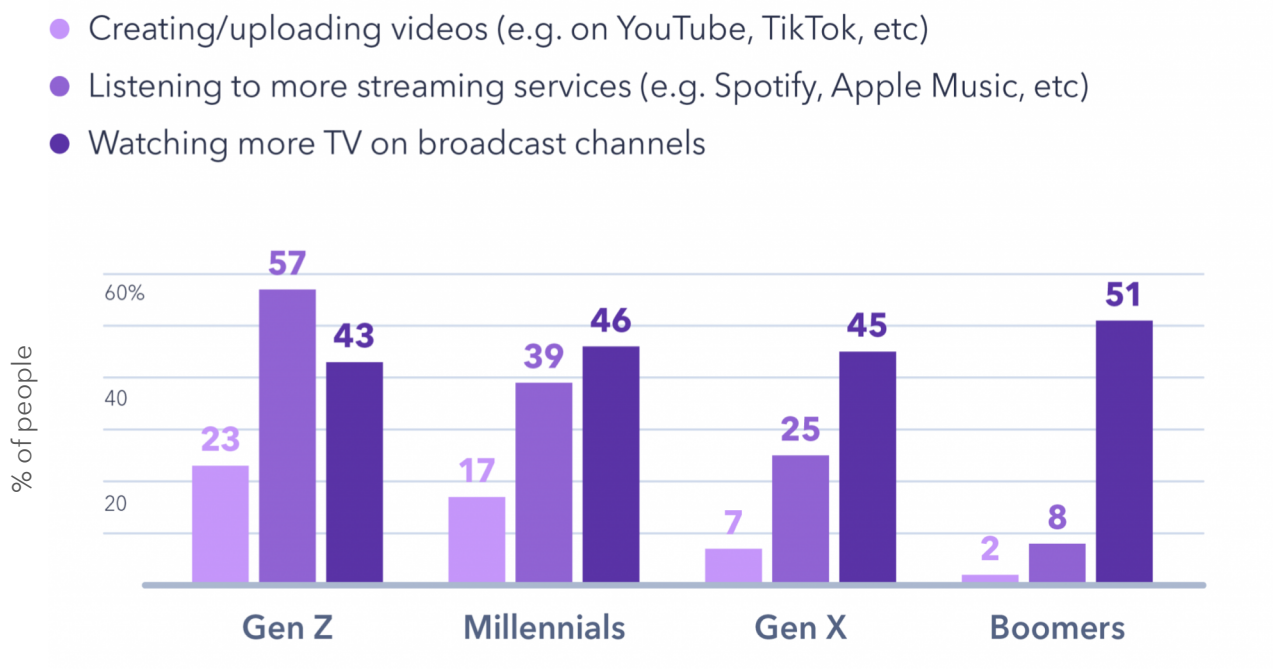
Digitally Connected



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Source: Global Web Index

How has media consumption changed because of COVID-19?



29%

say they are checking social media more frequently

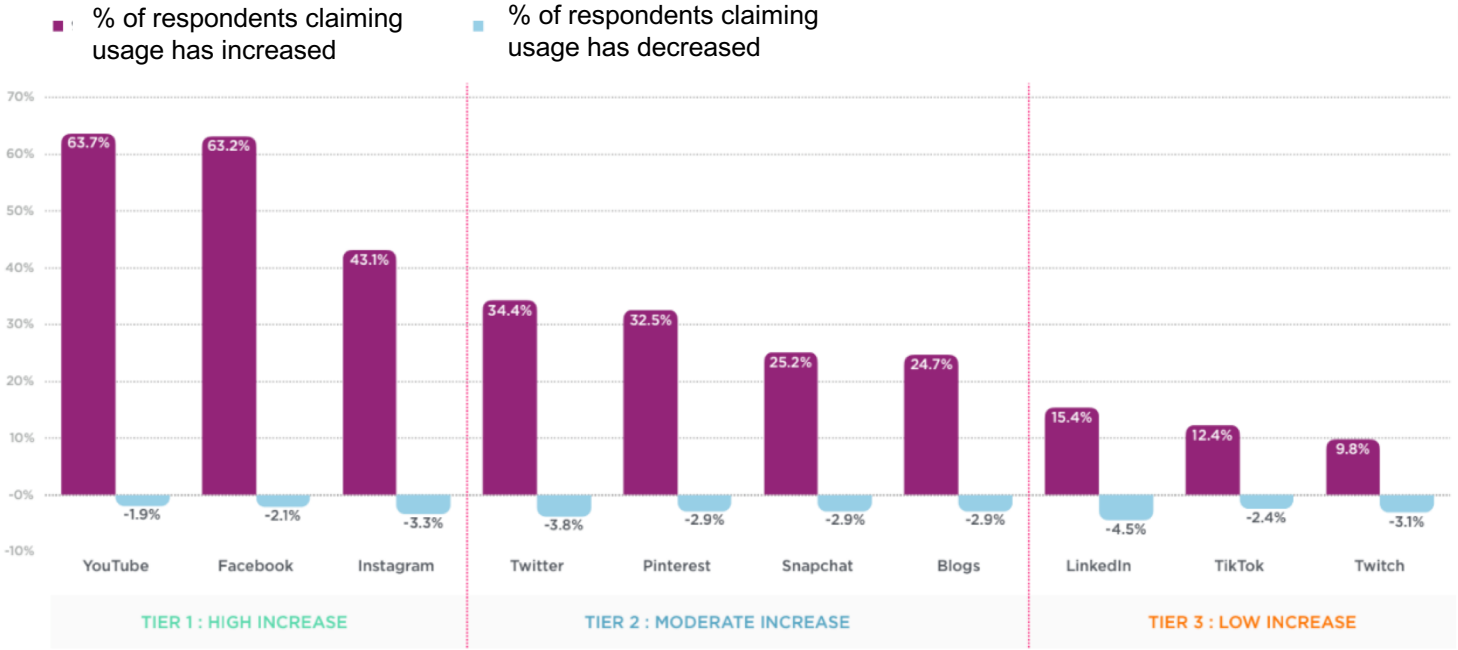
66%

Say social media usage would continue to increase

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Source: Global Web Index

More Time Home Means More Time Online



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Source: izeainsightscovid19

28% of Users Shopping More Often Online

	All	U.S.	UK	Gen Z	Gen Y	Gen X	Boomers	Lower Inc	Higher Inc
Strongly disagree	27	24	47	24	20	29	47	29	19
Somewhat disagree	13	13	15	13	11	15	12	14	13
Neutral	34	36	25	49	30	31	32	42	20
Somewhat agree	16	17	7	10	26	12	6	12	20
Strongly agree	10	11	5	4	13	12	4	3	29
Any agree	25	28	12	14	39	24	10	15	48
Any disagree	41	36	62	37	31	44	59	43	32

Question: "I'm shopping more often online (including grocery shopping and other goods) now than before, because of COVID-19 / coronavirus"

Generations:

- **Gen Z – 16-23 years-old**
- **Gen Y – 24-37 years-old**
- **Gen X – 38-56 years-old**
- **Baby boomers – 57-64 years-old**

Income (based on annual household income):

- **Lower income (U.S.) – $32,000 or less**
- **Higher income (U.S.) – $85,000 or more**

- **Lower income (UK) – £24,000 or less**
- **Higher income (UK) – £60,000 or more**

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Source: Global Web Index

Today's Agenda

1. Lessons from our Past
2. Adapting Today & Now
3. Brands AND Influencers Doing it Right

What We Know: The Three Phases of Change



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Source: WPP's Whitepaper Reesponding to Covid-19

2003: What Happened with the SARS outbreak?

SARS outbreak in 2003 demonstrated that preventative measures such as **in-home quarantining are catalysts for widespread behavior change**, especially around the adoption of new technologies.

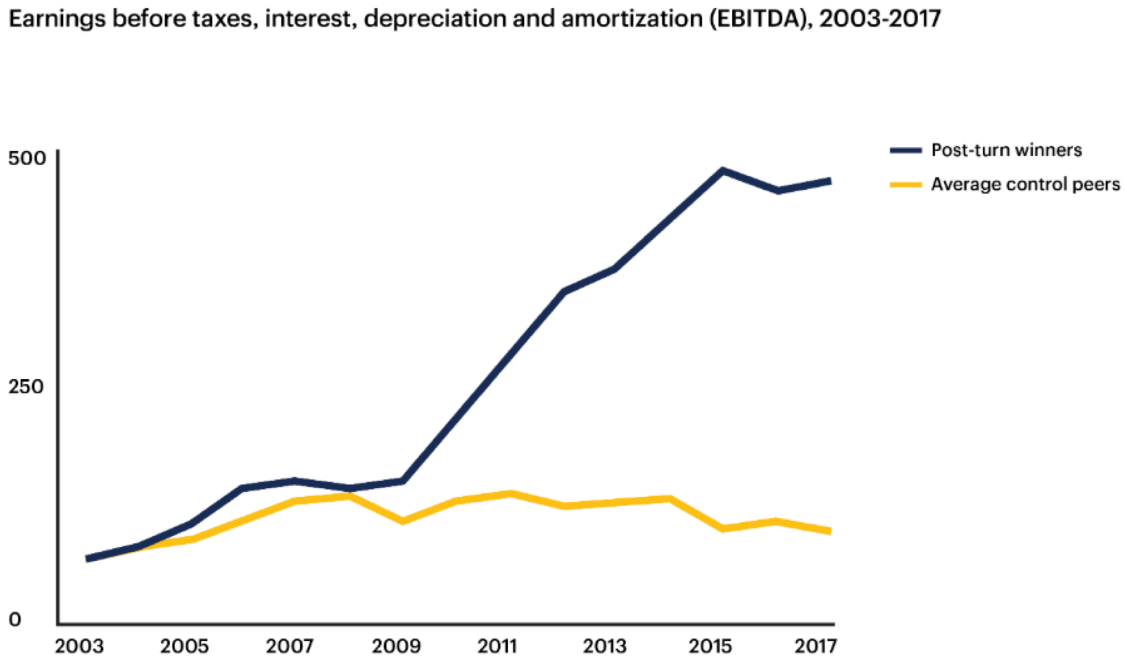
84% of consumers in China have tried at least one new service for the first time b/c of COVID-19



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Source; Gartner & WPP

2007 – 2009: Lessons from the Great Recession



What Winners Did Differently…

- Positioned themselves to power through uncertain times by pivoting their messaging & product focus
- They did **NOT** focus only on cost-cutting historically comes at the expense of top-line growth

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Source: Gartner

We're in Phase 1: Gartner COVID-19 Webinar on 3/27/20

"We're seeing consumers judging the way that brands respond / communicate and using that as basis for whether or not they want to continue brand relationships in the long term"

– Kate Muhl, VP Analyst Marketing Leadership & Strategy, Gartner

Source: Insights from Gartner COVID-19 Webinar

Brands are Under Fire





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Source: https://www.ogilvy.com/uploads/SocialMedia_COVID19_POV1i.pdf

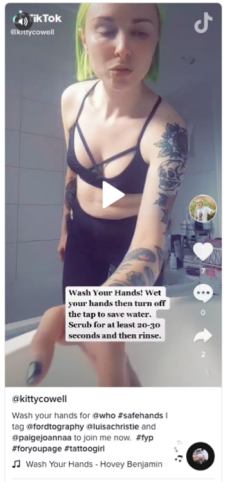
So What Should I Say and Do???

Acknowledge Situation, Express Sympathy, Provide Support	Listen for Brand Sentiment & Opportunities	Provide Reassurance and Set Clear Expectations
• Immediately express solidarity and support • Donate money, supplies services to relief efforts • Prioritize long-term brand building over short-term capitalization	• Intensify social listening (**use Julius' POST tab**) • Establish elevated customer service protocols • Reallocate spend behind most topically relevant segments and SKUs	• Communicate realistic product/delivery availability expectations • Lead with messages on preparedness • Establish and communicate hygiene standards



Adapting Influencer Strategies Today & Now

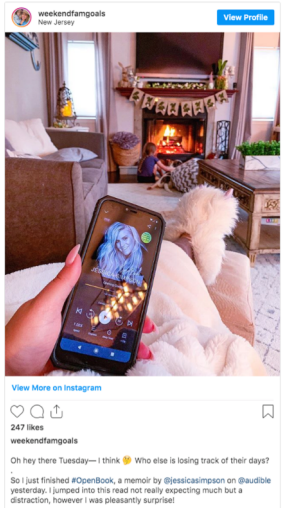
Working Outside the Box w/ Influencers



Educate on safety measures and support for pro-bono cause marketing to reach harder-to-reach and or different audiences



Educate and delight. You don't need a hard call to action message. Consumers are looking to be entertained and enlightened on ways to pass their time.



If your service/product supports consumers' needs – promote it (sensitively)

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Source: PR Daily

Ogilvy's Checklist

Don't be Thirsty!



- ✓ Tone deaf check (appropriate, opportunistic, sympathetic)
- ✓ Am I driving more panic?
- ✓ Offensively assumptive
- ✓ Sensitive to safety guidelines
- ✓ Impact on other's reputations
- ✓ Does this serve a purpose?

Source: OgilvyWhitePaper

A Platform for Everything. Take Advantage!



In the moment storytelling

Behind the scenes

Donation sticker in stories



Video Challenges

Fun & positivity

Time-lapse how-tos



How-to or DIY Vertical Lists

Inspiration & Exploration

Recipes



In the moment storytelling

Helpful resources or information

Relevant news



Product unboxing or tutorials

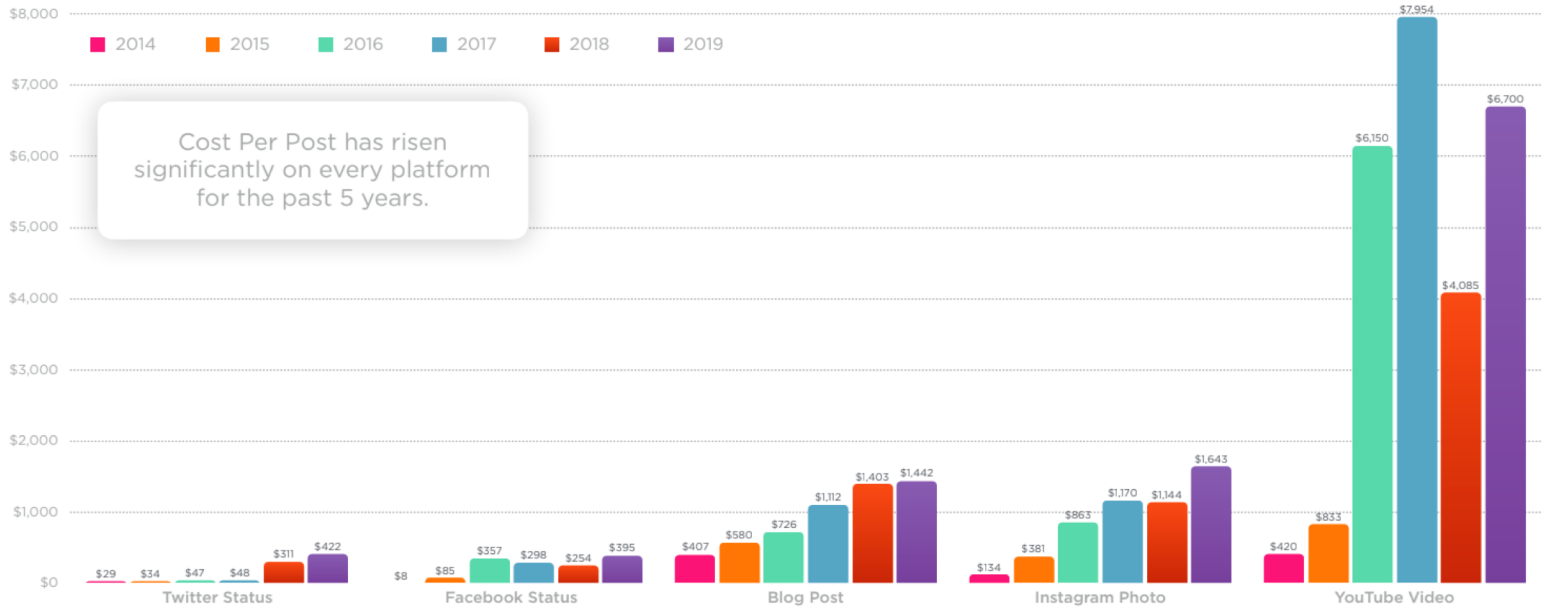
How-to or DIY Guides

Storytelling or entertainment

Source: lzaainsightscovid19

Play with Different Compensation Models

- Expect a 15-20% decrease in cost per post.
- Leverage micro-influencers
- Collaborate for long-term success



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Source: Mavrck

What's Trending

- **Tons of UGC! Use this as an opportunity to connect**
  TikTok challenges, #TogetherAtHome, #IStayAtHomeFor, #TogetherApart, Push up challenge, my favorite things IG
- **TikTok is hot!** It's been mentioned 36 million times on Twitter – up 75% from the prior 90 days
- **Facebook and Instagram Live** indicated videos receive 3x higher engagement than pre-recorded videos from FB's March report



Brands and Influencers Doing it Right

Influencer Highlight: WeWoreWhat



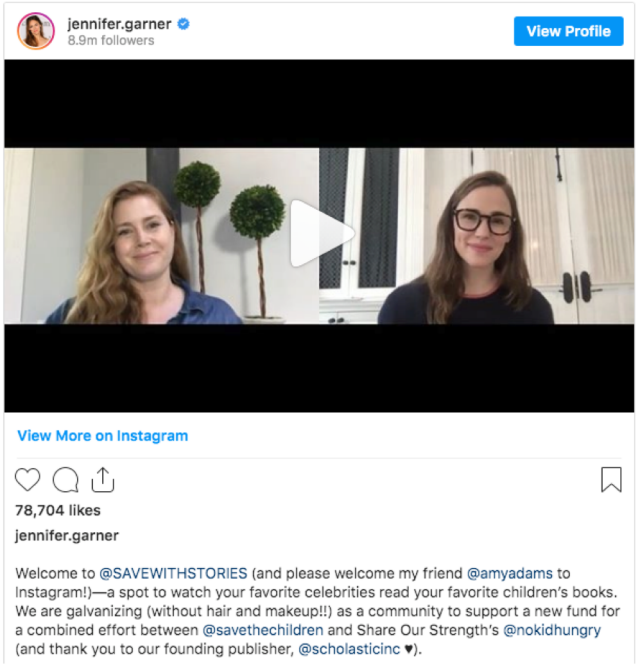


- Sent a PSA to Influencers to inform their respective communities about ways to help
- Compiled list of organizations to support, focusing on multiple areas of need (medical supply support, food, senior citizens, small biz)
- Hosted an IG Live with a doctor to answer her audience's COVID-19 questions
- **Donated $20,000** to Food Bank NYC and River Fund

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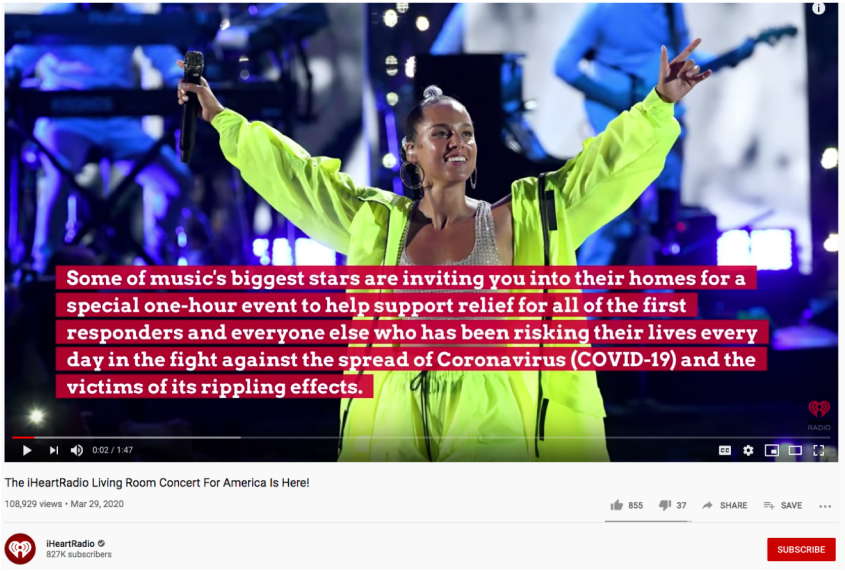
Source: Forbes

Influencer Highlight: Amy Adams & Jennifer Garner



- Partnered with Save the Children and No Kid Hungry to create a new initiative: Save with Stories
- Platform goal: provide an educational resource to kids & parents stuck at home, and encourage viewers to donate, providing meals to kids in need
- **Save with Stories platform gained 145K+ followers in 2 weeks**, and has collaborated with 60+ celebrities from Ellen Degeneres, Kerry Washington, Jimmy Fallon + more

Brand Highlight: iHeartRadio

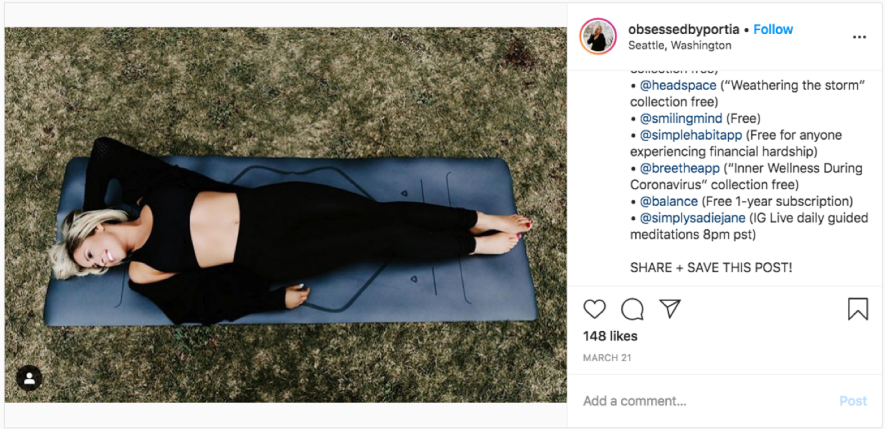


- Adapted iHeartMusic Awards from a massive event to an at-home living room concert.
- Collaborated with celebrities to bring music to the homes of millions of Americans.
- Encouraged donations to Feeding America and First Responders Children's Foundation.
- **Raised over $1M**

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Source: Forbes

Brand Highlight: Headspace



- Created a free series of guided meditations, titled 'Weathering the Storm' to support the community during the current global crisis.
- Offering full meditation library for free for all health care providers throughout 2020
- Leveraging influencers to spread the word

Source: Forbes

Brand Highlight: Puma



- Partnered with fitness influencer to create at-home workouts
- Doing a give away of a PUMA outfit and personal online training session with Liashleyley

Moral of the Story...

People buy brands, not products/services. Take advantage of this opportunity to tell your consumers who you are, what you value, and how you have their backs in times like these.

Q&A

Email to:

marketing@juliusworks.com